



# Winners' Special



**ALL THE WINNERS & FINALISTS LISTED INSIDE**

# RECORD-BREAKING PETQUIP AWARDS CELEBRATE INDUSTRY EXCELLENCE



The PetQuip Awards dinner saw awards presented across 15 categories at a buzzing evening with 300 guests representing suppliers, retailers, wholesalers, distributors and industry trade exhibition organisers.

New awards for this year included two people-focused categories, Rising Star and Employee of the Year.

The Rising Star award, sponsored by Noble Futures, includes a bursary, courtesy of the sponsor, for the winner to use for personal development. The winner was Clara Hewson from The Muzzle Movement.

The judges found Employee of the Year so hard to judge that they awarded joint gold winners for two people who work in very different parts of the pet care sector. The awards went to Charmain Cane from We.pet Independent Wholesale and Michelle Williams from Associated Veterinary Services.

An additional new award for best marketing campaign saw an excellent, high quality set of entries, which shone a light on the creativity and innovation from marketing teams across the sector. This category also resulted in joint gold awards, to Frozzys for its celebration pack campaign and Pawsome Pets Boutique for its Disney campaign.

The awards evening included trophies presented to multiple, independent and overseas retailers, with the gold winner for international retailer of the year represented by three of its senior directors, who were thrilled by this independent recognition of the high standards and expert personnel the company employs. Kölle Zoo has 24 experience stores, with welfare and animal friendly husbandry at its heart.

The UK multiple retailer gold award was won by Jollyes and UK independent retailer was won by Trusty Pet Supplies.



The final award of the evening, for Lifetime Achievement, was presented to Celia Hammond, whose original glamorous career focussed her attention on animal cruelties and who then used her high profile to change the views of the UK public on cruel animal practices. She then decided to devote her life to improving the care and lives of stray and feral animals in the UK.

With the move of PATS to the NEC in 2025, the PetQuip Awards dinner will take place alongside the exhibition as usual.

“Our whole team was delighted to celebrate so many successes in this innovative industry across product development, marketing, export, skilled team members and retailers,” said PetQuip Director General Amanda Sizer Barrett (pictured above). “With a record-breaking attendance this year, we are looking forward to seeing even more of the industry gathering to celebrate and network at the 2025 PetQuip Awards!”

## Award categories



- Supplier of the year
- Business service of the year
- Most promising new starter business (sponsored by Interzoo)
- Best product: food/treats
- Best product: healthcare/grooming
- Best product: accessories/technical
- Sustainability award (sponsored by CIPS)
- UK retailer of the year: multiple (sponsored by PATS)
- UK retailer of the year: independent (sponsored by Pet Product Marketing)
- International retailer/distributor of the year (sponsored by PATS)
- Best trade marketing campaign (sponsored by PBW)
- Rising star (sponsored by Noble Futures)
- Employee of the year (sponsored by Noble Futures)
- Theresa Swann exporter of the year (sponsored by Group55)
- Lifetime achievement (sponsored by Leopard Co)



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PetQuip Awards 2024 are sponsored by:





SUPPLIER OF THE YEAR

# TRIXIE PET PRODUCTS

2024

GOLD

2024



The gold award went to **TRIXIE Pet Products**, which the judges said reached consistently high standards. The judges were impressed by the company mission to ‘accompany you and your pet from birth to maturity’.

“This recognition is not just a testament to our dedication over the past decade in the UK market, but also a reflection of our commitment to enhancing the lives of pets and their owners,” said TRIXIE UK director Russell Cook.

## MUTNEYS PROFESSIONAL PET CARE



The silver winner supplies professional dog grooming equipment worldwide. **Mutneys Professional Pet Care** is a family business with a focus on developing personal relationships with its customers.

2024

SILVER

2024

2024

GOLD

2024

BUSINESS SERVICE OF THE YEAR

# MILLIN BROOK LUXURY DOG BOARDING



The gold award for Business Service of the Year went to **Millin Brook Luxury Dog Boarding**, a business which provides the ultimate in dog boarding. Guests spend the minimal amount of time in their suite, instead enjoying day trips, training, stimulating interaction and play.

This company has turned dog boarding on its head by focusing on delivering the ultimate doggie holiday – they even send a postcard from your pooch!

## FOUR PAWS GROOM SCHOOL



Silver winner **Four Paws Groom School** takes a caring and holistic approach to training future groomers. The judges commended the company on its dedication to improving animal welfare through education – and driving excellence through the delivery of consistent, safety first standards.

2024

SILVER

2024



**MOST PROMISING NEW  
STARTER BUSINESS** SPONSORED BY INTERZOO



# THE MUZZLE MOVEMENT

The gold winner is leading the charge to create a shift in public perception of muzzled dogs and their guardians in the hope of creating a safer space for the muzzled dog community, helping them live fulfilled and enjoyable lives. The judges loved **The Muzzle Movement's** mission to



de-stigmatise the muzzle by repositioning it as an accessory to be worn with pride and flair.



## PAWIONICS

Silver winner **Pawionics'** range provides high quality, custom fit prosthetics and mobility aids, inspired by the owner's deeply personal experience. The judges loved the innovative use of 3D scanning and printing technologies used to create these durable, comfortable and affordable prosthetics for dogs.



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**PRODUCT OF THE YEAR  
(Food & Treats)**

**FROZZYS**

**HAPPY GUT SOFTBAKES**

2024

**GOLD**

2024



The gold winner in this category really stood out for the judges. The thoughtfully formulated recipes of the Happy Gut Softbakes range joins **Frozzys'** existing portfolio, underpinning the brand's focus on the important and growing area of canine gut health. The judges loved the innovative and refreshing addition of baobab, one of the world's most nutrient rich superfruits as well as the product's convenient packaging.



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2024 **SILVER** 2024



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**PRODUCT OF THE YEAR**  
(Healthcare & Grooming)

**VETIQ**  
SERENE CALMING OINTMENT

The gold award goes to **VETIQ** for its serene calming ointment, a product which appeals to a dog's highly developed sense of smell and meets the growing issue of pet anxiety.



The winning product impressed the judges by its fast activation, within 20 minutes of its easy application to a dogs' nose, helping to alleviate, calm and soothe pets' anxiety.



2024 **SILVER** 2024  
**WOOF & BREW**  
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**PRODUCT OF THE YEAR  
(Accessories & Technical)**

**ROGZ**  
CAT SAFETY RELEASE COLLAR



The judges loved the gold winner – the Cat Safety Release Collar from **Rogz**. This product was launched after the company identified a clear need in the world of cat collars. The collars they developed have a patented variable safeloc fastener which overcomes the frequent loss of cat collars while they're out and about by enabling owners to adjust the clip tension.

Sallie-Ann Reed, National Account Manager of Rogz UK, said: "This award is recognition of an amazing Rogz global team and we are truly thrilled to have won this category award. As a company, we are continually innovating and working with pet parents and retailers to find safe and workable solutions to improve day-to-day challenges. We are committed to providing our retail customers with knowledge and support so they realise what a fantastic and valued service they bring to our high streets."

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**SUSTAINABILITY AWARD**  
SPONSORED BY CIPS



**BENEVO**

2024

**GOLD**

2024



Sustainability runs through everything the gold winner's business does and the judges were very impressed by the founders' consistency and dedication to making decisions based on

high ethical standards and sustainability, with the business embodying their beliefs. Pioneering plant-based food company **Benevo** was a deserving winner of this category.



2024

**SILVER**

2024

**BECO**

Silver award winner **Beco** creates products which bring people closer to their dogs and nature, while supporting the preservation, restoration and accessibility of the natural world. The judges commended the company's rigorous consideration of the environmental impact across their business, at every stage.



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UK MULTIPLE RETAILER OF THE YEAR  
SPONSORED BY PATS



**JOLLYES**

2024

**GOLD**

2024



The gold award for UK multiple retailer of the year went to **Jollyes**. The judges were impressed with company's partnership with the National Foundation for Retired Service Animals as well as its Pet Manifesto which launched alongside the election on behalf of pets. The judges loved the detail of the issues raised on behalf of pets for the government's consideration.



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UK INDEPENDENT RETAILER OF THE YEAR  
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TRUSTY PET SUPPLIES

2024

GOLD

2024



Gold award winner **Trusty Pet Supplies** is a family run business with exemplary customer service and a range of customer incentives which sets it apart and increases loyalty.

The judges were impressed by this retailer's phenomenal social media reach and its support for the local community. **Turn to page 20 for a special feature on Trusty Pet Supplies.**



**MARSHALLS PET FOOD STORE**

The winner of the silver award, **Marshalls Pet Food Store**, has built an incredible following around its two pet stores, engaging customers and the wider community through imaginative events, social media engagement and exceptional customer service.



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# AWARD-WINNING RETAILER REVEALS SECRETS OF SUCCESS

Derby-based Trusty Pet Supplies has been named UK Pet Retailer of the Year in the prestigious PetQuip Industry Awards 2024. Director Hannah Edmondson reveals the secrets of her company's success.

"We are thrilled to have won this award as it means the world to our family and the wider team," said Hannah. "The business has been the biggest part of our lives for the past 25 years and we work tirelessly throughout the year to provide the best service and products for our customers. It is amazing to be recognised for all our hard work."



**How long has the business been operating?**

"Established 25 years ago, we have two physical stores in the Derby area as well as an online presence via our website, Amazon, eBay and TikTok. We carry over 7,000 lines and serve over 250 customers per day in our stores plus a further 800 via our websites. We cater for all pets such as dogs, cats, all small animals, caged birds including parrots, budgies etc, fish and all reptiles! We are arguably the biggest raw food store in the country with around 49 freezers and 25 brands in our Superstore on the Kingsway Industrial Estate, Derby."

parrots, budgies etc, fish and all reptiles! We are arguably the biggest raw food store in the country with around 49 freezers and 25 brands in our Superstore on the Kingsway Industrial Estate, Derby."



**What makes you different from your competitors?**

"We are a three-generation family run business and we pride ourselves on our exemplary customer service and our loyalty cards. We have over 15 different loyalty cards offering customers a bag of food for free, as well as our own £10-off instore money off card. We are extremely knowledgeable and aim to provide customers with the best advice for their pets, which is why we have a huge customer retention rate. We have customers travelling 30 miles plus to come and visit us in the Superstore to visit our raw range of dog and cat foods as we carry such a large amount of stock."

**How do you attract and then retain customers?**

"Word of mouth has always been the best way to gain customers – we are recommended by so many people in the local area. Our loyalty cards, which have been running since 2009, have meant customers keep returning as they will receive £10 off or a free bag when their cards are full."

**How involved do you get in the local community?**

"Our first store is in the heart of Mickleover village and so we get involved in many local activities and sponsor the local football teams/stadium etc. We have recently taken on an advertising board near the local hospital and on a main road which has brought many new customers to our stores who didn't know we were here before."

**How important is social media?**

"A recent venture has seen us using Tik Tok, where our most popular video has over 1.6 million views. We post multiple videos per day and have gained a brilliant following on this platform. We do regular email marketing with money-off vouchers and discount codes which again brings many people to the website and we do a similar thing in store around Black Friday."





INTERNATIONAL RETAILER OF THE YEAR

SPONSORED BY PATS

KÖLLE ZOO

2024

GOLD

2024



Winner of this gold award, **Kölle Zoo**, has represented expertise in pet supplies since 1969, with everything revolving round animals in its 24 experience stores, with welfare and animal friendly husbandry at its heart. The company's 800 employees are regularly trained and are specialists in their field. The in-store experience offers a wide range of products for dogs, cats, small animals and birds as well as aquariums, terrariums, koi and ponds.



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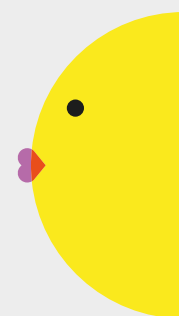
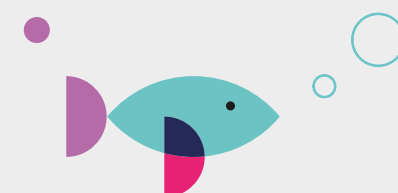
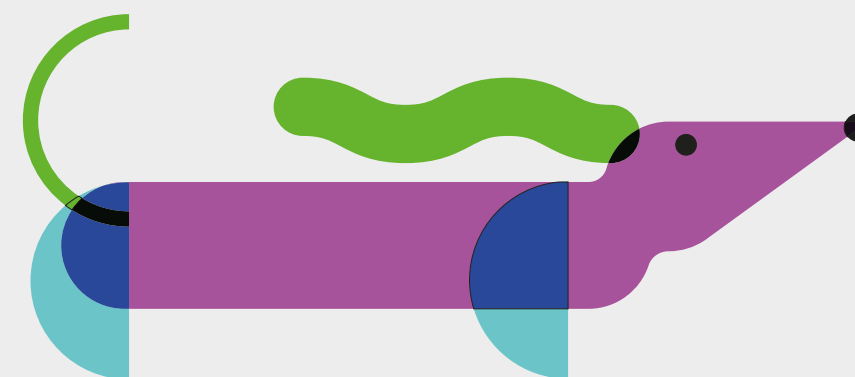
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2024 **GOLD** 2024

# PAWSOME PAWS BOUTIQUE & FROZZYS

The judges were blown away by the excellent standard of entries, which showcased innovative, imaginative campaigns, demonstrating their deep understanding of and affinity for their customers.



First gold winner **Pawsome Paws Boutique** used its partnership with a licensor to construct a campaign of incredible reach, with astonishing results. The judges were impressed with how this company leveraged its relationship with Disney to create top quality products alongside inventive content which converted into impressive sales results.

Second gold winner **Frozzys** decided to mark its 10-year anniversary with a beautifully crafted celebration pack to raise brand recognition and attract new customers. The judges loved the pack itself, the creative and innovative approach, and the way the team meticulously planned and executed what was an engaging and impactful campaign.



## #DOGSINYELLOW MY ANXIOUS DOG

2024 **SILVER** 2024

The silver award went to a campaign which focused on raising awareness of dogs in yellow, illuminating the challenges for pet parents of dogs who are nervous or reactive. This highly effective campaign – **#Dogsinyellow from My Anxious Dog** – harnessed the power of social media, with impressive results.



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**RISING STAR**

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# CLARA HEWSON

## THE MUZZLE MOVEMENT

2024

GOLD

2024



The gold Rising Star award went to **Clara Hewson** from The Muzzle Movement. Clara is dedicated to spreading the message of her company as well as being passionate about force free training for dogs. Her team is equally passionate about their company mission, to ensure muzzles are comfortable and functional for dogs. **Turn to page 28 for a special feature on Clara and the Muzzle Movement.**



# SOPHIE CHESMAN

## PAWSOME PAWS BOUTIQUE

2024

SILVER

2024

The judges commended silver winner **Sophie Chesman** from Pawsome Paws Boutique on her success so far. She is driven and creative, transforming a hobby in her spare room to a business which sells to major retailers. All of this while juggling the demands of being a new parent.

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# RISING STAR SHINES LIGHT ON HOT TOPIC



Clara Hewson, founder of The Muzzle Movement, was crowned the first winner of the PetQuip Rising Star Award as well as picking up gold for the Most Promising New Starter Business. Clara explains how she has endeavoured to change people's misconceptions of muzzled dogs.



## How did you set about changing the public's misconceptions of muzzled dogs?

"We have always prioritised growing and nurturing a muzzle-positive community on social media – this has been amazing for changing the public perception of muzzles and helping to spread the message far and wide. We have also attended 10 events, from Crufts and DogFest, to several professional events and conferences, in an attempt to spread awareness. We have a member of staff whose job is education and engagement, and she has written blogs and magazine articles, and is currently working on a comprehensive muzzle training course. We also created a Muzzle Support Pack which contains lots of useful information about all different kinds of muzzles, the importance of good fit, tips for measuring your dog, as well as links to further information online. This is available free of charge for dog professionals to download."

## What prompted you to launch The Muzzle Movement?

"I worked as a senior training and behaviour advisor in the UK's largest dog rescue, alongside some of their most challenging cases. I felt frustrated at the lack of appropriate muzzles for the dogs in our care. I also had adopted a Pointer called Tolly who needed to be muzzled due to worries around strangers. It was difficult to experience first-hand the looks and comments from members of the public. I started an Instagram page called 'The Muzzle Movement' where I shared informative posts and generally advocated for safe muzzle usage. I shared my ideas of what would make the perfect muzzle and realised I wasn't the only person looking for a solution. I decided to run a Kickstarter campaign with just an idea – and raised £46,000 in just 30 days! Sadly, Tolly was diagnosed with an inoperable spinal tumour, so he was never able to try one of the muzzles I designed for him."

## Was it easy to create a new design for muzzles?

"In some ways, yes. We have a pretty unique perspective in terms of designing and manufacturing a product, as we have so much experience working with dogs. We have learned something from designing and making every size, so we truly believe we get better every time we release a new muzzle."

## What's been the reaction to your range of muzzles?

"Overwhelmingly positive! We have such wonderful feedback from our amazing customers, and it keeps us driving forwards. I recently spoke at BVA Live, a veterinary



conference, and we had an overwhelmingly positive and excited response from vets and nurses. We also have a lot of customers who are dog professionals, from trainers and behaviourists, to groomers, physiotherapists and rescues, who love our product as well as our message and stance as a force-free company. It's fantastic

to go to in-person events and have people come to the stall to chat, feel the muzzles, ask questions and shop. We have also worked hard over the last year to keep improving."

## How did you feel when you won two PetQuip Awards?

"I was completely overwhelmed. We have never won an award before, and it was so affirming to know there are people recognising what we are doing. The ability to showcase our brand to a room full of professionals was an amazing feeling, and the feedback we received was lovely. I think when you are running on a treadmill of the daily grind it's easy to forget about the wider impact we are having. It was nice to step outside of our crazy bubble for an evening and just revel in everything we have been able to achieve so far."



## EMPLOYEE OF THE YEAR

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2024

GOLD

2024



JOINT  
WINNER

# CHARMAIN CANE

WE.PET

First gold winner, **Charmain Cane** from We.pet Independent Wholesale, has exceptional organisational skills and was said to be 'the glue that holds us all together'. This winner is a vital contributor to the business, a solid all rounder, and her team would be lost without her.



JOINT  
WINNER

# MICHELLE WILLIAMS

ASSOCIATED VETERINARY SERVICES

Second gold winner works in a completely different sector, and is said by her team to be the 'go to animal guru'. **Michelle Williams** from Associated Veterinary Services is a strong, multi skilled all-rounder, who works in a complex environment, dealing with a variety of agencies in her role at Heathrow Airport.

## THE THERESA SWANN EXPORTER OF THE YEAR AWARD

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group55

2024

GOLD

2024



# MUTNEYS PROFESSIONAL PET CARE

The winner of The Theresa Swann Exporter of the Year award for the second year running was **Mutneys Professional Pet Care**.

The company started its export journey in 1995, distributing to dog grooming suppliers. It has now

built up a worldwide business stretching from Sweden, Finland and Latvia, to UAE, Qatar and Oman and across to Chile. The judges thought that this company did a grand job for a small company, their presentation was excellent and their customers love them!



2024

SILVER

2024

## JAMES & STEEL

Silver winner **James & Steel** has developed a wide export market of its flagship product range through attendance at international trade shows, developing a network of distributors, agents and retailers around the world post Covid.



## LIFETIME ACHIEVEMENT AWARD

SPONSORED BY LEOPARD CO

# CELIA HAMMOND

The PetQuip Lifetime Achievement Award was presented to Celia Hammond, a unique individual whose original glamorous career focussed her attention on animal cruelties. Celia used her high profile to change the views of the public on cruel animal practices, and then decided to devote her life to improving the care and lives of stray and feral animals in the UK.

Celia featured on countless Vogue magazine covers and travelled all over the world on photographic assignments in the Sixties and Seventies. Although she became a vegetarian in her teens, ironically she became one of the UK's top fur models – until she saw TV footage of the Canadian seal cull and told of her horror at the practice in a press interview.

Contacted by Lady Dowding of the charity Beauty Without Cruelty, Celia agreed to fly to the Gulf of St Lawrence, as an observer of the seal cull for BWC. Having witnessed the appalling cruelty of the seal hunt, she vowed never to model fur again and succeeded in persuading all the top models of the day to give up promoting fur.

In the early Seventies she gave up modelling to devote her life to animal welfare and since then has been deeply involved in rescuing and rehoming many tens of thousands of animals off the streets.

Because she felt so strongly that the huge feral cat population derived largely from an uncontrolled domestic cat population, she passionately believed that the establishment of low cost neuter clinics, such as those operating so effectively in Canada and the USA, would offer a humane solution to the ever increasing unwanted animal population in the UK.

This idea was not popular at the time, so in 1986 she founded an Animal Trust, with the main

LEOPARD:



objective of setting up low cost neuter and vaccination clinics, thus bringing responsible pet ownership within the reach of everyone.

After a huge fund raising effort, the first clinic opened in Lewisham, South East London, in October 1995 and was fully booked almost from day one. After a short while an average of 50 dogs and 100 cats were being neutered every week. In January 1999 a second clinic was opened in East London and was soon neutering the same numbers. Both London clinics operate a 24-hour rescue/rehoming service.

In addition, Celia's animal sanctuary in East Sussex usually has around 300 animals either awaiting rehoming or resident in comfort in sixty acres of beautiful countryside for the rest of their lives.

Celia is still very involved with her charity, working seven days a week running the clinics and dealing with emergency rescue calls, often through the night. The clinics have neutered over 130,000 animals, preventing the birth of hundreds of thousands of unwanted puppies and kittens and have vaccinated over 175,000 animals.

LEOPARD:

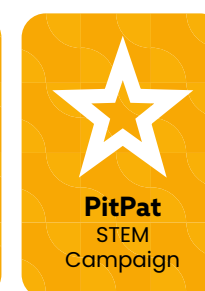
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# PAULA WINS VIP TRIP TO ZOOMARK IN BOLOGNA 5-7 MAY 2015



Zoomark International donated a fantastic competition prize, which was open to retailers attending PATS and the PetQuip Awards dinner.

The lucky winner was Paula Dowling, Category Manager for Pet Mania in Ireland.

Paula is pictured (above left) with Pascale Sonvico, Sales and Show Office Manager for Zoomark.



Paula's VIP package includes:

- Return flight to Bologna
- Two night's accommodation in a superior hotel
- VIP pass for the show
- Hotel breakfast and lunch voucher at the show



# Finalists

OUR WELL-DESERVED FINALISTS IN 2024



## SUPPLIER OF THE YEAR

TRIXIE UK Pet Products Ltd  
Proflax Superfood Supplements  
J&K Aquatics Ltd  
Brambles Pet and Wildlife  
Pedigree Wholesale  
Mutneys Professional Pet Care Ltd  
Harvest Pet Products Ltd  
Whitebridge Pet Brands  
Pet Trade Innovations Ltd  
Pets Love Scruffs  
PowAir Nature Ltd  
HugglePets  
Glowcroft Contract Packing  
Buitelaar Food Ltd  
Nutriment  
Natures Pet Products  
We.pet Independent Wholesale  
Burns Pet Nutrition  
NutriFusion  
Furr Boost

## MOST PROMISING NEW STARTER BUSINESS (Sponsored by Interzoo)

The Muzzle Movement  
Fell Dog  
POOZ  
Imaginelles  
Pipsbootique  
Pawionic  
Tippaws  
Inventor Cat  
Pet Trust UK  
Wonderful World of Treats  
Pawer Water  
Our Pet Village Ltd  
The EasyEat Company  
Xparkles  
AniVatio  
Natures Pet Products  
Pawd Drinks  
Gizzls

## BUSINESS SERVICE OF THE YEAR

The Animal Talent  
Four Paws Groom School  
Copdock Mill  
K9 Paws Behavior Dog Training  
Ant Antics  
Millin Brook Luxury Dog Boarding  
Associated Veterinary Services  
NutriFusion

## SUSTAINABILITY AWARD (Sponsored by CIPS)

Stix and Co  
Simply2 Pet Products  
Earth Rated  
Pets Love Scruffs  
Pawionic  
Kompact9  
Ant Antics  
Antler Chew Wholesale Ltd  
Benevo  
Burns Pet Nutrition  
The EasyEat Company  
Xparkles  
Pawd Drinks  
Beco  
Earth Animal  
Furr Boost  
Henry Wag

## BEST TRADE MARKETING CAMPAIGN (Sponsored by PBW)

My Anxious Dog  
Brambles Pet and Wildlife  
Frozzys  
Pawsome Paws Boutique

TURN TO P34 FOR MORE FINALISTS →



# Finalists

OUR WELL-DESERVED FINALISTS IN 2024



## UK RETAILER OF THE YEAR INDEPENDENT (Sponsored by PPM)

Joywyns Pet & Country  
Wildwood Pets Ltd  
Pickles Pet Pantry  
Woofles  
VetBox Ltd  
Ant Antics  
Inventor Cat  
Doodledales  
Our Pet Village Ltd  
Trusty Pet Supplies  
Tug-E-Nuff  
Marshall's Pet Food Store  
Play9

## RISING STAR (Sponsored by Noble Futures)

Clara Hewson – The Muzzle Movement  
Sophie Perry – iPET Network  
Felix Robinson – Pet Trust UK  
Sophie Chesman – Pawsome Paws Boutique

## EMPLOYEE OF THE YEAR (Sponsored by Noble Futures)

Liane Avery – Pet Trade Innovations  
Michelle Williams – Associated Veterinary Services  
Charmain Cane – We.pet Independent Wholesale  
Sara Mendana – Associated Veterinary Services  
Daniel Barta – Associated Veterinary Services

## THERESA SWANN EXPORTER OF THE YEAR (Sponsored by Group55)

Pets Love Scruffs  
Mutneys Professional Pet Care Ltd  
Burns Pet Nutrition

## LIFETIME ACHIEVEMENT AWARD (Sponsored by Leopard Co)

Presented at the PetQuip Awards dinner to  
Celia Hammond, Celia Hammond Animal Trust

# Product finalists

## ACCESSORIES & TECHNICAL

**DotDotPet** – Eco Dog Towels  
**Fell Dog** – Drench Collar & Lead  
**West Paw** – Dog's Best Friend Game™ ; Feast Mat™  
**Pets Love Scruffs** – Scruffs' Boucle Box Beds  
**Pipsbootique** – Anti-panic dog snood  
**Inventor Cat** – Dental Wand  
**Hurtt** – The Mudventure Reflective Coat  
**Trinkety Paws** – Waterproof Biothane Handsfree Training Lead  
**ROGZ** – Cat Safety Release Collar  
**Pup & Kit** – PetNest; PetProtector®  
**The EasyEat Company** – The EasyEat Feeder  
**Xparkles** – Xparkles  
**DogSpace** – King Mommy+ Puppy Pen:  
**Brightkins** – Tough & Tumble Treat Dispensers  
**Company of Animals** – The Halti Anatomy collection; INVISA  
**Pawdaw of London** – Super-absorbent sofa throw/dog blanket; Luxury Paw Towels  
**Play9** – The Roolo®  
**Poorly Paws** – Canine First Aid Kit  
**MAXX Medical Pet Care** – MAXX Recovery Suit for Pets  
**Whippa Snappa** – Dog bandanas with built-in, eco-friendly flea and tick repellent

## FOOD/TREATS

**DotDotPet** – Multifit Cat and Dog Wellness treats  
**Vitalin** – Vitalin Collection  
**Felight** – 100% Natural Wheat Pellet Cat Litter  
**Webbox** – Cat nip Sticks and Licks  
**Wonderful World of Treats** – Wonderful World of Treats collection  
**Pup Ice** – Pup Ice  
**Pets Love Scruffs** – Scruffs' Reactive Glaze Bowls  
**Betty Miller** – Betty Miller's Salmon and Dill Mini Paws  
**Brambles Pet and Wildlife** – Brambles Semi-Moist Hedgehog Food  
**Dog & Bond** – Doggy Ice-Cream Mix  
**Earthz Pet** – Biotic Advanced Health Formula; Natural Health Topper; Boost Air Dried Functional Jerky Treats;  
**Nobblys** – Nobblys Mint Tough Brush  
**Cooper & Co** – Cooper Biscuits  
**Wild Antler** – Wild Antler's Raw Venison Dog Food Enriched with Antler Powder  
**Antler Chew** – Antler Chew  
**Petface** – The Dog Deli Fish Treats  
**Whitebridge Pet Brands** – Born Carnivore; Schesir Functions Digestive Topper; Special range; Schesir Baby range  
**Dougie's Pets** – Dougie's Pure Veg Blocks  
**Burns Pet Nutrition** – Dry food range for cats  
**HugglePets** – Bubbly Tails shampoo  
**Gizzls** – Dental Dazzle; Happy Gut  
**RIO Happy ring** – Happy ring  
**Frozzys** – Frozzys HAPPY GUT Softbakes  
**VETIQ** – VETIQ Healthy Bites Serene Calming Treats  
**Harvest Pet Products Ltd** – Premium range of Suet products for Wild Birds



**Dr Veneta** – Dr Veneta Freeze-dried food  
**Earth Animal** – No-Hide chew  
**Furr Boost** – Furr Boost  
**Pawer Water** – Pawer Water  
**JR Pet Products Ltd** – Product details embargoed

## HEALTHCARE & ANIMAL GROOMING

**DotDotPet** – DotDotPet's shampoos: Shine Bright fragrance  
**Pawionic** – Pawionic; Grooming Harness  
**POOZ** – POOZ  
**The Holistic Hound** – Don't Bug Me  
**GHS Direct** – Vira-Care  
**Inventor Cat** – Dental Wand  
**TropiClean** – TropiClean Watermelon Refreshing 2-in-1 Shampoo and Conditioner  
**Buddycare** – Buddycare conditioners  
**VetBox** – VetBox  
**PowAir Nature Ltd** – The PowAir Pet Stain & Odour Destroyer Kit  
**Pawer Water** – Pawer Water  
**Charlie The Vet Ltd** – Antiseptic Wound and Skin Care  
**NT Labs** – NT Labs AxoCure Medicinal Bath  
**DUGV UK** – Flee Pesticide Free Flea Spray  
**AniVatio** – AniVatio's ProJoint  
**VETIQ** – VETIQ Serene Calming Ointment  
**Angelcare Corporate UK Ltd** – The LitterLocker by Litter Genie® Cat Litter Disposal System  
**Pawd Drinks** – PAWD DRINKS  
**ADM White Label Pet Supplements** – Soft chews and supplement powder sachets  
**Woof and Brew** – Herbal blended tonics



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