



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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## New pet equipment association launches

### - International trade development is main aim of PetQuip-

The international pet supplies industry has a new trade association. PetQuip, the International Trade Association of Pet Equipment Suppliers, has been formed to assist and promote the development of international trade in the pet equipment sector.

PetQuip is to be managed as a separate trade association by The Federation of Garden and Leisure Manufacturers Ltd, which has been providing a comprehensive range of services to British companies and overseas buyers in the garden and leisure sector for over 40 years. The federation is one of the top 10 trade associations accredited by the British government for the high standards it attains. PetQuip intends bringing the same level of service to the international pet equipment industry.

The new association will provide a catalyst for contact between manufacturers, suppliers and international buyers. To achieve this goal, membership is open to manufacturers and suppliers of pet equipment anywhere in the world. Business connections will also be established with British importers of products in the pet industry. This will include independent, multiple and mail order retailers, plus wholesalers and distributors.

The range of PetQuip membership services is extensive and will be expanded further to meet the needs of future member companies. Initially it will comprise:

- *The support of a professional management, marketing, event planning and research team promoting international pet equipment trade*
- *Access to the PetQuip database of 6,000 international buyers*
- *Direct supply of sales leads generated by the association*
- *Membership attendance at one-to-one 'business matchmaking' meetings with international buyers*
- *Export information and international market research on the pet equipment industry*

- *Participation in exhibitor groups at international shows*
- *Group visits to overseas markets*
- *Representation at international events through PetQuip information stands*
- *Discounted stand space at Glee Petindex*
- *Free use of the association's research library*
- *Free international press coverage of members' products when attending events organised by PetQuip and in other association releases and feature articles*

The PetQuip headquarters is in Kent, UK. The day-to-day activities and development of the association are under the control of a director general, supported by a team of seven experienced staff. The federation's board of directors will be responsible for the monitoring the association and overseeing its remit, progress and finances.

The director general is Amanda Sizer Barrett who, since her appointment to the Federation of Garden & Leisure Manufacturers in 1992, has introduced a wide range of business services to expand international sales opportunities for the federation's member companies. Her work includes lobbying the British government to increase funding and support for exporters, and she was awarded an MBE in 2003 for services to export.

Announcing the launch of the new association, she said: "PetQuip provides a new and exciting challenge for all of our team members in an industry that is expanding in a world-wide market. We believe that the potential for exporters is tremendous and we are looking forward to helping the many providers of pet equipment to achieve their overseas sales ambitions.

"In addition to the substantial export experience that already exists within our team, we have been fortunate to acquire the services of Neale Hutchinson as PetQuip's trade association manager. Neale has been working as an export promoter for the British government for some years and his involvement will help to accelerate our plans for PetQuip and to provide a high level of service to member companies."

The Federation's existing contacts with buyers in garden centres, department stores and DIY stores internationally, which are becoming increasingly important for the distribution of pet products, together with its experience in helping develop international trade in these sectors, provide it with excellent credentials for managing PetQuip.

"While our export services will be tailored to the pet sector, we look forward to working with other trade bodies and service providers for the benefit of this world-wide industry. All pet equipment companies that are seeking to develop their export sales should investigate the benefits of joining PetQuip."

An initial programme of events for members is attached. Further details will be announced shortly.

Detailed information on PetQuip membership is available from:

PetQuip (The International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

Telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885

Email: [info@petquip.com](mailto:info@petquip.com) or visit the PetQuip website on: [www.petquip.com](http://www.petquip.com)

Attached to this news release are:

- a) List of potential PetQuip events
- b) Who's who at PetQuip
- c) Portrait – Amanda Sizer Barrett, director general of PetQuip
- d) Image of the PetQuip team
- e) PetQuip logo
- f) Leaflet containing mission statement and membership services

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