



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

The White House  
High Street, Brasted, Kent  
TN16 1JE United Kingdom  
T: +44 (0) 1959 565 995  
F: +44 (0) 1959 565 885  
E: [info@petquip.com](mailto:info@petquip.com)  
[www.petquip.com](http://www.petquip.com)

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## British group to exhibit at the Backer's Christmas Trade Show

### PetQuip association to organise UK industry information booth

PetQuip, the UK-based International Trade Association of Pet Equipment Suppliers, has announced that it is organising a British group of companies to exhibit at the Backer's Christmas Trade Show in Chicago.

One of the innovative British products to be exhibited will be a multiple bowl carrier-feeder known as Weanafeeda™, which is claimed to be the only feeder on the market that has been designed specifically to individually feed a litter of puppies in a communal situation. The product is aimed particularly at dog breeders and addresses the problem they face in training newly weaned puppies to eat from their own bowl. One of the benefits of using Weanafeeda™ is that it provides a fair share for each puppy, thereby promoting even growth. The feeder bowl is lightweight yet stable, easy to clean and saves on food and money.

Among the other British companies who have already expressed interest in exhibiting at Backer's are suppliers of cat dishes, pet toys, grooming products, collars and leads, cat litter trays, bedding, animal exercisers and many other pet accessories.

The director general of PetQuip, Amanda Sizer Barrett, commented: "We were attracted to the Backer's Show as its visitors are dedicated buyers of pet related products, and this provides a valuable opportunity for British companies to reach the US pet market. We are sure that the design flair and product innovation demonstrated by many British companies is bound to appeal to US buyers and consumers. Any UK company wishing to exhibit in Chicago will be given the full support of the experienced PetQuip team both during the build-up to the show and while on site. In addition, PetQuip will have a British industry information booth at the show which will provide a free-of-charge product sourcing to overseas buyers. "

The PetQuip trade association has been formed to assist and promote the development of international trade in the pet equipment sector. Overseas buyers wishing to gain more information on British pet products prior to the show should contact 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)

**Press information contact:**

**Peter Evers                      PetQuip International PR Consultant**

**Tel/Fax:                            + 44 (0) 1543 491496**

**Email:                                [news@petproductpr.com](mailto:news@petproductpr.com)**