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## British petcare firms head for major North American trade show in aim to emulate past successes

Five British pet care product firms will be travelling to Florida at the end of February to exhibit at Global Pet Expo as part of a UK group organised by the PetQuip association. The companies, Cool Dog UK, The Dog's Apron, Handiscoop, Scruffs and Supreme Petfoods, will be showing their latest innovations to buyers from the massive US pet care market. The British exhibitors will be aiming to emulate the successes of nine UK companies that exhibited in last year's PetQuip-organised group. Those companies achieved extensive sales leads from North America and from international buyers from over 30 other countries.

The five exhibitors in 2012 will all benefit from funding arranged by PetQuip via the UK Trade & Investment Trade Show Access Programme, and from the show organiser's attractive exhibitor package as well as the comprehensive support provided by the team at PetQuip.

**Cool Dog - Club (Booth 3367)** is a newly formed company, so all of the products on show will be new to the US market. The company's product range comprises practical day-to-day pet products, clothing items and accessories and covers all products that a pet requires for both indoor and outdoor use.

**The Dog's Apron (Booth 4054)** is showing its product in North America for the first time, although the company has received a substantial order from a well known US catalogue company. Adapting a technique used in professional dog grooming salons, the dog's apron has gentle restraints which keep a dog in place during the grooming process. This enables the groomer to have two hands free to provide easier brushing, blow drying, nail clipping or when administering medicines.

**Handiscoop/Houndhouse (Booth 4052)** will be showing more products that are new to the North American market. Designed to clean up dog litter, the Handiscoop is lightweight, easy to use and also comes in long and short lengths. The scoop can be used with bio-degradable bags to ensure that pet owners stay on the right side of the law and avoid costly fines for dog fouling. Also new to the US market will be Houndhouse, a hygienic, comfortable, lightweight veterinary approved weatherproof pet shelter.

**Scruffs (Booth 4056)** will be launching its new pet bed collection, Scruffs Thermal. The self heating pet

beds reflect dogs' own body heat to generate as much warmth as possible, and are available as box beds and two sizes of mattress beds. The company produces a variety of luxurious pet bedding collections, designed for both cats and dogs. All pet bed products are designed to provide comfortable and proper support for the pet. The beds also incorporate practical features for the owner, such as being fully washable and having a non-slip base. Beds are also designed to complement the owners' furnishings.

**Supreme Petfoods (Booth 1477)** provides a unique range of diets for rabbits, guinea pigs, chinchillas, degus, hamsters, gerbils, rats, mice and ferrets. The company claims to be the first pet food manufacturer in the world to recognise the need for species-specific foods for small pets. Every small pet has its own very special dietary requirements and the company works with veterinary and nutritional experts to formulate its products to meet the unique needs of each species. Its product ranges include muesli mix diets, targeted diets to help combat health problems, a selection that supplies 100 per cent of a small animal's nutritional needs, and a range of snacks, bedding and accessories.

**PetQuip (Booth 4050)** will be providing a British pet care product information stand at the show and will be on hand to provide product sourcing advice to visiting buyers and to assist the UK exhibitors. The British presence at the show will also be enhanced with some additional funding from UK Trade & Investment which is being utilised for a programme of supplementary promotional activities to support the exhibitors and the UK pet care supplier sector.

#### **PICTURE CAPTIONS**

- 1. Examples of Cool Dog – Club products.**
- 2. The Dog's Apron.**
- 3. Handiscoop is designed to clean up dog litter.**
- 4. One of the dog beds from Scruffs.**
- 5. Supreme Petfoods' urinary tract health formula.**

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