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## Nine British suppliers of petcare products to exhibit at Global Pet Expo in Florida for the first time

### UK items being launched range from foods and treats to latest mini-microchip technology

Ten British suppliers of petcare products will be exhibiting at Global Pet Expo in Florida in March as part of a UK group organised by the PetQuip export association. Nine of the exhibitors in the British pavilion are exhibiting at the show for the first time, and will be displaying numerous products that are entirely new to the North American market and to other international markets. The tenth company, Animology, returns to Global Pet Expo following its successful debut at the show last year.

The exhibitors are Animology, Dugdale Davies Pet Treats, Feathers & Beaky, Hilton Herbs, The House of Paws, Lily's Kitchen, Micro-Id, Seneye, SureFlap and CarPET Pet Hair Remover. As well as the launch of new foods and treats, feeders, grooming items, pet beds, microchip-operated pet doors and aquarium equipment, animal identification systems using the latest mini-microchip technology will be displayed in the British pavilion.

All of the UK firms will have the benefit of funding arranged by PetQuip via the UK Trade & Investment Trade Show Access Programme and from the show organiser's attractive exhibitor package. In addition, PetQuip is organising and manning the British pet product information stand at the show and will provide a comprehensive package of services for the exhibitors as well as a free UK product sourcing service to overseas buyers.

**Animology (Stand 3967)** provides quality shampoos and sprays to dog groomers and owners. After achieving global success with its shampoos and sprays, Animology has extended its product portfolio by launching a range of vitamins and supplements designed specifically for dogs. This fresh, new range of five products are packaged in pots of 60 capsules, each containing a measured dose, which can be opened and sprinkled onto a dog's food to aid digestion. The new Animology supplements comprise Animology Coat & Body; Animology Digestion; Animology Hip, Joint & Flex; Animology Pre-Biotic Multi-Vit + and Animology Senior.

**Dugdale Davies Pet Treats Ltd (Stand 3977)** will be exhibiting its range of 100 per cent natural dog treats that contain only the finest quality food grade ingredients. The products are produced in a new, state of the art factory, utilising the most modern and efficient equipment available in order to ensure that the treats are

produced to the highest possible standards. The company's modern packaging machinery provides customers with various pack options from simple clear packs through to multi-coloured laminate pouches and vacuum packs. Dedicated dry storage for finished goods means that orders are delivered quickly and efficiently.

**Feathers & Beaky (Stand 3970)** will be showing its award-winning Feathers & Beaky Free Range Chicken Accessories. These include a new Top-Fill Chicken Drinker that has adjustable height legs, anti-tip design and is filled from the top. There is also an anti-tip Chicken Feeder with adjustable height legs that has a flexible rain shield that provides a perch for chickens. The company's product range also comprises a Hanging Vegetable Holder that maintains vegetables in a clean and dry condition and out of reach of unwanted visitors. There are also two separate Chicken Gyms described as fun products that provide exercise and encourage owners to interact with their chickens.

**Hilton Herbs Ltd (Stand 4135)** will be showing its herbal supplements, topical creams and natural healthcare products for dogs, cats, horses and birds. The products on show include the latest addition to the topicals range. "Bye Bye Itch" lotion is a soothing, cooling, pleasant smelling, effective gel for canine hot spots and skin irritations. Visitors to the booth will be able to view the company's POS product videos, available exclusively to Hilton Herbs stockists. These videos will help retailers market the company's extensive range of effective, palatable, easily administered herbal supplements for animals, formulated by medical herbalists with over 30 years' experience.

**House of Paws (Stand 3974)** is a luxury brand of pet beds that features the latest life-style designs. The company has now expanded its product categories to offer new and original designs in hard and soft pet toys, clothing, shampoos, treats and accessories. The company is recognised for its attention to detail in the manufacture of quality pet beds for the USA and European markets. Particular care is taken during the design and manufacture processes to ensure the brand offers the best value for money.

**Lily's Kitchen (Stand 3973)** will be showing its range of natural and nutritious recipes for dogs and cats. The range is termed 'proper food' as they are all produced from fresh meat, nutritious fruit and vegetables and a blend of healing herbs. The ingredients used are sourced from local farmers, and the nutritionally complete recipes contain no meat meals or derivatives. New products include 'Lovely Lamb' with fresh peas and parsley, which is naturally low in fat and is part of the company's range of World First grain-free and meat meal-free dry food for dogs. The company has been voted the UK's most ethical pet food company for the last five years.

**Micro-Id Ltd (Stand 3972)** is a supplier of Microchip Identification systems for animals, and will be launching its Ultimate Pet Recovery Service at Global Pet Expo. The mini-microchip used by the company is the smallest implantable chip for animals, making it easier and more comfortable to implant. The micro-ID package for pets includes the mini-chip together with a collar tag with a serial number linked to the chip number with an app, which when loaded onto a smart phone allows the finder of a lost or stolen animal to send a message via the smart phone to the database. This then sends a message to the owner together

with a map reference showing where their pet is located. The finder then gets a message telling him where the owner is located.

**PetQuip (Stand 3971)** is the International Trade Association of Pet Equipment Suppliers. The PetQuip team assists and promotes the development of international trade in the pet equipment sector, providing a catalyst for business contact between manufacturers, suppliers and international buyers.

**Seneye aquatic monitors (Stand 3975)** will be displaying its digital test device that monitors the key water in an aquarium on a continuous basis in order to protect the fish. Should a problem occur, the Seneye device sends an alert to the owner's telephone allowing important changes to be made in order to avoid any harm being done to the aquarium's inhabitants. The messages also include expert advice based on the type of aquarium and the specific problem that has occurred. This information can be invaluable to any novice who experiences an emergency situation.

**SureFlap (Stand 3966)** will be showing its range of microchip-operated pet doors and feeders for cats and small dogs. The company is previewing its new SureFeed™ range of smart feeders for the first time in the US at the Global Pet Expo. Available from mid-2014, the SureFeed range features two models: the SureFeed Pet Feeder and the SureFeed Microchip Pet Feeder. The SureFeed Pet Feeder has a fold-away lid that opens to reveal the food bowl when the resident cat approaches. The feeder re-seals itself when the pet has finished eating. The SureFeed Microchip Pet Feeder solves the problem of providing segregated feeding resources within a multi-pet household. It opens only for a pet whose microchip number or RFID collar tag code is stored in its memory. It also prevents overeating by individual pets in a multi-pet household and ensures that special dietary food and/or medication is consumed only by the designated pet.

**CarPET Pet Hair Remover (Stand 3969)** is launching its pet hair remover in the North American market for the first time. The product lifts, gathers and removes pet hairs from carpets, soft furnishings, car/motorhome interiors and horse rugs. It instantly lifts, gathers and removes even the trickiest pet hairs and fluff. It comprises of a durable rubber block that has soft, harmless rubber prongs that dig deep to remove all types of embedded pet hairs, which then roll together to be removed in one bundle without harming the surface of the fabric. The company is now in a position to establish an efficient and effective sales and distribution network within the USA, and is able to license and create a customer's own design backing card and logo application.

#### **Global Pet Expo (12 to 14 March 2014)**

Global Pet Expo is the largest North American trade show for the pet care sector, and attracts independent retailers, distributors and mass-market buyers. Organised by the American Pet Products Association (APPA) and the Pet Industry Distributors Association (PIDA), the show is celebrating its 10<sup>th</sup> anniversary. The event draws key industry players from the USA, Canada and around the world. In 2013, the show featured 964 exhibitors and attracted over 5,300 buyers from 72 countries.

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