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12 November 2014

Overseas petcare and garden product buyers from Europe and the US to join in PetQuip/Gardenex Open Day

Head office event to provide matchmaking and export business opportunities

British petcare, garden, leisure product suppliers will have the opportunity to acquire a wealth of valuable export information and also to present their products to important overseas buyers at an Open Day and Meet-the-Buyer event being organised by the PetQuip and Gardenex associations on Wednesday 3 December. The event, to be held at the Federation's head office in Brasted, Kent is open to federation members and potential exporters.

The key elements of the day include the opportunity to:

- book one-to-one 'business creating' meetings with key buyers from the US and Europe.
- take part in round-table workshop discussions with a Danish pet product distributor and a US distributor of garden products. This is an ideal opportunity to discover what a successful distributor seeks from its suppliers, to understand the markets they cover and to find out which product ranges they are seeking to source.
- receive details of the Federation's range of export events planned for 2015.
- explore the Federation's research library which includes market reports, export information, tradeshow and company catalogues.
- view the latest editions of the US pet and garden market reports.
- network with like-minded exporters, trade contacts and the PetQuip and Gardenex team.

The meet-the-buyer element of the day will involve a Danish pet product distributor, a Belgian importer/distributor of pet products, a Romanian wholesaler/pet retail chain and a US distributor of garden products. Additional buyers have been invited by the Federation, and the British participating firms will be notified when details are known. Commenting on the success of previous meet-the buyer events, which have been organised by PetQuip and Gardenex for many years, the federation's director general, Amanda Sizer Barrett said; "These popular meetings provide an opportunity for regular exporters and new-to-export firms to present their ranges to individual buyers. The pre-arranged meetings provide a cost-effective way for British suppliers to meet with buyers that have already confirmed their interest in the specific products being offered by the supplier. This eliminates wasted time and enables a productive discussion to take place. The resulting successes in terms of new business are manifold."

The deadline for registering interest in the event is Wednesday 19 November.

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PetQuip and Gardenex are divisions of The Federation of Garden and Leisure Manufacturers Ltd, the trade association that works on behalf of British companies to help its members increase sales worldwide.

This release is approved by PetQuip and issued on behalf of the Federation of Garden & Leisure Manufacturers Limited by:

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Brief profiles of attending buyers

Pet trade buyers

Pet Solutions NV, Belgium – www.petsolutions.be

Established in 2011, Pet Solutions is a Belgian importer / distributor focusing on quality accessories for dogs and cats. The company targets independent pet shops and garden centres, and its current range includes dog beds, dog/cat bowls, pet carriers, litter trays and dietary supplements. The company also distributes items such fish tanks and cages/carriers for small mammals.

The buyer is looking for complementary products to add to the range. They should be unique, stylish and of high quality.

Whesco Trading, Denmark – www.whesco.dk

Whesco Trading in Denmark is a wholesale/distribution business supplying exclusive items for pet stores, dog salons and veterinarians in Denmark. It also supplies some dealers in Norway, Sweden and the Faroe Islands. The company sources the majority of its products directly from manufacturers in the US, China and Europe but also makes its own brands of natural snacks that are branded as Whesco Nature Snacks. In addition, it sells DC comfort beds and Woom beds in Denmark and also distributes these products in other countries.

The owners of Whesco Trading, who also take care of all purchasing, are taking part in the PetQuip event. Whesco Trading has exclusive rights in the Danish or Nordic markets with many of their supplier partners. *At the meet-the-buyer event the company is looking for products that are innovative and may not yet be known in Denmark together with various snacks for dogs and cats, food for rodents and wild bird seed.*

Pet Product srl (store brand Animax), Romania - www.animax.ro

Pet Product srl is the leading distributor, wholesaler and retailer of pet products in Romania. Formed in 1998 as a wholesaler, the company subsequently established the Animax retail chain in 2001. Today it has 46 stores located in Bucharest and the larger cities across Romania. The company offers a range of 2,000 to 5,000 products, including food, care/hygiene items and all types of accessories for dogs, cats, birds, small mammals, reptiles and fish. Services offered by the stores include veterinary consultations, micro-chipping, training, grooming and boarding facilities. They also have an online shop for consumers. Pet Product srl's wholesale division employs over 80 staff and supplies over 1,000 pet stores including its own Animax chain. Pet Product srl already imports from the UK.

The buyer is interested in all types of new products and successful UK brands.

Garden trade buyer

Bosmere Inc, USA – www.bosmereusa.com

Bosmere Inc has been trading in the USA for over twenty years and now handles a number of well-known British garden product brands. It is an independently owned US family business that prides itself on supplying top quality products and excellent customer service. Bosmere Inc mainly supplies the garden centre, mail-order and internet sales sectors but also supplies some home centre chains. The buyer is a regular visitor to the Glee show and has participated in a Gardenex Meet-the-Buyer event previously. Bosmere Inc mainly handles practical gardening items.

For the Meet-the-Buyer day the buyer's priorities are products that can be sold and distributed to internet companies (especially Amazon), mail-order companies and garden centres across the US.

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