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Exciting array of new products on nineteen stands in British pavilion at Zoomark 2015

A 19-strong group of UK suppliers of pet care products will be exhibiting their latest innovations in the British pavilion at Zoomark 2015, which is being held in Bologna, Italy from 7 to 10 May. The British group is being organised by the PetQuip association for the fifth time at the biennial Zoomark trade fair.

The British group has grown each year since PetQuip first organised the British pavilion, bringing the following comment from PetQuip's director general, Amanda Sizer Barrett: "The levels of export business achieved at every Zoomark edition have been above and beyond the expectations of the UK exhibitors, resulting in the event becoming a firm favourite on the Association's list of initiatives. In addition to the support provided by PetQuip to the firms in the British pavilion and elsewhere in the halls, the Association will be providing a comprehensive British pet care industry information stand for the benefit of the visiting overseas buyers. Buyers will discover an exciting array of new and traditional products on the stands of the UK companies this year. New foods and feeding aids, exciting new designs and colours in pet bedding and housing, award winning grooming products, new aids for dog handling, the latest in microchip scanners for pets and new heaters for terrariums are among the highlights of the British exhibits."

The exhibitors in the British Pavilion:

Animology (Hall 22, British pavilion – B21) is introducing a brand new range comprising three high quality equine grooming products together with new cat grooming products. These latest additions join the Animology multi-award winning British pet care ranges that are in use by pet owners, vets, retailers, groomers and championship show dog owners around the world. There are eighteen dog shampoos and sprays, five different vitamins and supplements, as well as the popular 'Clean Sheets' pet wipes. With over one million items sold since launch in 2010, Animology offers retailers strong designer branding, exceptional shelf appeal and superior performance at an affordable price point.

The Canny Company (Hall 22, British pavilion – B31) is well known for its simple dog training collar designed to prevent pulling on the lead. Being shown for the first time at Zoomark is the new Canny Magloc, a quick and easy way to connect a lead to a dog. The design is ideal for people who suffer from arthritis or find it difficult to attach a standard trigger clip. The Canny Magloc uses magnets to attract the lead to the dog's collar then a strong locking mechanism made from 30 per cent glass-reinforced nylon secures the two ends in place. A strong tungsten-steel clip completes the secure connection, meaning the device will withstand up to 65kg of pressure. Simply point the Magloc to a dog's collar and it connects automatically; the device is released by pinching two black tabs.

Company of Animals Ltd (Hall 22, British pavilion – C13) is exhibiting its innovative ranges of pet products plus three new products. Anxiety Wrap® is designed to alleviate or lessen five major conditions; fear, anxiety, hyperactivity, insecurity, and shyness. These conditions are the root of many unwanted behaviours in dogs. The Anxiety Wrap works by applying pressure to acupuncture points on the dog's body. Its patented rear leg straps also target pressure points in the hindquarters where dogs often hold tension. Also new is Walkezee™, a harness designed to stop dogs pulling by using gentle on and off pressure at the front of the dog's body. By attaching a lead on either side of the moving chest strap, the handler is able to steer the dog and apply pressure at the same time. Once pulling stops, the handler relaxes the hand to take off pressure and the dog learns that when he stops pulling, there is no pressure on his body. The new Foobler® is a self-reloading puzzle feeder, providing up to eight hours of fun, stimulation and reward. With six puzzle pods and four timed settings, Foobler will keep a dog active and engaged throughout the day.

Devoted (Hall 22, British pavilion – C24) is exhibiting its range of grain-free dog food. The human-grade food is available in either Scottish salmon, duck with trout or free-run chicken varieties. They contain no cereal, wheat or rice and work in harmony with a dog's natural digestive, energy and dietary needs. Devoted products have 60 per cent meat content and 40 per cent vegetables, fruits and botanicals, making them hypoallergenic and gentle, even on sensitive tummies. Glucosamine, MSM and chondroitin are added to promote joint health and mobility, plus natural prebiotics MOS and FOS that are designed to aid digestion.

Dog Rocks (Hall 22, British pavilion – C22) produces a 100 per cent natural rock product that when placed in a dog's water bowl will help prevent new urine burn patches appearing on lawns and shrubs. It is safe for all household pets, and does not change the pH balance of the dog's drinking water or urine. The product does not medicate the dog in any way and there are no known side effects. The rocks work on absorbing the impurities found in water, removing them, retaining them and then filtering them so that pets have a cleaner source of water, thereby eliminating the risk of burn patches on lawns. Once the rocks are placed in the dog's bowl they can be left for up to two months and the water refreshed as usual. New 'bulk' 600g bags are being introduced at Zoomark, and multi-lingual packaging, POP and visual merchandising material is freely available from the company.

Forthglade Natural Pet Food (Hall 22, British pavilion – C19) is launching a new range of five grain-free wet pet foods for dogs, to complement the popular Natural Lifestage range. Sharing all the health benefits of the premium Natural Lifestage meals, the new range has high meat content, no artificial colours, flavours or preservatives and is hypo-allergenic. The grain content has been replaced with fibre-filled tasty vegetables such as butternut squash and sweet potato and is combined with tasty duck, turkey or lamb. The Natural Lifestage range provides delicious complete meals for puppies, adult and senior dogs ensuring carefully balanced proteins, carbohydrates, minerals and vitamins for optimum health and vitality at each stage of a dog's life.

Guisapet (Hall 22, British pavilion – C20) is launching a Pet Society range of grooming products at Zoomark and this is being shown alongside its other innovative products for the pet industry. The new grooming range comprises products for the retail market as well as professional products for the veterinary and grooming sectors. Other items on show include cat beds/caves for small dogs up to 7kg and

beds/caves for medium sized dogs up to 20kg. A new model for large dogs is being released during the latter part of this year.

Hing Designs (Hall 22, British pavilion – B19) has chosen the Zoomark International platform to introduce the 'Dome Bowl', an exciting new addition to the current range of patented designer feeding bowls for both dogs and cats. The 'Dome Bowl' is manufactured in the UK using an injection moulding technique that delivers a high perceived value and sustained durability. The bowl has an eye-catching design and is complete with non-slip rubber feet and a removable stainless steel bowl for easy cleaning. The 'Dome Bowl' is primarily targeted at small dogs but would sit equally comfortably in a rabbit hutch, due to its non-tip feature. It is available in seven colours; pink, white, red, green, blue, black and orange.

Lily's Kitchen (Hall 22, British pavilion – B29) is an independent, British producer of natural and nutritious pet food and is exhibiting its natural and organic foods for dogs and cats. Its award-winning range of delicious and nourishing proper food for pets are produced from 100 per cent freshly prepared meat along with real vegetables, fruits and healthy herbs, all gently steam-cooked so they are safe, nutritious and delicious. The meals have been designed alongside vets and nutritionists to ensure that they are satisfying and healthy for pets. They are seen as a high quality natural alternative to mass-produced, highly processed products. Lily's Kitchen is also showing a range of innovative products including grain-free and meat meal-free dry recipes for dogs and cats

Micro-ID Ltd (Hall 22, British pavilion – B25) is exhibiting its RFID microchips and scanners for pets and other animals. Micro-ID was the first company to sell the mini-microchip (1.4mm x 8mm) tiny implant. The latest product available is a microchip scanner called the Halo which will not only read all chips worldwide but will also download automatically all lost and stolen animal identification numbers. This enables vets or animal charities to scan an animal and identify that it is a lost animal. The scanner also provides a telephone contact number. Micro-ID supplies all types of animal organisations from animal welfare, vets, zoos, wildlife parks and medical research establishments. Micro-ID is seeking new vet distributors in many countries.

PATS and AQUA 2015 (Hall 22, British pavilion – C30A) are important pet trade exhibitions in the international buyers' calendar. PATS stages an event in Sandown in the south of England in March, and a second show in Telford, which takes place from 27 to 28 September in the centre of England. An added attraction for international visitors is that the majority of companies exhibiting at both shows are listed as exporters. AQUA 2015 is the UK's major water gardening and aquatics trade exhibition, taking place at Telford International Centre from 14 to 15 October 2015. The two-day show has a strong international presence with companies such as Eheim, JBL and Tunze (from Germany), Aquadip, Sibob BV and Velda (The Netherlands), Petra Aqua (Czech Republic), and Amblard (France) having all committed to take stand space.

PetQuip (Hall 22, British pavilion – C32) is the UK-based International Trade Association of Pet Equipment Suppliers. The PetQuip team assists and promotes the development of international trade in the pet equipment sector. The association is organising the British group of exhibitors for the fifth time at Zoomark and has an information stand in the British pavilion where overseas buyers can take advantage of a free product sourcing service as well as obtaining the new edition of the PetQuip Buyer's Guide.

Pet Rebellion Ltd (Hall 22, British pavilion – C26) is showing a range of products including machine-washable absorbent food mats that soak up spilled water and food, and non-slip 'stop muddy paws' barrier rugs. There is also an absorbent car seat carpet that is comfortable, non-slip, durable and is in a universal size. Other items for the car are cut-outs for dog harness safety belts, car boot interior protectors and a 'Defender' mat that protects paint work from scratches and prevents dogs from slipping when entering a vehicle. Another exhibit is the 'Defender' Woof steel food bowl that has non-slip rubber feet.

Profleece Ltd (Pet & Vet Bedding) (Hall 22, British pavilion – B27) is a family run company supplying pet and veterinary bedding. The range includes Profleece Ultimate (1600gm per square metre) that has a traditional non-slip green back and is available in thirteen colours. It is one of the strongest and most dense beds available. Also on show is Profleece Quality (1200gm per square metre) with a traditional green back and non-slip back. The green back is available in eight colours and the non-slip back in twenty colours with knitted paws pattern. The Profleece Quality non-slip back is also now available with a three-colour camouflage pattern.

ProtectaPet (Hall 22, British pavilion – B23) is showing its ranges of cat containment systems, fencetop brackets, enclosure fencing and gates. The company's cat containment products have been under design and prototyping for the past five years. One of the latest products to be exhibited is a fencetop bracket that includes a double bend to contain the most agile breed of cats, such as Orientals and Bengals. The bracket is designed specifically with durability and minimum maintenance in mind: there are no moving parts and the brackets are powder-coated to protect against rust so that they should have longevity of at least 15 years.

ROK Straps (Hall 22, British pavilion – C30) is exhibiting its award-winning and innovative range of ROK stretch dog leads and accessories. They are made from a solid natural rubber core and tight nylon outer braid, the unique construction providing just the right 'give' to avoid jolts. They have padded hold loops for comfort and a built in traffic leader loop for instant close control in hazardous situations. This feature also doubles-up as an in-car restraint. Unlike recoil leads, the ROK Straps product allows the dog handler to be in control at all times, making them ideal for training. The leads are available in eight modern and stylish colours and in four different sizes. A full range of padded matching adjustable collars is also available together with stretch couplers which can be used to walk two dogs on a single lead.

Symply & Canagan Pet Foods (Hall 22, British pavilion – B17) is showing its grain-free food range for dogs and cats. The company is also launching Canagan Country Game for Cats, which is described as being a defining statement in grain-free nutrition with even higher levels of super digestible protein delivered by a selection of delicious natural ingredients. Since the launch of Canagan in 2012, the food has won four UK retailer accolades including the 'Supplier of the Year' award twice and 'Dog product of the year'. Canagan is now available in over 26 countries worldwide

The TastyBone Company Ltd (Hall 22, British pavilion – C18) is launching a new TwinPack range of nylon chews to the European market on its stand at Zoomark. The company is a leading UK manufacturer of nylon, edible and rubber chew and play toys. All bones are designed and manufactured in TastyBone's own UK factory, using only the finest quality materials and human grade flavouring. The TastyBone products meet the chewing needs of all dogs, no matter the size, breed, age or chewing

strength. They are designed to promote good oral hygiene, stimulate pets and help alleviate destructive boredom behaviour.

Vitalin – The Natural Choice (Hall C28, British pavilion – C28) is showing its Super Premium Life Stage Range of carefully formulated hypoallergenic recipes that cater to a dog's overall health and wellbeing by combining a selection of high quality proteins, oils, healthy carbohydrates and nutritional supplements. Produced in Vitalin's own factory, the foods contain carefully selected ingredients sourced from the UK and some from locally based farms.

WhitePython™ (Hall 22, British pavilion – C15) is showing its innovative and modern reptile products that include a full range of modular LED lighting systems. Since the launch of the range, nearly 10,000 lighting kits have been sold by the company. Newly launched is an Ultra-Slim Ceramic Heater range including Heat Guard & Reflector, which is a heating system that offers much more space in the terrarium and blends into the natural surroundings. The WhitePython™ range is distributed currently in the UK and Netherlands, and the company is now looking to extend throughout the rest of Europe.

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IMAGE CAPTIONS

- 1. Animology's pet care products.**
- 2. The Canny Magloc.**
- 3. The Anxiety Wrap™ from Company of Animals.**
- 4. Devoted grain-free dog foods.**
- 5. Dog Rocks' new bulk bags.**
- 6. Forthglade Natural Pet Food**
- 7. Products from the Guisapet range.**
- 8. The new Dome Bowl from Hing Designs**
- 9. Lily's Kitchen**
- 10. The new Micro-ID Halo microchip scanner.**
- 11. The Telford International Centre is the venue for PATS Telford and AQUA 2015.**
- 12. The PetQuip association's logo.**
- 13. Pet Rebellion Ltd**
- 14. Profleece – dog with pups and kittens.**
- 15. ProtectaPet cat fencing.**
- 16. ROK Straps lead in blue with black.**
- 17. Symply & Canagan Pet Foods**
- 18. Tastybone's 'Surf & Turf' special edition dog chews.**
- 19. Products from the Vitalin range.**
- 20. White Python's Leaf Green Guard.**

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