

A division of The Federation of Garden and Leisure Manufacturers Limited

Registered in England and Wales No. 706025. Registered Office as above. VAT Registration No. 230906018

**PRESS RELEASE:**

**30 September 2025**

**PetQuip Awards dazzle as industry celebrates innovation and excellence**

*Awards presentation evening shines a light on products, companies and individuals from across the pet sector*

Over 300 suppliers, retailers and industry professionals celebrated the creativity and achievement of the UK pet sector at the PetQuip Awards, with 16 awards presented.

While the awards presentation was the star of the show, the rest of the night was studded with entertainment and fun with a performance from The Trickstars, a charity prize draw from Pets as Therapy, magnum draw courtesy of Noble Futures and a photo booth and lucky dip, provided by Leopard Co, the event’s headline sponsor.

The PetQuip Awards were held at the National Conference Centre, alongside PATS trade show at the NEC, where over 430 exhibitors have been showing at the biggest PATS ever.

“We were proud to host the PetQuip Awards, recognising the talent and innovation which is so special in this sector. The awards night truly represents the heart and soul of this industry, a mix of serious business, networking and pure entertainment. We are very grateful for the support of our sponsors, entrants, winners, judges and our brand new venue” commented Joe Denham, Director General of PetQuip.

**New award category**

For the first time, PetQuip presented an award for UK online retailer of the year, which drew some diverse finalists and a star winner in The Muzzle Movement, a company who the judging panel felt goes beyond the norm, by educating and providing solutions both on and offline.

Clara Hewson, Owner, The Muzzle Movement said:

“Wow, it’s brilliant to win two PetQuip Awards, repeating our double success of 2024. It gives our team such a boost, knowing that we are doing something that makes a difference.”

Highly commended was awarded to Kavee and the silver winner was Tug-E-Nuff.

**Home grown business pushes export boundaries**

The Theresa Swann exporter of the year award, one of the most coveted of the evening, was won by We.pet Independent Wholesale a company who started as a small, home grown business, which has pushed through Brexit issues by rolling up their sleeves, demonstrating a great work ethic.

Daniel Vander, Managing Director, We.pet said:

“Absolutely delighted to have won exporter of the year award. It’s great to receive recognition from our contemporaries in the trade and a fantastic accolade for all the team at We.pet who work so hard throughout the year.”

Bugalugs Pet Care won the silver award.

**People awards shine a light on industry talent**

The people categories drew extremely impressive entries, for rising star, employee of the year and lifetime achievement, demonstrating the wealth of talent which the pet sector attracts.

The rising star award includes a £1000 bursary, supported by the sponsor Noble Futures. Winner of the award was Jake Foster from Grub Club, who impressed the judges with his insight into customer needs and the way he questions industry norms, pushing to be bolder.

Commenting on his win, Jake said:

“It was amazing to be recognised by the pet industry this early on in my career. We have been working hard to push boundaries in the industry and to be bolder, brighter and more adventurous, so to win this award last night was amazing.”

Employee of the year was won by Liane Avery from Pet Trade Innovations, who her colleagues said has made an outstanding contribution to the business, demonstrating resilience, initiative and a natural ability to bring people together.

Liane commented:

“I’m really surprised to be named employee of the year, it’s a great honour. It was nice to hear what was said about me. I got rather emotional when people congratulated me after I received the award – I’m touched by all the lovely comments.”

The lifetime achievement award recognises the people who have devoted their career to the pet sector, making a difference to both their companies and to the wider industry.

This year’s award went to Ann Child who has been part of the Fold Hill Foods company for nearly 40 years, regularly going above and beyond in the role, contributing to the companys’ success by opening key doors and conversations with major stockists. Beyond her professionalism, Ann brings warmth and personality to her role, with a thoughtful, down-to-earth approach.

Ann commented:

“After 37 years of working in the pet industry, it’s a great honour to be recognised in this way. It is a great trade to work in so I’m very happy to receive the award.”

The next PetQuip Awards will take place on Monday 28 September 2026.

**Winners**

**Supplier of the year**

**Sponsored by Pet Sourcing Fair China**

* Gold winner: Law Print & Packaging
* Silver: Durham Animal Feeds
* Highly commended: Buitelaar

**Business service of the year**

* Gold winner: Behavet
* Silver: iPET Network

**Most promising new starter business**

**Sponsored by Interzoo**

* Gold winner: LitPet Supplement
* Silver: AniVatio
* Highly commended: It’s the Dogs (sub brand of Protein Ball Co)

**Product of the year: food & treats**

**Sponsored by PPM**

* Gold winner: Veggie Superfood Boost from Dougie’s Pets
* Silver: Dog Eclairs from Ruffingtons
* Highly commended: Doggy Doggy Yum Yum Frozen Treat from Baboo Gelato
* Highly commended: Frozzys Happy Gut Yogurt Squeeze from Frozzys

**Product of the year: healthcare and grooming**

* Gold winner: Quick Stop by Bray from Bray Group Ltd
* Silver: LitPet Pawsitive Powder-Stress relief and calming supplement for dogs from LitPet
* Highly commended: Buddycare Paw & Nose Balm from Buddycare

**Product of the year: accessories and technical**

**Sponsored by Zoomark**

* Gold winner: The Muzzle Movement Size Harry 2.0 from The Muzzle Movement
* Silver: Hurtta Safeguard Harnes ECO

**Sustainability award**

**Sponsored by CIPS**

* Gold winner: Grub Club
* Silver: Nilaqa Pets
* Highly commended: Buitelaar Group

**UK retailer of the year: multiple**

**Sponsored by Buddycare**

* Gold winner: Pets Corner

**UK retailer of the year: independent**

**Sponsored by Copdock Mill Wholesale**

* Gold winner: Wildwood Pets
* Silver: Our Pet Village
* Highly commended: Joywyns Pet and Country

**UK retailer of the year: online**

**Sponsored by China Pet Industry Association**

* Gold winner: The Muzzle Movement
* Silver: Tug-E-Nuff
* Highly commended: Kavee

**International retailer of the year**

**Sponsored by PATS**

* Gold winner: Pet Lovers Centre

**Best marketing campaign**

**Sponsored by PBW**

* Gold winner: Tug-E-Nuff’s ‘BOB Launch’ campaign
* Silver: Frozzys’ ‘Happy Gut Healthy Pet’ campaign
* Highly commended: Naturo Natural Pet Food’s ‘Naturo Dogs Don't Care What They Eat. Naturo Do’ campaign

**Rising star**

**Sponsored by Noble Futures**

Gold winner: Jake Foster from Grub Club Pets

**Employee of the year**

**Sponsored by Uniexpress**

* Gold winner: Liane Avery from Pet Trade Innovations

**The Theresa Swann Award: exporter of the year**

**Sponsored by GBH Exhibition Forwarding**

* Gold winner: We.pet Independent Pet Wholesale
* Silver: Bugalugs Pet Care

**Lifetime achievement**

* Ann Child from Fold Hill Foods

For details of PetQuip membership, please e-mail info@petquip.com or visit [www.petquip.com](http://www.petquip.com)

**For further press information contact:**

Susan Fairley Marketing Manager Email: susan@petquip.com

This announcement has been issued by The Federation of Garden & Leisure Manufacturers Limited from information provided by PetQuip or from organisations associated with the association’s initiatives. Reasonable steps have been taken to ensure that the information it contains provided is accurate. However, the Federation, PetQuip and its member companies assume no responsibility for information contained within the document and disclaim all liability in respect of such information and shall not be held liable for any losses suffered as a result of issuing this information to the press or its use within the media.