

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: 27 March 2025**

**Sell out for UK pavilion at Zoomark**

*PetQuip trade association reports strong contingent of innovative UK firms at Zoomark, Bologna, Italy, 5-7 May*

With the organisers of Zoomark forecasting a ‘bigger and bolder’ event, hosting over 1,500 exhibitors and 30,000 visitors, the UK group of exhibitors will showcase the excellence, inventiveness and energy of the pet care sector in the UK.

PetQuip, the trade association for the pet product sector, is organising and supporting a UK exhibitor group of 30 companies, primarily in Hall 26. Ranges on show include accessories, food, treats, well-being and cleaning products, supplements, toys and packaging inspiration.

“We are excited to be bringing so many fantastic British brands to Bologna in May and we are delighted to hang the ‘sold out’ sign on our space!” commented Emma Brazier, Event Manager for PetQuip.

“It’s been such a pleasure to work closely with the Zoomark team, who have really pushed the boundaries on this event to introduce so many initiatives. I recommend international visitors to make the trip to Zoomark for an inspirational and productive experience”, Emma continued.

The PetQuip team will be presenting a British Market Focus workshop on Tuesday 6 May from 14:00 to 15:00 in the Overture Room as part of the official conferences and events programme.

The session will focus on the UK pet sector and will include market background, trends and information on retailers and consumers in the UK. The presentation will feature content from a UK consultancy, the UK pets and aquatics trade show PATS as well as information about how PetQuip can assist both suppliers and buyers.

PetQuip will host an information stand at the show, providing refreshments, advice and an interpreting facility for the exhibitor group. The team invites companies who may wish to exhibit at future events or become a member to come to the stand. For international retailers and distributors, the team can advise on UK suppliers, market trends and match product requirements with appropriate UK suppliers.

**Companies exhibiting as part of the British group include:**

**AIL**

**Hall 26 C20**

AIL is a specialist with over 55 years’ experience and an extensive range of Pet Waste Bags created using ethically recycled materials and recyclable packaging. From extra-large and extra strong bags on a roll, to pocket and multiple packs, the company has something to satisfy the needs of every dog owner and price point. Its innovative range planners create and advise on the most suitable products, including own label ranges for prestigious pet retailers / wholesalers and its own highly successful TidyZ branded range.

**Boost Pet Food**

**Hall 26 A09**

Boost Pet Food is now well established in the UK with Tesco, M&S, Sainsbury’s and Waitrose amongst its customers. It specialises in gently cooked frozen pet food for dogs and cats and is the first brand to sell this category at grocery in the UK. In addition to this, Boost Pet Food has a new range of natural treats coming to market imminently.

**Buddycare**

**Hall 26 B29/C30**

Keep your dog's paws and nose soft, smooth, and nourished with the Buddycare Paw & Nose Range. Dog Paw & Nose Balm is specially formulated to help protect and repair dry, cracked, and chapped skin, leaving your furry friend's paws and nose feeling comfortable and moisturised. Also available to try will be Buddycare's Dog Paw Cleanser, a gentle yet effective way to care for your pet's paws after their daily adventures. Crafted with care, the cleanser is specially formulated to cleanse and soothe, leaving paws feeling fresh and revitalised.

**Buitelaar Group**

**Hall 26 B05/C08**

With five generations of experience, the company prides itself as expert in bringing premium raw materials to both domestic and international pet food industries. Running its own award-winning integrated beef supply chain, it truly understands the importance placed upon transparency, traceability and quality.

The company’s dried, fresh and frozen raw materials are the result of everything it has learnt from working with food producers from one end of the chain to the other. Continuously building on its extensive learnings, through research, innovation and development, the raw materials are carefully monitored and assessed on quality, sustainability and traceability.

**Canagan**

**Hall 26 B09/C18**

Supplier of the highly successful and award-Winning ‘Canagan pet food’, the growing reputation of the Canagan brand can be attributed to high quality ingredients, robust customer retention, product performance and a determined loyalty to the independent pet trade.

The overwhelming success story of Canagan, alongside the growing trend for high quality grain free dog and cat food, Canagan is the perfect solution and the team looks forward to meeting you in Italy.

**DOGGI and KATTI**

**Hall 26 C38**

Doggi, recognised for its playful and durable dog toys, brings an exciting range of products to the market. Designed to meet the needs of modern dog owners, Doggi toys focus on durability, fun, and enriching pets’ lives.

Katti is a range of functional licking mats and natural cat treats capturing attention with pastel-coloured designs and complementary products perfect for cross-merchandising. The brand’s treats come in four premium flavours—salmon, duck, chicken, and white fish—while the licking mats are available in two unique designs, creating a striking visual impact in stores.

**DotDotPet**

**Hall 26 B37**

Award-winning veterinary endorsed products from DotDotPet include:

* Dog Shampoos – award winning with a fragrance for a calm bath time and a unique easy to use bottle
* Cat & Dog multifit functional treats – veterinary endorsed natural sustainable ingredients
* Eco Towels – award winning 1005 natural biodegradable pet towels
* Plus some new products to be launched at the show.

**Eco-Friendly Pet Plush Toy**

**Hall 26 C21**

V-PET will showcase a range of eco-friendly, high-quality pet products designed with sustainability in mind. The collection includes bite-resistant plush toys made from sustainable materials, relaxing cat-calming candles infused with natural scents, comfortable and durable pet beds, and gentle, eco-friendly pet wipes for daily care.

Each product is crafted to ensure pets' well-being while minimising environmental impact, reflecting the company’s commitment to both pets and the planet. The company invites visitors to its stand to discover innovative solutions for your furry friends.

**Eden Holistic Pet Foods Ltd**

**Hall 26 B19/B21**

Introducing Eden’s brand new Gourmet Range, scientifically proven to improve digestibility, using a natural enzyme to help break down the proteins into perfect sized peptides. Between 59-74% perfectly sized peptides, 0.5kDa and under – enhancing your dog's digestion, absorption and bioavailability of nutrients.

The core range, The Cuisine range is designed to empower dog owners who prioritise a high-meat diet. Comprising of 80% meat and fish combined with 20% fruits, vegetables, herbs, and essential minerals, a naturally complete and balanced meal.

Feline Feast boosts what discerning cat owners are crying out for, containing 70% of the finest meats and fish and supports your cat’s urinary tract health by maintaining urine pH within an ideal range.

**Frozzys – The Happy Gut Company**

**Hall 26 C22**

Frozzys believes a healthy gut is key to a happy, thriving pet. That’s why its range of frozen and ambient treats is packed with gut-friendly goodness, supporting digestion and overall well-being. From cooling frozen yogurts to nutrient-rich ambient treats, every bite is designed to nourish from the inside out. As “The Happy Gut Company,” Frozzys is committed to creating delicious, nutritious options that pet owners can trust—helping pets live longer, healthier lives with tails wagging and purrs aplenty. The team invites visitors to discover the Frozzys difference.

**PATS - Pet & Aquatics Trade Show**

**Hall 26 C32**

Present at Zoomark is the organiser of PATS, the Pet & Aquatics Trade Show, which takes place in Hall 1 at the NEC Birmingham, United Kingdom from Sunday 28th to Tuesday 30th September 2025.

Potential exhibitors who are interested in booking a stand or visitors who would like to register to attend PATS should visit [http://www.patshow.co.uk](http://www.patshow.co.uk/) for more information or call the PATS office on +44 (0)1892 862 848.

**Inspired Pet Nutrition Ltd (IPN)**

**Hall 26 A17/B16**

IPN is an innovative, well-established, and award-winning pet food manufacturer based in the UK. The family of brands include Wagg, Harringtons, Butcher’s, Blink!, Barking Heads & Meowing Heads and AATU.

Harringtons pet food is full of tasty natural goodness. Food that’s healthy, balanced and won’t break the bank. Butcher’s is a naturally nourishing, complete wet dog food. Barking Heads is a tasty & tailored dog food range to support specific needs, life stages and breed sizes. AATU is a highly nutritious dog & cat food that is full of high-quality ingredients and offers the benefits of a raw diet in every bite – without the hassle.

**James & Steel**

**Hall 26 C40**

The strongest, finest and purest North American catnip products made in the UK – cats love BAM! Use the firm’s catnip to make toys irresistible and help with training or grab one of their toys – all stuffed to the brim with 100% BAM!

Inspired by Scandinavian outdoor lifestyle, Sötnos is a luxury dogwear brand which specialises in creating fashionable clothing and accessories for your dog. The gorgeous sweaters are super snuggly while the range of collars and leads includes a variety of designs, from bright neons to classic neutrals. Look out for theEarth Aware range, reducing the impact on our planet.

**King Catnip**

**Hall 26 B31**

Stuffed with 100% organic North American catnip leaf, King Catnip toys are handmade in the UK and the USA. Featuring a range of adorable designs including the new King Catnip Strawberry, these toys have an aromatic fragrance which is super attractive to cats and are made using organic materials wherever possible. The King Catnip range also includes dental stalks made from the stems of the plant, as well as catnip mists, catnip bubbles and cat grass. North America offers the perfect climate for catnip to grow, meaning their handpicked plants are “the finest in the land!”

**Law Print & Packaging Management Ltd**

**Hall 26 B10**

Law Print is a leading packaging supplier to the pet food industry, offering a wide range of products from flat bottom bags, quad seal bags, pouches and woven polypropylene bags, printed flexo or rotogravure up to 10 colours, to own label manufacturers and brand owners worldwide.

The company’s Ready2Recycle range of sustainable solutions includes PE/PE and PP/PP mono material packaging in all the same formats and features available for conventional packaging. Single Lip Zipper, Aplix and Pocket Zipper can be added to all the PE/PE bags. PE laminated bags and PP woven bags can also include minimum 30% recycled content.

**McAdams Pet Foods Ltd**

**Hall 26 C11**

McAdams is excited to add Free Range Turkey to its growing family of freeze-dried recipes, including chicken, lamb, salmon and sole. This high-meat, grain-free diet contains 86% free-range turkey from high-welfare farms, ensuring the best quality protein for your dog. The gentle freeze-drying process preserves the nutrients of raw food without refrigeration. With anti-inflammatory support, this hypoallergenic, easily digestible formula is ideal for sensitive dogs. By removing moisture, 1kg of fresh meat is packed into just 300g of Raw Preserve, delivering a nutritionally rich, complete, and ethical diet for your dog.

**MiAlgae**

**Hall 26 C33**

Marine Omega-3s help pets by supporting healthy skin, joints, heart, brain function and immune system, while reducing inflammation and improving overall well-being.

MiAlgae uses biotechnology to produce NaturAlgae®, a marine Omega-3 rich microalgalproduct. NaturAlgae®, is a sustainable, low carbon, plant-based ingredient grown in Scotland, using by-products from the whisky industry -contributing to a circular economy.

**Nilaqua Pets**

**Hall 26 C37**

NilaquaPets, established in 2014, is the pioneer of unique, ethical essentials for your dog. The initial range pioneered in vets, washing away blood and incontinence around operations - without water. The company then expanded this technology into the best waterless pet shampoo for different occasions - rolling, mud, beach and more. This is NOT a dry shampoo! The firm is a family business which manufactures in the UK with 100% renewable energy, ocean bound plastic and only use the kindest chemicals. Everything is already registered in Europe and ready to sell. The company invites visitors to come and see the full range.

**OurPetsLife**

**Hall 26 C31**

At OurPetsLife, the mission is to empower pet owners with innovative, reliable, and accessible products that enhance the well-being of their companions, fostering a lifetime of love, health, and happiness. OurDogsLife is the firm’s first hero brand, which produces top of the range and vet approved products to support and boost a dog’s health, from dog dental care kits to grooming accessories. The company has developed a family of brands, each with its own unique focus to help pet owners, with many more to come.

Brands include:

* Ocean Paws: The go-to choice for conscientious pet owners committed to both their furry friends and the environment. The fully compostable poo bags are the perfect solution for responsible waste management, ensuring a positive impact on the planet.
* ProBioPets: where pet wellness meets cutting-edge nutrition. Explore the range of powdered supplements, each expertly formulated with up to 10 billion CFU probiotics.
* NutriBone: committed to providing your beloved pets with the highest quality of care through its premium bone broths. The company’s mission is to enhance the overall health and well-being of pets by offering a range of nutritious and delicious bone broths tailored to address specific needs.
* Dr Ted: an easy, hassle-free way to monitor your cat's health at home with these innovative Dr Ted Cat Urine Test Kits.
* Infusions: presents a range of innovative solutions for health-conscious pet owners focused on holistic remedies, using powerful herbal ingredients combined with hemp or salmon oil to solve common problems including itch relief, stiff joints, kennel cough and much more.

**Pet Rebellion**

**Hall 26 C35**

Showcasing the firm’s new cosy range of faux fur covers for the home and car this year in Italy. There are two for the car (single seat cover and full back seat cover) and one for the home, ideal for furniture, flooring and beds. All of the products are machine washable, absorbent for those muddy paws and have a non-slip backing. The company invites visitors to stop by the stand and see the quality.

**Petlife Vetbed®**

**Hall 26 C36**

Petlife International Ltd will showcase its range of innovative bedding products for dogs, cats and other small animals, including the Original Vetbed®, manufactured at the firm’s own factory in the heart of Yorkshire. New product launches include Sherpa-Fleece Crate Mats, Sherpa-Fleece Pet Blankets/Sofa Covers, and Water-Resistant Mats.

**PetQuip**

**Hall 26 B35**

PetQuip is the international trade association for UK suppliers of pet products and services to retailers and distributors. The association helps develop new sales opportunities for its members by providing a vast range of advice, information and direct contact with UK and international buyers of garden and leisure products.

PetQuip hosts groups of UK companies at key fairs worldwide, offering turnkey exhibiting packages, Meet the Buyer events, export advice and signposting, market updates and report, plus sales leads and a technical export helpline.   
  
PetQuip also helps retailers and distributors from around the world to source from the UK market, drawing on its heritage of pet ownership and huge variety of suppliers, from brand names to entrepreneurial start-ups. International buyers can meet the PetQuip team on the stand, where there will be free refreshments and the opportunity to match product requirements with appropriate UK suppliers.

**Pets Choice Ltd**

**Hall 26 B25/C24**

The Webbox Lick e Lix treats for cats are the UK’s leading treat, this year the company has launched a complete new range of cat treats that it is sure will become market leading products.

Bob Martin is known for its quality, and advanced treatments, made in the UK. The new European range will be on display.

Visitors are invited to see the TastyBone 100% Virgin Nylon range, HOWND, its new 100% plant based food, treats and grooming, plus the Vets Kitchen veterinary grade food and supplements, all manufactured by Pets Choice Ltd.

**Proflax Superfood Supplements for Dogs**

**Hall 26 C39**

Proflax is proud to introduce its exclusive 'Core’ range – a carefully formulated selection of powder supplements for dogs, tailored for the international markets only. All ingredients are fully compliant for export/import and do not contain any animal bi-products, facilitating a seamless trading relationship with all EU countries.

Proflax Core supplements are designed to support total pet wellness, targeting key areas; joints, liver, kidneys and heart, digestive and anal glands, skin and coat and anxiety relief. They are totally unique in that they have been formulated to encompass complete wellness, combining condition-specific herbs with nutritional goodness.

Proflax is committed to using only the finest quality ingredients, ensuring that every supplement delivers visible health benefits within a matter of days.

**Ruffingtons**

**Hall 26 B39**

* Marbled Dog Snaps – crafted with no artificial additives, these delectable delights are infused with yoghurt and carob
* Terrier Truffles – a decadent, gourmet treat, topped with mini paws and milky bones
* Cupcakes (pack of 4 & 9) –including yoghurt cups and cupcakes topped with cranberry sprinkles and mini bones
* Dog Doughnuts – created with carob, yoghurt, chia seeds, and carrot sprinkles.
* Biscuit Paws – filled with a creamy yoghurt and carob mix
* Dog Eclairs – these mouth-watering eclairs come in packs of two and are a charmingly crunchy treat for your special pooch.

**Scruffs**

**Hall 25 C80**

The Scruffs Eden Collection is crafted entirely from recycled cotton, recycled polyester and recycled mixed fibres. By giving waste materials a new life, the company ensures that its pet beds are both comfortable and practical while maintaining the aesthetic design that is a hallmark of the Scruffs brand. From plush pillows, pet beds to cosy box beds, the Eden range not only enhances home decor but also reflects the company’s commitment to quality and eco-conscious living.

**Symply**

**Hall 26 A13/B14**

The growing reputation of these brands can be attributed to high-quality ingredients, robust customer retention, product performance and a determined loyalty to the independent pet trade.

The brands offer high margins, stunning and 100% recyclable packaging, staff training, free POS, great range of products and exceptionally high customer retention rates.

Symply looks forward to meeting visitors in Bologna!

**Tribal Pet Foods**

**Hall 26 B06/B08**

The flagship range includes cold pressed dog food made with fresh meat and without the use of meat meal, 80% meat, single-source protein sausages and natural treats with superfood ingredients. Their super-premium design has maximum on-shelf appeal and reflects customers’ healthy eating trends and demand for high quality, natural pet food. As part of the company’s commitment to do good, products are made with responsibly sourced meats, sustainably sourced fish, and all bags are recyclable.

This year it will be showcasing samples of its new complete cat food sausage made with 70% fresh meat, the firm’s first foray into pet food.

**Vetnique – Home of YuMOVE**

**Hall 26 B20**

For innovative, high-quality supplements backed by science and designed with pets at the heart. The company will be showcasing a range of pet supplements from YuMOVE, the UK’s no 1 vet-recommended joint supplement brand,\* and Glandex, the US’ no 1 vet-recommended digestive and anal gland health brand.\*\*

\*Kynetec VetTrak January 2025. Sales of YuMOVE branded products through veterinary wholesalers.

\*\*Excludes probiotic or prescription products. Based on a survey recording the product recommended most often in the Anal Gland Health Products category

**Yora - Insect Powered Pet Food**

**Hall 26 A13/B14**

Yora is at the forefront of insect-based pet nutrition, with a strong commitment to sustainability and innovation.

The company offers an impressive range of dry and wet foods, along with treats. The products feature 100% recyclable packaging, and it is a carbon-neutral company dedicated to reducing environmental impact.

Partnering with Yora means more than just quality products; it provides comprehensive staff training and effective point-of-sale materials to enhance your retail experience.

Yora looks forward to meeting visitors to its stand in Italy and exploring how to grow together in this exciting market.

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

**For further press information contact:**

Susan Fairley Trade Federation Manager Email: [susan@petquip.com](mailto:susan@petquip.com)

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