

2019/20

Buyers' Guide



PATS

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TELFORD

27-28 September 2020

www.patshow.co.uk

Pet  uip
INTERNATIONAL
TRADE ASSOCIATION
OF PET EQUIPMENT SUPPLIERS

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Welcome to the PetQuip Buyers' Guide, which contains information about thousands of British pet care products manufactured and supplied by member companies of PetQuip, the UK's trade association for suppliers of pet products, accessories and services.

The products available from PetQuip members demonstrate the design flair and product innovation that make the British pet care industry a world leader.

PetQuip is a division of The Federation of Garden & Leisure Manufacturers Limited, the UK's trade association for the gardening and leisure industry. For over 55 years the association has worked to achieve substantial new business between suppliers and buyers.

The prime aim of our professional, multi-lingual team of staff is to work with, and on behalf of, UK manufacturers and suppliers of pet equipment to increase their sales world-wide.

PetQuip represents the most progressive pet equipment manufacturers, suppliers and distributors; membership of the association is recognised as a sign of sales competence, service and product quality by UK and international trade buyers.

The association works closely with the UK government's Department for International Trade, commercial personnel within the Foreign & Commonwealth Office and other countries' agencies and organisations to promote and expand international trade.

PetQuip organises and supports exhibitor groups of firms at leading international pet product trade shows, including Interzoo, Zoomark, Global Pet Expo and CIPS among others. UK exporters benefit from cash grants for eligible exhibitors under the DIT Tradeshow Access Programme at key international shows.

PetQuip industry information stands at international events publicise the products of all member firms to buyers and valuable sales leads are gathered from international buyers visiting the stands. We offer buyers a free product-sourcing service too, thus ensuring that distributors and retailers can find innovative products and services available to customers from our member companies.

Our member firms exhibit at the prime UK trade exhibitions; PATS Sandown, PATS Telford and now GLEE and we provide all companies in our membership with a comprehensive range of business support services, cost savings and other practical and tangible benefits that will give them the ability to develop and expand



Group Pavilion at Zoomark

The PetQuip trade association exists to:

- assist and promote the development of UK and international trade in the pet equipment sector;
- expand contact between manufacturers, suppliers and UK and international buyers;
- and to deliver a high quality, professional service to all trade partners.

their businesses successfully in both the UK and internationally.

This PetQuip Buyers' Guide gives an introduction to the vibrant, innovative UK pet product and equipment sector. To obtain more information on all our members and their products and services, either contact our members direct or ask for more information from the team at PetQuip, who will be happy to help you.



PetQuip Drinks Reception at Zoomark



Who will be the winners in the PetQuip Awards this year?

Amanda Sizer Barrett MBE
 Director General,
 PetQuip: a division of the Federation of Garden & Leisure Manufacturers Ltd



Herzlich Willkommen zum PetQuip Einkaufsführer, der Informationen über tausende britische Tierpflegeprodukte enthält, die von Mitgliedsunternehmen von PetQuip, dem britischen Handelsverband für Anbieter von Haustierprodukten, -zubehör und Dienstleistungen, hergestellt und geliefert werden.



Die von PetQuip-Mitgliedern erhältlichen Produkte demonstrieren Design-Flair und Produktinnovation, die die britische Tierpflegeindustrie weltweit führend macht.

PetQuip ist ein Geschäftsbereich von The Federation of Garden & Leisure Manufacturers Limited, dem britischen Handelsverband für die Garten- und Freizeitindustrie. Seit über 55 Jahre arbeitet der Verband daran, umfangreiche Neugeschäfte zwischen Anbietern und Käufern zu erreichen.

Vorrangiges Ziel unseres professionellen, mehrsprachigen Teams ist es, mit und im Namen britischer Hersteller und Anbieter von Haustierbedarf zu arbeiten, um ihre Umsätze weltweit zu erhöhen.

PetQuip repräsentiert die fortschrittlichsten Hersteller, Anbieter und Distributoren von Haustierbedarf. Die Mitgliedschaft im Verband wird als Zeichen von Verkaufskompetenz, Service und Produktqualität von britischen und internationalen Facheinkäufern anerkannt.

Es gibt den PetQuip Handelsverband, um:

- die Entwicklung des britischen und internationalen Handels im Sektor Haustierbedarf zu unterstützen und zu fördern;
- Kontakte zwischen Herstellern, Lieferanten und britischen und internationalen Käufern auszudehnen;
- und einen hochwertigen, professionellen Service für alle Handelspartner zu liefern.



Der Verband arbeitet eng mit der Behörde für internationalen Handel der britischen Regierung, mit kaufmännischen Mitarbeitern im britischen Ministerium für auswärtige Angelegenheiten und Commonwealth-Fragen, und mit Ämtern und Organisationen anderer Länder zusammen, um Exporte zu fördern und zu erweitern.

PetQuip organisiert und unterstützt Ausstellergruppen von Unternehmen bei führenden internationalen Haustiermessen, darunter Interzoo, Zoomark, Global Pet Expo und CIPS. Britische Exporteure profitieren bei wichtigen internationalen Ausstellungen von Geldzuschüssen für qualifizierte Aussteller gemäß dem DIT Tradeshow Access Programme.

PetQuip Informationsstände der Branche auf internationalen Veranstaltungen machen die Produkte aller Mitgliedsunternehmen den Kunden bekannt. Wertvolle Verkaufskontakte werden von internationalen Käufern, die die Stände besuchen, gesammelt. Wir bieten Käufern auch einen kostenlosen Suchservice nach Produkten an, um so sicherzustellen, dass Groß- und Einzelhändler innovative

Produkte und Dienstleistungen, die von unseren Mitgliedsunternehmen für Kunden bereit stehen, finden können.

Unsere Mitgliedsunternehmen stellen auch auf den wichtigsten Fachausstellungen im UK aus: PATS in Sandown, PATS in Telford und jetzt GLEE. Wir statten alle unsere Mitgliedsunternehmen mit einer umfassenden Palette von Dienstleistungen für Unternehmen, Kosteneinsparungen und anderen praktischen und greifbaren Vorteilen aus, mit denen sie ihre Geschäfte sowohl in Großbritannien als auch international erfolgreich entwickeln und ausbauen können.

Dieser Einkaufsführer von PetQuip gibt eine Einführung in die lebendige, innovative Branche der britischen Haustierprodukte und -geräte. Weitere Informationen zu all unseren Mitgliedern und deren Produkten bzw. Dienstleistungen erhalten Sie entweder direkt bei den Mitgliedern oder vom Team bei PetQuip. Wir helfen Ihnen gerne weiter.

Amanda Sizer Barrett MBE, Director General PetQuip: ein Geschäftsbereich der Federation of Garden & Leisure Manufacturers Ltd

Bienvenue au guide des acheteurs PetQuip, qui contient des informations à propos de plusieurs milliers de produits britanniques de soin pour animaux de compagnie fabriqués et fournis par des sociétés membres de PetQuip, association commerciale au Royaume-Uni qui regroupe des fournisseurs de produits, accessoires et services pour animaux de compagnie.



Les produits proposés par les membres de PetQuip illustrent l'esprit créatif et l'innovation qui font du secteur britannique des soins pour animaux de compagnie le chef de file au monde.

PetQuip est une division de The Federation of Garden & Leisure Manufacturers Limited, association commerciale du secteur du jardinage et des loisirs implantée au Royaume-Uni. Depuis plus de 55 ans, l'association s'efforce d'instaurer de nouvelles opportunités professionnelles non négociables entre fournisseurs et acheteurs.



L'objectif principal de notre équipe professionnelle multilingue est de collaborer avec, et au nom des fabricants et fournisseurs britanniques d'équipement pour animaux de compagnie afin d'augmenter leurs ventes dans le monde entier.

PetQuip représente les fabricants, fournisseurs et distributeurs d'équipement pour animaux de compagnie les plus progressistes. L'adhésion à l'association est un gage de compétence des ventes mais aussi de qualité des services et des produits par les acheteurs commerciaux britanniques et internationaux.

L'association commerciale PetQuip a pour vocation de:

- aider et promouvoir le développement du commerce britannique et international dans le secteur de l'équipement pour animaux de compagnie;
- intensifier les contacts entre fabricants, fournisseurs et acheteurs britanniques et internationaux;
- et fournir un service professionnel de qualité à l'ensemble des partenaires commerciaux.

L'association travaille en collaboration étroite avec le ministère du Commerce international du gouvernement britannique, le personnel commercial du ministère des Affaires étrangères et du Commonwealth et des agences et organisations d'autres pays pour promouvoir et développer le commerce international.

PetQuip organise et vient en aide à des groupes de sociétés exposant dans des salons commerciaux internationaux de premier ordre consacrés aux produits pour animaux de compagnie, notamment Interzoo, Zoomark, Global Pet Expo et CIPS. Les exportateurs britanniques bénéficient de subventions en espèces pour les exposants éligibles conformément au programme d'accès au salon de l'agence gouvernementale britannique DIT dans les principaux salons internationaux.

Les stands d'informations PetQuip présents lors des événements internationaux mettent en valeur les produits de toutes les sociétés membres auprès des acheteurs et les acheteurs internationaux visitant ces stands représentent de précieuses perspectives de ventes. Nous offrons également aux acheteurs un service gratuit d'approvisionnement des produits, garantissant ainsi que les distributeurs et les détaillants trouvent des produits et des services innovants à mettre à disposition des clients de nos sociétés membres.

Nos sociétés membres exposent lors des principaux salons professionnels au Royaume-Uni, notamment PATS à Sandown et Telford et à présent GLEE et nous fournissons à l'ensemble de nos sociétés membres une gamme complète de services de soutien aux entreprises, des économies de coût et d'autres avantages pratiques et tangibles qui leur offriront l'opportunité de développer et étendre harmonieusement leurs activités au Royaume-Uni comme à l'international.

Le guide des acheteurs PetQuip offre une présentation du secteur dynamique et innovant des produits et de l'équipement pour animaux de compagnie au Royaume-Uni. Pour obtenir plus d'informations sur l'ensemble de nos membres et de leurs produits et services, contactez nos membres directement ou bien demandez des renseignements auprès de l'équipe de PetQuip, qui se fera un plaisir de vous aider.

Amanda Sizer Barrett MBE
Directrice générale
PetQuip, division de the
Federation of Garden &
Leisure Manufacturers Ltd



Benvenuti nella Guida per gli acquirenti PetQuip, dove troverete informazioni su migliaia di articoli per la cura degli animali domestici, prodotti e commercializzati dalle aziende iscritte a PetQuip, associazione di categoria del Regno Unito che raccoglie i fornitori di prodotti, accessori e servizi per la cura degli animali domestici.



I prodotti presentati dagli associati di PetQuip danno prova dell'attenzione per il design e per l'innovazione che rendono l'industria britannica di prodotti per la cura degli animali domestici leader mondiale del settore.

PetQuip è una divisione di The Federation of Garden & Leisure Manufacturers Limited, l'associazione di categoria per il settore del giardinaggio e del tempo libero del Regno Unito. Da oltre 55 anni l'associazione lavora per favorire nuove proficue relazioni commerciali tra fornitori e acquirenti.

L'obiettivo primario del nostro team di professionisti multilingue è lavorare con e a nome dei produttori e fornitori del Regno Unito, al fine di promuoverne l'attività commerciale in tutto il mondo. PetQuip rappresenta i produttori, i fornitori e i distributori di prodotti per animali domestici più innovativi. Per gli acquirenti britannici e internazionali, l'iscrizione all'associazione da parte di un'azienda è prova della sua competenza commerciale e della qualità di prodotti e servizi.

L'associazione di categoria PetQuip si propone di:

- assistere e promuovere lo sviluppo commerciale del settore dei prodotti per animali domestici, sia a livello britannico che mondiale;
- promuovere le relazioni tra produttori e fornitori, e tra acquirenti britannici ed internazionali;
- e fornire un servizio professionale e di alto livello a tutti i partner commerciali.

L'associazione opera a stretto contatto con il Dipartimento per il commercio internazionale del governo britannico, con il personale commerciale nell'ambito del Ministero degli Affari esteri e del Commonwealth e con altre agenzie e organizzazioni nazionali per la promozione e l'ampliamento del commercio internazionale.

PetQuip organizza e supporta gruppi di espositori che partecipano alle più importanti fiere internazionali dedicate ai prodotti per gli animali domestici, tra cui, Interzoo, Zoomark, Global Pet Expo e CIPS. Gli esportatori del Regno Unito possono beneficiare di sovvenzioni dedicate agli espositori idonei, nel quadro del programma promosso dallo DIT (DIT Tradeshaw Access Programme) per accedere alle più importanti fiere internazionali.

Gli stand informativi di PetQuip pubblicizzano agli acquirenti i prodotti di tutte le aziende associate e si occupano di raccogliere i preziosi contatti commerciali dei acquirenti internazionali che visitano gli stand. Inoltre offriamo agli acquirenti un servizio gratuito per individuare i prodotti di interesse, affinché distributori e venditori al dettaglio possano trovare prodotti e servizi innovativi per i clienti presso le nostre aziende associate.

I membri della nostra associazione espongono alle principali fiere di settore del Regno Unito, quali PATS a Sandown, a Telford e ora GLEE. A loro offriamo una gamma completa di servizi di supporto commerciale, la possibilità di ridurre i costi e altri benefici pratici e tangibili attraverso cui poter sviluppare e potenziare il business nel Regno Unito e all'estero.

Questa Guida per gli acquirenti PetQuip offre una panoramica introduttiva sul dinamico e innovativo settore dei prodotti e dei servizi per gli animali domestici del Regno Unito. Per ricevere maggiori informazioni sui nostri associati e sui relativi prodotti e servizi, contattare i nostri membri direttamente oppure richiedere informazioni al personale di PetQuip, che sarà lieto di aiutarvi.

Amanda Sizer Barrett MBE, Direttore generale
PetQuip: una divisione della Federation of
Garden & Leisure Manufacturers Ltd

Putting Buyers With Suppliers

The promotion of trade between buyers and suppliers, both internationally and in the UK, is a prime objective for the PetQuip Association.

PetQuip target key distributors and wholesalers, pet retail chains and independents, mail order and internet retailers to meet with UK suppliers in a relaxed environment. Flying buyers in from Europe, the Middle East and the USA, we also give them the opportunity to visit UK pet stores the day before they meet the suppliers. The store visits result quite often in identifying yet more suppliers with new products, in addition to the scheduled meetings on the following day.



The Meet the Buyer days are very focused – the buyers get to see around a dozen UK suppliers on one day and the 25 minute face-to-face meetings allow for a good introduction to the company and their products.

Alongside the one-to-one meetings with buyers, the suppliers have the chance to attend informal round-table seminars and meet with export service providers, Department for International Trade representatives and the PetQuip team.

For UK suppliers an MTB day is a rare opportunity to meet key buyers, to put a face to a name and start to build a rapport, present samples/company brochures and to make a presentation as to why their product should be stocked.

The suppliers taking part receive profiles of the participating buyers prior to when a meeting takes place and can then apply for attendance. Many buyers specify their areas of product interest at the outset so suppliers know where they stand.

Buyers receive details of the suppliers applying for meetings and have the chance to check out their websites, enabling them to decide if a meeting is worthwhile. So both sides know something of each other's business and the buyer knows they are meeting the relevant contact. This is particularly important if the buyer is from overseas as not all contacts are able to discuss exports in detail.

For the past three years PetQuip has also organised successful Meet the Buyers sessions at PATS Telford in the International Buyer Centre.

If you are a supplier wishing to take part in MTB days, please contact Theresa Swann, Head of Events & Administration theresa@petquip.com for more information.

If you are a buyer and would like to take part, please contact Charlie Parker, Commercial Manager charlie@petquip.com or Eleanor Wigram, Research Manager eleanor@petquip.com. Contact telephone: +44 (0) 1959 565 995

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www.aquatelford.co.uk

Celebrating innovation

The PetQuip Awards have become an established and prestigious event in the pet industry calendar with companies acknowledging that winning such an accolade can give their sales a terrific boost, whether they are retailers or suppliers.

“Many of the British firms who have entered in the past have reported on the value of the awards as an aid to boosting their businesses. The awards have helped in cementing company credibility in the market place and led to numerous promotional opportunities. The popularity of the awards has resulted in the organisers of PATS welcoming the event as part of their plans for the Telford show and we now present the PATS New Product Awards at the official dinner too,” said organiser Pat Flynn, PetQuip’s Trade Association Manager.

The presentation ceremony and official awards dinner takes place each year on the first night of PATS Telford, the international trade event for the pet industry held in the UK. UK Pet Retailer of the Year and International Retailer/Wholesaler/Distributor of the Year are also presented on the night.

Entries are invited each year from March through to June with judging by independent specialists taking place in August. Winners are only announced on the night and not before, adding to the excitement at PATS. Visit www.petquip.com/awards to see past winners.



Mutt & Co Pet Boutique, Teesside, won the UK Retailer of the Year in 2018.



What it means to win a PetQuip Award

“We can’t believe we won double gold for a second year running. Our strategy from day one was to develop affordably premium products within the health wellness and hygiene category and these awards provide validation that we’re heading in the right direction.”

Mark Hirschel of HOWND

“To win two prestigious award in 2018 – Business of the Year and Exporter of the Year – is amazing. It’s the ultimate recognition for the work we do. It couldn’t be achieved without a fantastic team.”

Stephen Turner of Group55

The Best of British all under one roof

Trade shows PATS and AQUA – where UK pet and aquatic suppliers come together to showcase their products – are now recognised as ‘must-visit’ events on the global stage.

A growing number of distributors and large retailers from around the world are attracted by the two PATS shows each year and the AQUA exhibition every two years. All three events are now regarded as important international shows.

That’s welcome news to UK suppliers and manufacturers exhibiting at the shows, with the majority of them being exporting companies.

The venues for both PATS shows – Sandown Park in Surrey and the Telford International Centre in Shropshire – are ideally situated to make travelling to and from the shows as stress-free as possible.

PATS Sandown has always proved to be a popular choice for international visitors, being situated within easy reach of London Gatwick and London Heathrow airports as well as the Channel Tunnel.



PATS Telford is another great opportunity for overseas buyers to discover innovative new pet products from UK companies. With England’s two largest international airports (outside of London) ideally situated for Telford – Birmingham with 110 daily arrivals and Manchester with almost 200 – travelling to and from the event will be easier.

Organiser Gordon Thomas has attended other international shows like Interzoo and Zoomark and is always impressed with the level of interest shown in both PATS and AQUA.

“There is great interest in buying British,” says Gordon. “The UK pet market is the second largest in Europe and international distributors and retailers recognise that fact, and also that British companies invent and manufacture innovative new products. They want to see all the latest launches from UK companies and they accept that PATS and AQUA are the best places to do that.”

Gordon and his team work closely with PetQuip to ensure that both international visitors and UK suppliers get the most benefit from the exhibitions. PetQuip takes a stand at each event where its staff assists overseas enquiries and advises exhibitors how they can export their products.

There is so much to see and do during a visit to PATS and AQUA where everything that’s new is showcased under one roof.

As well as having the chance to see the latest products being launched on to the market, there will be a whole host of other activities to help international visitors make their visit a profitable one, including free-to-attend series of seminars covering a wide range of topics.



DATES FOR YOUR DIARY



PATS TELFORD 2019
September 22-23
 (including PetQuip Awards)

PATS SANDOWN 2020
February 9-10
www.patshow.co.uk

PATS TELFORD 2020 is taking place on September 27-28



AQUA, the UK's water gardening and aquatics industry exhibition, is also staged at Telford International Centre. Run on similar lines to PATS, the exhibition attracts the leading British companies in this sector of the market and is well worth a visit.

AQUA 2019
October 16-17
www.aquatelford.co.uk

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Stephen Turner, Group55

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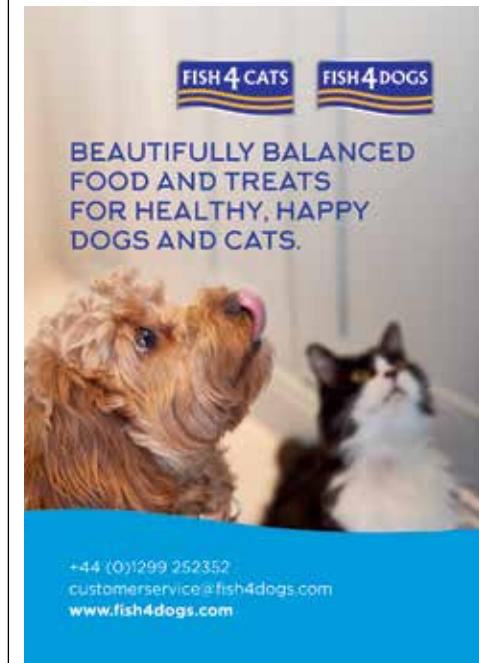
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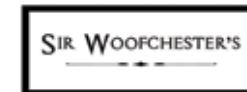


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Pet's Up
Pooch & Mutt
Purely Fish
Simply2
Sir Woofchester's
Verity & Voss
Tribal Pet Foods

Whelping Boxes

Vetfleece

Horse

Accessories

Accessories
CarPET Pet Hair Remover
Red Gorilla

Blankets /rugs

Bronte Glen
Vetfleece

Feed

Mr Johnson's

Food supplements

Lintbells

Grooming

CarPET Pet Hair Remover
Christies Global
Group 55

Saddlery/Tack

CarPET Pet Hair Remover

Miscellaneous

Carpets

Pet Rebellion

Cleaning

Hero Pet Brands UK
Simply2

Freight/Travel Services

Prestige Travel
Velta Freight

Packaging

Law Print & Packaging

Pet care product design

Armitage Pet Care

Retail services

Point of Sale
Interpet

Media

Pet books
Interpet

Pet technology

Chicken Guard
Sure Petcare

Wildlife products & accessories

Mr Johnson's
Petface
Simply2
Westland

Pond

Accessories

Interpet
Red Gorilla
Waterlife

Chemicals

Interpet
Waterlife

Equipment

Gardman
Interpet
Red Gorilla
Waterlife

Filters

Interpet
Waterlife

Fountains

Gardman
Interpet

Lighting

Gardman
Interpet

Pond liners

Interpet
Waterlife

Pumps

Interpet
Waterlife

Reptile

Accessories

Red Gorilla
Waterlife

Equipment

Waterlife

Healthcare

Waterlife

Small animal/rodent

Accessories

Ancol Pet Products
Armitage Pet Care
CarPET Pet Hair Remover
Interpet
James & Steel
Red Gorilla

Bedding

Armitage Pet Care
Bucktons
Burgess Pet Care
Interpet
Vetfleece
Westland

Cages/Carriers

Armitage Pet Care
Interpet

Equipment

Armitage Pet Care

Food/Treats

Armitage Pet Care
Burgess Pet Care
Mr Johnson's
Vitalin
Westland

Grooming

Ancol Pet Products
CarPET Pet Hair Remover
James & Steel

Healthcare

Burgess Pet Care
Group 55
Hero Pet Brands UK
Mark and Chappell

Hutches/housing

Armitage Pet Care

Leads/harnesses

Ancol Pet Products

Toys

Ancol Pet Products
Armitage Pet Care
Happy Pet
Interpet
Petface

Terrarium/ Vivarium

Accessories

Red Gorilla
Waterlife

Equipment

Waterlife



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*IRI VALUE SALES 52 WEEK YE2018 **ARMITAGE PET CARE SALES OUT DATA ***SEE PACKS FOR DETAILS
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