

## **PATS Telford 2021 New Product Awards revealed**

The winners of the PATS Telford 2021 New Product Awards, sponsored by pbwnews, were chosen by a team of expert pet retailers, who arrived at the show before 9.30am on Sunday, September 26th, in order to make their choices from a record number of over 300 new products entered.

Their decisions took into account a number of guideline criteria such as product innovation, design, quality, packaging, value for money and sustainability.

The judges agreed that the New Product Showcase had produced a high calibre of entries with a tremendous amount of innovation. They were pleased to see such a wide range of products, and felt the majority of items on display showed some great innovation.

The Awards were presented to the winners at 1pm on Sunday by Justine Thompson, editor of pbwnews, and show organiser Gordon Thomas.

Here is a full list of the winners together with the judges' comments:

### **PATS Sandown 2020**

#### **New Product Award Winners (sponsored by pbwnews)**

##### **Cat Food and Products**

###### **Huskaloo Coconut Cat Litter**

###### **Tailor-Grace (stand C30)**

Judges said: This is a natural alternative that fits well on the shelf and looks like it would appeal to cats.

##### **Dog Food Products**

###### **Butcher's Block**

###### **Cotswold Raw (stand C40)**

Judges said: This single protein range, straight from the butcher's block, is a great addition to the raw food market, and was a worthy winner of this competitive category.

##### **Dog Treat Products**

###### **Louis & Ada Natural Treats**

###### **Naturaw (stand C24)**

Judges said: These 100% natural dog treats made from British meat fit the green agenda. The packaging is colourful and also compostable, making this product a good addition to the treats markets.

##### **Dog Accessories and Toys**

###### **Jawables Bad Boys**

###### **Ancol (stand A12)**

Judges said: This tough bonded fabric plush toy is fun, eye-catching and very cute. The solid material will make it a long-lasting toy. It will be a big-selling product.

### **Dog Harnesses, Leads and Dog Wear**

#### **AK-9 Dog Lead**

#### **Vetfleece (stand H11)**

Judges said: This product is eye-catching, sturdy and very strong with a fast action clip.

### **Small Animal and Bird Products**

#### **Henry Bell Sterling 3-in1 Squirrel Proof Feeder**

#### **Mr Johnson's (stand C36)**

Judges said: Seeds, fatballs and peanuts can be encased in this squirrel proof feeder. This price is fantastic and we would be very happy to stock it.

### **Pet Care Products**

#### **DoggyRade Pro**

#### **DoggyRade (stand F53)**

Judges said: This isotonic rehydration drink is a good price and helps dogs to recover from tummy trouble.

### **Grooming Products**

#### **Noodle Drying Towel in Display Unit**

#### **Henry Wag (stand F40)**

Judges said: Retailers will sell large numbers of this great multi-use product thanks to this well-designed point of sale display unit.

### **Business Services**

#### **Personalised Memorial Hanging Sign**

#### **Memorials for Your Pet (stand H51)**

This is a new category this year, and the judges said it's lovely to see this original memorial for people's beloved pets.

### **New Product Award Winning Photographs:**

Photographs of the presentations will be available online on the web gallery of our official show photographer, Stewart Writtle