



PATS Sandown 2019 New Product Awards revealed

The winners of the PATS Sandown 2019 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, February 10th, in order to make their choices from a record number of new products entered.

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

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 Karen Pickwick, director of pbwnews, and show organiser Gordon Thomas.

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

PATS Sandown 2019 New Product Award Winners (sponsored by pbwnews)

Cat Food Products

Cat Circus Display Stand and Collars (stand S12)

James & Steel

Judges said: This product stood out for its design variations. It is well thought out and has a great price point. The neutral colours too make interchangeable for both sexes. A good product to market.

Dog Food Products

Nutrient Support Range (stand C13)

Nutriment

Judges said: This is a UK sourced product with great packaging. Aimed at dogs with special dietary requirements, it is a safer way for the general selling of raw foods.

Dog Treat Products

Country Hunter Superfood Bars (stand F14)

Natures Menu

Judges said: With the attractive price point and good packaging, this product stood out on the showcase. The judges also liked the great variety of flavours.

Dog Accessories and Toys

Henry Wag Drying Coat (stand M5)

3P Enterprise

Judges said: This is a reasonably priced, good quality product that is easy to wear and easy to get on and off.

Dog Harnesses, Leads and Clothing

Lifting Aid (stand S9)

Trixie

Judges said: This product is well positioned in the market place and is a thoughtful design. The good price point adds to the attraction of the product.

Small Animal and Bird Products

Nutri Pressed Guinea Pig Pellets (stand T15)

Marriages

Judges said: This is a particularly well thought out product, as it is both grain-free and cold-pressed, meaning that all the nutrients are retained, which is key for Guinea Pigs.

Pet Care Products

Golden Paste for Pets (stand F18)

The Golden Paste Company

Judges said: This turmeric supplement is easy to use and is a good addition to the market. It is seen as a cost-effective product with a good price point.

Grooming Products

The Fast & Furious Drying Safety Snood (stand A6)

Water Master Ltd

Judges said: This product is of good quality and design and in particular will suit nervous dogs, calming them. It has a good price point too.

New Product Award Winning Photographs:

Photographs of the presentations will be available online on the web gallery of our official show photographer, SIRA Studio. A wide selection of photographs will be uploaded after the first day of the show, Sunday, February 10, and will be available by 3pm on Monday, February 11. Here's how to access them:

1. Visit www.sirastudio.com
2. Click on Galleries

3. Click on the Conference and Exhibitions folder
4. Click on the PATS Sandown 2019 folder
5. On the password screen enter: pats19sandown

For more information contact Neil Pope at press@impact-exhibitions.com or on 07595 442601.