



FOR IMMEDIATE RELEASE

PATS Telford 2023 New Product Awards revealed

The winners of the PATS Telford 2023 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, October 1st, in order to make their choices from a record number of nearly 400 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 also pleased to see such a wide range of products and great choice for the consumer.

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

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

PATS Telford 2023

New Product Award Winners (sponsored by *pbwnews*)

Cat Food and Products

BAM! Catnip Display Stand

James & Steel (stand D64)

Judges said: This display stand showcases brilliant toys for cats at a good price. It is packed full of catnip products and is an all-in-one stand that's easy to display.

Dog Food Products

Naturaw Forage: Free Range Pork (lower carbon)

Naturaw (stand F32)

Judges said: This product has lovely packaging, which draws the eye, and ingredients that don't disappoint.

Dog Treat Products

Gourmet Advent Calendar

Pet Treats Wholesale (stand K21)

Judges said: This is an innovative product full of festive fun that is also good value for money.

Dog Accessories and Toys

Fill or Freeze Tray

KONG (stand H20)

Judges said: This product is easy to use at a good price, and is a great treat occupier for dogs.

Dog Harnesses, Leads and Dog Wear

Amphibian Classic Collar

Rogz (stand K20)

Judges said: Featuring lovely colours and a soft touch, this is a great value-for-money, practical and waterproof product.

Small Animal and Bird Products

Little One Christmas Tree (Christmas treat toy)

Mealberry GmbH (stand E22)

Judges said: This is a great Christmas gift with appealing packaging, ingredients and design. It's nice to see small pets included in the festive season.

Pet Care Products

Aloe Vera Gel

Bugalugs (stand B12)

Judges said: Designed to soothe, nourish and moisturise irritated skin, this product comes at a good price, smells nice and has eye-catching packaging.

Grooming Products

Silicone Massage Brush

Fetch Ltd (stand L32)

Judges said: This soft, hygienic and multi-use massage brush is a very simple, useful and affordable product.

Photographs of the New Product Awards are available to download from:

<https://stewartwrittle.dphoto.com/album/dollqv>

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