

Trade sets out ethics

UK PET FOOD firms are joining the spearhead of the new generation of businesses operating on ethical and sustainable lines.

With consumers increasingly demanding ethical corporate behaviour and a strong position on sustainability from manufacturers, many pet care firms are now looking to ensure they are working for positive social and environmental outcomes as well as profit.

Yorkshire Raw dog food manufacturer Naturaw has just been awarded B-Corp certification, an independent designation that shows a business is meeting high standards of verified performance across a number of criteria including governance, worker wellbeing, community support, environmental stewardship and creating value for customers.

Since 2006, more than 200,000 businesses worldwide have begun the B-Corp process with around 5,000 successfully certified to this date, 700 of which are in the UK.

Naturaw has spent the last 18 months undergoing a rigorous audit from B-Lab, the nonprofit network that awards the certification, to ensure it meets the highest standards of social and environmental performance, transparency and accountability.

While it claims to be the only raw pet food company in the world to be awarded the B-Corp certification to date, it is not the first in the UK pet care market as a whole.

Lily's Kitchen achieved the status in 2015 and has retained the certification after its acquisition by Nestle Purina; Dutch organic pet food brand Yarrah, which set up a UK subsidiary earlier

this year, has been a B-Corp brand since 2018; while natural pet food and treats company Scrumbles received its certification in 2019.

More recently, MPM, which owns the Applaws, Encore, Reveal, and Nature's Calling brands, achieved B-Corp status last year; Edgard & Cooper became a B-Corp in March 2022; while the Professional Association of Canine Trainers (PACT) has also this year become the first animal welfare organisation to achieve Pending B-Corp status, an interim stage before full certification.

GREENWASHING

Jess Warneken, who co-founded Naturaw in 2014, said: "With the greenwashing and marketing jargon

commonplace today it can be difficult to work out the good from the bad, but B-Corp certification offers reassurance to the ever more conscious consumer that we aren't full of hot air.

"The B-Corp audit really does look into everything with a fine tooth comb, from the British suppliers of our ingredients and the welfare standards they maintain, the sourcing and manufacture of our plastic-free packaging and the way we treat our staff, our customers and our community."

Naturaw Director Chris Broadbent added: "Gaining this certification is not just a tick in a box, the process provides us with a clear roadmap for improvement around positive sustainable and social practices."



A PASSION FOR PETS

JOLLIES OPENED its new flagship site in Wrexham earlier this month with a "Pet Passion Show".

The retailer teamed up with the North Wales town's bid to become UK City of Culture 2025 to create the unique launch event. Welsh actor and TV presenter Tim Vincent joined Mayor of Wrexham Ronnie Prince to cut the ribbon and emcee the show, which was won by Finn, owned by Meghan Potter. The one-year-old cockerpoo claimed the title after judges heard how he had blossomed after being injured in an accident.

The new store is the company's second outlet in North Wales.

INSIDE

FREE with this issue...

Our Raw Feed Supplement tells you everything you need to know about the category, in the words of the leading suppliers.



Cooked to perfection

GA Pet Food Partners opens state-of-the-art ingredients kitchen in Lancashire.

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It's quite a production

IPN triples wet tray production capacity at Kimmel plant with £6 million investment.

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A new beginning

Directors of PetPlace set out ambitions after completing management buyout.

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Retailer reveals new concept



A premium grooming concept is driving a new period of expansion for multi-site retailer Pets & Friends.

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We're going to Interzoo

Your questions answered about the return of the major European trade fair following a four-year hiatus.



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New investment is transforming the industry, says

David Rees

Growth despite everything

I AM CONTINUALLY impressed by the high levels of investment being shown across the UK pet industry on an almost daily basis.

Impressed and intrigued, but not altogether surprised. After all, following the surge in ownership of pandemic pets and arguably the highest-ever level of interest in animal health and welfare issues, the pet care sector is one of the few bright spots in a compromised and sometimes spluttering domestic economy.

In the UK we are seeing new pet stores opening every week, by both independent operators and larger chains, and a healthy pipeline of funding from the financial sector to help ambitious and successful businesses scale up their operations.

Larger manufacturers and distributors are building new offices, distribution warehouses and production facilities to meet growing demand for new products and by new customers, while a whole army of passionate entrepreneurs, both young and old, are driving innovation with exciting new start-up businesses to help solve the pet care problems of today and tomorrow. The future does indeed look rosy.

Of course there is the well-publicised cost of living crisis to consider, and no industry can consider itself fully protected from the rising cost of ingredients, energy and transportation, or from the fact that the average consumer's disposable income is shrinking in real terms. But it remains the case that the UK's pet population has grown larger and, in the vast majority of households, pets are loved and cherished as part of the family and will continue to be fed and nurtured even as their owners cut back or give up on some of the other luxuries that they might have been used to.

One category that continues to show strong growth is raw feeding, and one of the main reasons behind the success of the sector is its focus on natural ingredients with no hidden or unexplained additives. This shopper trend is not going to disappear any time soon, and so we can expect to see continued innovation, product development, sales increases and, yes, investment in this field almost regardless of the general economic climate.

For that reason, we have spoken to some of the leading suppliers to get their views on the category and their advice for retailers who wish to start, or expand, their offering. Their responses are included in the special supplement with this issue, and I hope you find it food for thought.

Only partial welcome to Queen's Speech

CAMPAIGNERS HAVE given a mixed response to proposed animal welfare legislation in the recent Queen's Speech.

While the speech made no specific mention of animal welfare, the accompanying legislative programme confirmed that the Kept Animals Bill will continue its passage into law via a carryover motion in the next parliamentary session. The Bill, which has been delayed due to lack of parliamentary time, is currently in its report stage, after which it will have its third reading in the House of Commons before going on to the House of Lords for further debate.

The British Veterinary Association (BVA) welcomed the Government's commitment to the legislation, which comprises a range of measures such as new penalties for dog theft and puppy smuggling, restrictions on the importation of dogs, cats and ferrets, and a ban on keeping primates as pets.

DISAPPOINTED

BVA President Justine Shotton said: "We're disappointed that animal welfare didn't get a mention in the Queen's Speech itself, but at least reassured that the carryover motion cements plans to finally get the Kept Animals Bill over the line and into law.

"The Bill pledges to tackle issues which our members have identified as some of most pressing animal health and welfare issues of our times, and the impact of the pandemic on longstanding concerns such as puppy smuggling has only added to this urgency. BVA urges the Government to bring this vital Bill into law as a top priority in the upcoming parliamentary session."

However, proposals to ban the import and sale of fur and foie gras, which would have been introduced via an Animals Abroad Bill, were not in the Speech and appear to have been abandoned. A coalition of thirty-eight animal welfare organisations responded to this omission with "dismay and frustration".

Speaking on behalf of the #DontBetrayAnimals campaign, Emma Slawinski, director of advocacy and policy at the RSPCA, said: "We are deeply dismayed that the Government has gone back on its word to prioritise animal welfare by abandoning the Animals Abroad Bill, so that animal protection laws such as bans on imports of foie gras and fur will no longer go ahead, nor will bans on adverts for animal tourism practices involving cruelty such as elephant riding and tricks."

NEW KID ON THE BLOCK

A NEW REPTILE shop has opened in Peterborough, Cambridgeshire.

Reptili offers a range of live animals, equipment and nutrition. The new company is Peterborough's first reptile store.

Live animals are available for purchase, including bearded dragons, snakes, leopard geckos and tortoises, plus a wide range of housing, heating, lighting, decoration, and food options. The store team will be able to offer guidance and set-up advice.

An online store will be available shortly at reptili.com.



NORTH LONDON SITE FOR BRUCE'S DAY CARE

DOGGY DAY CARE business Bruce's will be opening a new site in North London next month.

From June 20, Bruce's bespoke Doggy Buses will offer pick-up and drop-off services for dogs in Finchley, North Finchley, Finsbury Park and surrounding areas to travel to the Hertfordshire countryside, where dogs can enjoy playgrounds, enrichment activities and heated indoor shelters alongside furry friends of similar ages, sizes and play styles.

Founder and CEO Bruce Casalis said: "Having been able to offer our services to the dogs of South West London for the past 14 years, we are thrilled to be able to expand our service to the dogs of North London.

"Our collection and drop-off service will mean we can reach customers from several popular North London communities, and we can't wait to collect new happy, waggy-tailed customers from this June."

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Park Life treats will be on show at Glee

IRISH PET TREAT company Park Life is raising awareness by exhibiting at this year's major pet shows.

The company has taken a stand at this month's Interzoo fair, the PATS Telford show in September and, for the first time, at the Glee Garden Show next month. The show, one of the leading events for the garden centre trade, takes place at the NEC, Birmingham, on June 28-30.

The company manufactures and distributes a range of natural, grain-

free biscuits for dogs using human grade and gut-friendly ingredients such as sunflower seeds, peas, potatoes, coconut oil and apple juice with added herbs, berries and super seeds depending on the

variety. The three styles – Fris-Bix, Love-Bix and Chill-Bix – are cut into fun, bite-sized shapes.

Poodle crosses vulnerable to tooth disease

POODLE CROSSES may be at increased risk of dental disease, according to preliminary results from the Puppy Tooth Census.

The dental health initiative was launched by veterinary digital services company VisioCare at the end of March and aims to generate data and insights into dental conditions affecting puppies. Early indications show that poodle crosses are accounting for 25% of all responses, which is in line with anecdotal reports that vets are seeing more dental conditions in poodle cross puppies.

The popularity of poodle crosses has grown in recent years and early analysis of census results show that these crosses are overrepresented when it comes to dental conditions.



3P celebrates milestone

PET ACCESSORIES distribution business 3P Enterprise, best known as the UK home of the Henry Wag brand, is celebrating its 20th year of trading this year.

Originally called Pet Play Pads, the business was founded in 2002 by current managing director Grant Rogers, who started out by building wooden dog kennels in his garage.

The company evolved and grew with the addition of dog and cat accessories imported from the USA and eventually became known as 3P Enterprise in 2008, when it incorporated and went on to distribute own label products, other branded dog and cat accessories and a growing range of branded products from Petmate (Dorskocil). The major step-change of growth followed the creation and launch of the Henry Wag brand, which includes a range of cleaning and drying products, travel accessories and car interior protection covers.

Grant said: "It had always been an ambition of mine to run my own business, and quitting the corporate world to make dog kennels did raise a few eyebrows."

He continued: "We recognised that to really grow the business and create something special we needed to develop our own product range. I grew up on a dairy farm and spent loads of time outdoors with dogs, creating the Henry Wag brand gave me a chance to combine my love of the outdoors, dogs and product development."

INTERZOO

The brand, which focuses on providing product solutions to overcome the problems associated with outdoor activity with dogs, is now available in over 500 stores around the UK and has distribution in more than 10 international markets. It is exhibiting at the international Interzoo exhibition in Germany this month.

"I must give a big shout out to our amazing customers who have supported us throughout our journey and especially their commitment to the Henry Wag brand. We've also been very fortunate to have a really great team who have made our achievements possible," added grant.

INVESTMENT UNLEASHED BY PET FOOD GIANT

SIX NEW PETCARE businesses from across Europe and North Africa have been selected to benefit from pet food giant Purina's accelerator investment fund for 2022.

The Unleashed 2022 programme is designed to drive the growth of participants, supporting the development of innovative new products and services.

This year's winners are: eniferBio (Finland); MOA Foodtech (Spain); Knok (Portugal); Kibus (Spain); Feragen (Austria); and Network (Egypt). Two of the companies focus on introducing alternative proteins to pet diets to create new, sustainable recipes, while others are focused on advancing the quality of life for pets through new digital solutions and on veterinary care and wellbeing.

The six successful businesses were chosen from more than 150 applicants across 28 countries, and each company will be assigned a personal team of Purina experts for mentoring, plus 50,000 Swiss Francs to develop a project to grow their business over the next six months.

Kim Bill, head of the Purina Accelerator Lab, said: "We are delighted to welcome such an extraordinary group of innovators into the 2022 cohort. Just like Purina, these businesses are driven to innovate and challenge the industry through technology, and data-driven solutions. While the next six months will be busy, we cannot wait to see what they will build."

Purina's Unleashed programme has accelerated 12 start-ups over the last two years including UK firms BorrowMyDoggy, Cat in a Flat, BioKind and PuppyFat.



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GA opens high-tech ingredients facility

PRIVATE LABEL dry pet food manufacturer **GA Pet Food Partners** has officially opened its new state-of-the-art **Ingredients Kitchen**.

After five years of planning and an additional four years of construction, the Ingredients Kitchen at Plocks Farm in Bretherton, Lancashire, was officially opened on Friday May 20 by Alistair Bradley, leader of Chorley Borough Council.

The £80 million facility will allow GA to sample and test the more than 600 ingredients produced by over 130 suppliers arriving at the plant, providing complete traceability of raw materials for the more than 800 different formulas created for partner customers. The site features driverless automated guided vehicles (AGVs) to move ingredients and foods around the site and a dark store/warehouse operated solely by robots.

GRAND OPENING

The Grand Opening also provided a platform for the company to outline its plans for a mutual journey to net zero for the Bretherton plant by 2050 by committing to using renewable and carbon-free energy sources. The event was followed by an Open Weekend, allowing employees and



GA's Ingredients Kitchen at Plocks Farm in Bretherton, Lancashire

local residents to tour the facility with their families.

Chairman Roger Bracewell said: "The grand opening of the Ingredients Kitchen is GA's opportunity to say thank you to all those involved in the design, construction and commissioning of this technologically advanced process and for them to be proud of their achievements."

"GA has been supported throughout by Chorley Council, and this encouragement has allowed GA to grow over the last 30 years, where we now employ over 850 people. As GA continues to look to the future, it hopes to work with local residents and the Council on a mutual journey to a carbon-free world."

25 up for Casco Pet

PET RETAIL and veterinary habitat supplier **Casco Pet** is celebrating its 25th anniversary this year.

Established in 1997 by founder Matthew Bubear with a vision to deliver "innovative and beautiful" pet-centric retail fixtures and fittings for the pet retail industry, the company has expanded into a global company with offices and teams based in the UK, USA, Germany, Portugal and Australia, while retaining full control over the entire product development and installation process.

As well as working with pet retail chains and independent stores, the company also works with veterinary clinics, hospitals, colleges and universities.

As part of the anniversary celebrations, Casco has named Harper Asprey Wildlife Rescue as its charity partner of the year. The emergency wildlife hospital rescues, rehabilitates, and releases native wildlife, and Casco is donating new clinical housing to the charity's on-site veterinary clinic.

PATS Telford on track

WITH FIVE MONTHS still to go, the PATS Telford show is on course to be a 'sell out' event.

More than 140 companies have already confirmed they will be taking stands at the Telford International Centre in September, with regular exhibitors like Wagg, Harringtons, Pedigree Wholesale, and Beco Pets joined by companies making their first appearance at Telford, including Paleo Ridge, Herbal Dog and Assisi Pet Care.

The PATS show in Sandown Park in March attracted 1,794 visitors during the two-day event and, following the easing of air travel restrictions, PATS Telford is expected to have an even stronger international presence. In order to create more interest with international buyers, the PATS team will be travelling to Nuremberg, Germany, this month to exhibit in the British Pavilion at Interzoo.

Gordon Thomas, of Impact Exhibitions, organisers of PATS, said: "Our primary aim for exhibiting at international shows is to meet, talk to and encourage international retailers and distributors to come to PATS, both in Telford and Sandown."

PATS Telford takes place on September 25-26, 2022. Trade association PetQuip will be staging its annual awards after the first day of the exhibition.



UKRAINIAN PET FIRMS POOL RESOURCES

PET PRODUCTS manufacturers in Ukraine have come together in a new alliance in order to support each other during the ongoing conflict in the country.

The eight members of the Pet Alliance are co-operating by sharing knowledge and logistics within the network in order to provide the most reliable service possible, in the circumstances, to distributors in the UK, US and Canada. The Alliance is being supported by American aid agency USAID Competitive Economy Program in Ukraine.

Alliance members include Animal ID; Optimeal (Kormotech); Collar Company; Harley&Cho; Bark&Go; Mr Snoopy; VETonline.pro and SPOKK. While some of the companies have facilities in the west of the country or neighbouring countries and have been

able to continue working relatively normally, others have been forced to relocate because of prolonged shelling or loss of power and other basic facilities.

Vasyl Dub, chief executive of Animal ID, said: "We help each other with supply, crisis management, solving delivery problems, and sharing best practices and networking to grow sales and keep Ukraine's economy alive."

PET WELFARE

Pet Alliance is encouraging distributors to buy Ukrainian products by using the hashtag #BuyUkrainianProducts.

The Alliance is also focusing on supporting pet welfare in the country, and is using the hashtag #RaiseforGreenCorridors to raise awareness among volunteers rescuing animals.

PIF Awards open for entries

ENTRIES ARE now open for The Pet Industry Federation Awards 2022.

The window for entries will remain open until July 29, with the winners to be revealed at Whittlebury Hall in Northamptonshire on November 17.

The awards cover a range of 20 categories, and 2021's programme saw a record number of entries from across the pet trade.

Nigel Baker, CEO of the Pet Industry Federation, said: "We are delighted to be hosting the PIF Awards again this year. The Awards, sponsored by Cliverton Insurance and Tuft, provide a fantastic opportunity to recognise and reward the outstanding performances in the pet industry over the last twelve months."

■ To enter, visit www.petfederation.co.uk.

Survey shows pet regret

NEARLY ONE in 10 pet owners regrets not adopting a pet instead of buying one, according to a new survey from GoCompare pet insurance.

The survey says that 9% of UK pet owners who chose to purchase a cat or dog now regrets not adopting their animal companion instead.

Young people are the most likely to feel this way, says the comparison site. Every single pet owner aged 18-24 in the survey said they would consider a rescue animal in future.

The research was released ahead of National Rescue Dog Day on May 20.

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Oscar-style night ahead for PetQuip anniversary awards

ENTRIES ARE now open for the 2022 PetQuip Awards.

The awards, which are now in their 10th anniversary year, will be presented at an Oscar-style evening after the first day of the PATS Telford trade show on Sunday, September 25.

This year, two new categories – ‘Celebrating Green and Organic’ and the ‘Sustainability Award’ – have been introduced this year to reflect the growing trend towards environmentally-friendly initiatives.

Pat Flynn, award organiser and PetQuip’s trade association manager said: “Winning an accolade for your achievements bolsters morale and gives any business excellent additional opportunities to promote their new product developments and successes.”

The evening will start with a drinks reception followed by the ceremony announcing the winners of the PetQuip Awards. Guests will then be able to enjoy a meal and refreshments while networking and socialising.

Retailers and suppliers can enter the awards themselves, or nominate other businesses they think worthy of the accolade. The closing date for entries is June 30.

Relaxation lines from Trixie



TRIXIE HAS introduced a range of new bedding and travel products in the company’s Be Eco series, made from sustainably-sourced and recycled materials.

The Coline Bed is part of the company’s Home range and features curly teddy plush, a removable polyester cover, foam-flake filling, attached cushion and non-slip base. Available in three sizes and three colours, the beds have RRP’s of £59.99, £99.99 and £129.90.

The Coline cushion is part of the same series and comes with a removable polyester cover, thick foam-flake filling and non-slip base. Also available in three sizes, the RRP’s vary from £59.99–£99.99.

Also new is a range of cuddly toy animals in the company’s Be Eco series, made from sustainably-sourced and recycled materials. The range includes dog, koala, pig, teddy bear, bunny and penguin toys, with RRP’s ranging from £9.99–£13.99. Some toys come with sound.



The salon at Bletchley is, according to the company, the first outlet in the UK to feature the latest electric tables from Dezyna Dog

Pets & Friends unveils new grooming concept

PETS & FRIENDS has opened a new grooming salon concept at its store in Bletchley, Buckinghamshire.

The Pets Parlour concept has been developed as the brand for the retailer’s salons going forward, and will be rolled out across the store estate and potentially also standalone and concession sites in future.

The Bletchley salon opened last month with a launch event featuring special guest pet influencer appearances, exclusive grooming offers, demonstrations and giveaways.

As well as conveying a new, more modern look and feel, Pets Parlour also features state-of-the-art equipment. The salon at Bletchley is, according to the company, the first outlet in the UK to feature the latest electric tables from Dezyna Dog,

which can be adjusted to a large range of heights for different shapes and sizes of pets.

Pets & Friends chief executive Claire Bayliss said: “Grooming is definitely a growing market, we are seeing that not just in our salons but also in product sales. It’s all part of the humanisation of pets. As families grow with more pets, the parents are increasingly passionate about them.”

All dog groomers are trained via an internal academy, and at least one person at every site is also trained in cat grooming.

Pets & Friends currently operates 13 grooming salons in 18 of its stores, mainly located in the Midlands.

■ **For more on the new Pet Parlour, turn to page 14.**



PETS ARE BETTER FOR US THAN OUR HUMAN FRIENDS

THREE OUT OF four pet owners in the UK believe that their pets boost their physical and mental health more than their human friends, according to a new survey.

The research, commissioned by pet care brand Bob Martin to mark its 130th anniversary, aimed to study the special relationship between pets and their owners.

The survey revealed that 97% of people found their pets cheered them up when they were feeling low, while 87% said their pets make them laugh all or most days, illustrating the significant role pets play in their owners’ mental wellbeing.

Chris Socratous, senior brand manager at Bob Martin, said: “This

Barking Heads feeds retired police dogs

NATURAL PET FOOD brand Barking Heads has partnered with police dog charity the Thin Blue Paw Foundation with a promise to feed retired service dogs for the rest of their lives.

The Thin Blue Paw Foundation is a dog welfare charity working across the UK to celebrate, protect and support serving and retired police dogs. The charity works to provide financial support to ex-police dogs who do not receive support or benefits from their former police handlers.

Barking Heads has pledged to supply every registered Thin Blue Paw Foundation dog with free food for the rest of their lives. In the first month of the partnership, the company has already donated 4,500 meals to retired service dogs and Barking Heads hopes to donate over 50,000 meals by the end of 2022.

COMMITMENT

Thin Blue Paw Foundation trustee Kieran Stanbridge said: “Taking on any dog is a big commitment and a huge financial responsibility; but taking on a retired police dog comes with extra pressures.

“The Thin Blue Paw Foundation is here to help these unsung canine heroes access the healthcare they need and deserve so they can live long, happy retirements after giving so much of their lives to serve their communities.

“We’re so grateful to Barking Heads for easing further pressure on the owners of these dogs by providing free food to those who are registered with us, especially at a worrying time when the cost of living has risen so dramatically.”

research really solidifies just how much we value our pets and it’s great to see that a staggering 97% of people say their pet can cheer them up on a bad day.

“It’s heart-warming to see that so many people also say their pet can make them laugh, as we typically don’t talk about how much laughter they bring to our lives! It just shows that pets have the ability to be our best friends, as well as companions and family members. In fact, 66% of people believe pets can be our soulmates.”

Nearly three quarters of owners admit to celebrating their pet’s birthday, with four out of five celebrating Christmas with their pets, according to the survey.

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TRADE ASSOCIATION REVEALS CHARITY OF THE YEAR

THE BRITISH Equestrian Trade Association (BETA International) has named **Riding for the Disabled Association (RDA)** as its chosen charity for 2022.

RDA provides therapy, fitness, skills development and opportunities for achievement for more than 25,000 disabled children and adults through activities such as riding and carriage driving. The association is supported by 18,000 volunteers and qualified coaches at nearly 500 RDA centres across the UK. BETA International's executive director

Claire Williams said: "RDA makes such a difference to so many disabled children and adults through the wide range of equestrian activities and interactions. We are delighted to be able to support them in highlighting the work they do to the trade and helping them to make contact with new supporters for the future."

BETA International's chosen charity receives a stand at the organisation's September trade show and a slot in the seminar programme. The 2022 show takes place on September 11-13 at the NAEC, Stoneleigh Park.

In brief

Further delay to animal checks

THE GOVERNMENT has decided to delay further the planned introduction of import checks on animals and animal products coming into the UK.

The new regime was scheduled to be introduced from July 1, but Minister for Brexit Opportunities Jacob Rees-Mogg confirmed last month that no further import controls on EU goods will be introduced this year. The Government will instead develop a "new regime of import controls" with a target introduction date by the end of 2023.

The British Veterinary Association (BVA) is warning that further delays to the checks, which have already been pushed back three times, could have serious implications for animal health and British agriculture.

BVA Senior Vice President James Russell said: "This move flies in the face not only of common sense, but also of the government's commitment to preserving high levels of animal and human health in the UK."

"To remove the requirement for checks entirely appears deeply misguided; we urge the Government to abandon these plans and close off the threat of causing significant damage to our food and farming industries."

Insect fat on its way

UNIPET IS preparing its first manufacturing run of non-beef suet pellets following the delivery of insect fat from its strategic partner, Dutch firm Protix.

The Kent-based company uses thousands of tonnes of liquid beef fat every year to produce suet for wild bird feeding, and is now looking for the first time to start manufacturing non-beef suet pellets in addition to the regular pellet.

IPN to triple capacity with £6 million investment

INSPIRED PET NUTRITION (IPN), owner of the Harringtons and Waggy pet food brands, is investing more than £6m at its plant at Kimmel, North Wales.

A second processing and filling line at the plant will be created later this year, scheduled to be operational by January 2023. The new line will be three times faster than the existing line and will be focused on wet tray production for Harringtons as well as additional own-label lines. The new filling equipment will also enable IPN to offer customers a choice of wet tray formats, including fully-recyclable aluminium trays.

The injection of funding will eventually triple the site's wet dog food tray capacity to more than 75 million units a year. Overall, wet dog food capacity will be increasing by 75% compared to last year, with further increases over the next 18 months as the investment project is completed.

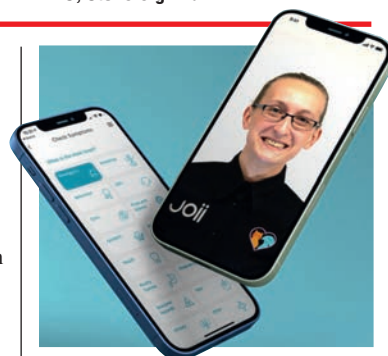
Turnover at IPN Kimmel has nearly doubled in two years, rising from £11.5 million during the year ending

June 2019 to more than £20 million in the last financial year ending in June 2021.

Dominic Whelan, site operations manager at IPN Kimmel, said: "The wet tray market in both the branded and own label sectors looks set for even further growth, and this significant investment will ensure we can meet demand. Two years ago, IPN Kimmel produced about 4,000 tonnes of finished goods, this has now risen to an astonishing 10,500 tonnes."

MASTERBRAND

IPN chief executive James Lawson added: "This is an exciting development for the business as we will significantly increase production at Kimmel – the UK's only FreshCook and carbon negative wet food facility – and it will help us on our journey to become the UK's most sustainable pet food manufacturer. The investment will also play a key role in making Harringtons a £100 million Masterbrand across multiple categories and species."



Hill's invests in digital support service

HILL'S PET Nutrition has taken an investment stake in technology company Vet-AI to enable the firm to scale up operations in the field of preventative veterinary care.

Vet-AI's app, Joji Pet Care, provides a range of tools for veterinary practices to help free up their time to tackle more complex procedures. The app includes a free pet symptom checker that helps pet owners better understand their pet's problem and consult with an RCVS-registered veterinarian online. The strategic collaboration with Hill's will also add nutrition expertise to the Joji Pet Care offering.

IMPORTANT WORK

Veterinary surgeon Dr Robert Dawson, co-founder of Vet-AI, said: "This important work gives us the ability to provide a truly holistic veterinary care offering, underpinned by expert knowledge and innovative technology. Nutrition is fundamental to the life of a healthy pet and we're delighted to work with the esteemed Hill's Pet Nutrition brand in combining our collective knowledge and expanded veterinary network. Together we can improve the lives of pets and vets across the globe through improved data insights."

"It's no secret that veterinary practice colleagues are under increasing pressure. Our mission is to do all we can to alleviate that."

VETPARTNERS BACKS WORTHY CAUSES

VETPARTNERS HAS contributed £20,000 to help humanitarian and animal welfare charities working in Ukraine during the current conflict, the group has revealed.

The veterinary organization matched the amount raised by its individual practices, and also arranged collection of 600 pet carriers for people fleeing the war-torn country with their pets, according to its first Sustainability and Giving Back Report. Fundraising efforts across the group have raised a total of more than £45,000 for a wide range of causes,

including **Pets As Therapy** and **The Cinnamon Trust**.

The group is also on track to achieve and, in some cases, exceed, 19 of 21 of the key targets set out in the group's first sustainability strategy, published in January 2021.

Since the launch of the strategy, VetPartners and its practices have recycled more than five tonnes of PPE, exceeded the predicted number of practices signing up for the Investors in the Environment accreditation and created homes for nature in our outdoor spaces.

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*UK Mainland, excludes highlands & Islands

supplement to support dental health launched

BROADREACH

NATURE has launched Dental Deep, a new veterinary-formulated dental supplement for dogs and cats.

Dental Deep is available in packs of 60 capsules or 50g powder and has been designed to support healthy teeth, gums and fresh breath in pets from four months of age.

The product has been created by the company's in-house veterinary expert Dr Barbara Fougere. It uses Oral-Active, a combination of plant and marine phytochemicals, to support healthy gums and dental health and is designed to assist in supporting gingival, periodontal ligament and healthy mouth immunity.

A recent study conducted by the Royal Veterinary College lists gum disease as one of the key reasons prompting a visit to the vets, with conditions such as gingivitis and periodontal disease also having a knock-on impact on overall pet health.

Further studies diagnosed periodontitis in 82% of dogs aged 6–8 years of age and 96% of dogs aged 12–14 years, with more than 85% of small-breed dogs reporting to have periodontal disease. In cats, one study diagnosed periodontal disease in 50% of cats over 4 years of age while 93% of cats over 8 years of age showed radiographic signs of periodontal bone or root loss.

Lockdown puppy boom sees popular breed prices soar

PRICES OF the most popular breeds of dogs are continuing to experience double-digit increases, according to new research from animal insurers Agria Pet Insurance.

The lockdown puppy boom continued to exert an upward influence on prices for pets in 2021, according to the data, with the average price of a Labrador retriever increasing by 47% compared to 2020, and the average price of a cocker spaniel up by 45% to £1,800.

The top 10 dog breeds experiencing an annual price comprise: Labrador retriever; cocker spaniel; English springer spaniel; Staffordshire bull terrier; cockapoo; crossbreed; miniature dachshund; German shepherd; French bulldog; and bulldog.

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Pet Business World



PetPlace directors complete MBO

NORTH WALES retailer PetPlace is under new ownership following a management buyout (MBO).

Sion Pritchard and Paul Penketh, directors of Snowdon Holdings, were already running the PetPlace business and are now majority shareholders, having completed the MBO from founder Gwyn Lewis.

The company has stores in Abergele, Ruthin, Mold, Llangefni and Chirk, and a headquarters on Tir Llwyd Enterprise Park in Kinnel Bay. During the covid lockdown, the company opened a new dispatch warehouse to manage the growing number of online orders and also devised a shopper loyalty app.

With turnover exceeding £10m for the first time, the management team plans to expand the 100-strong team with more sales and administrative staff, with the potential to open further stores in the coming years.

FUTURE

Sion said: "The last two years have raised challenges but also given us the opportunity to advance the business in-store and behind the scenes. Everything is moving in the right direction, but we are looking at the future, which will eventually include further stores and more staff."

"Whatever happens, we will continue with our long-term and controlled approach and as always the pets and their owners are the number one for priority for everyone here."

Gwyn Lewis originally founded Farm and Pet Place in 1970, starting from the back of a van. He described himself as "thrilled" that the organisation he founded will be in



Sion Pritchard, PetPlace

"safe hands" for the next generation.

He said: "I am excited to take a step aside and embrace this new era. Paul and Sion have so many wonderful ideas and will lead PetPlace to even greater heights, I'm sure."

"I am proud of them both and of course delighted to see PetPlace go from strength to strength after all these years – best of luck to you both."



MEALWORM DOG TREATS FROM DEVON

DEVON FIRM Mr Bug has launched a range of locally-produced, wheat-free dog treats made from mealworms.

The mealworms are reared on locally-grown fruit and vegetables before being hand-baked in small batches. They are described by the company as being more palatable than the more common black soldier fly-based insect proteins while still fulfilling demand for sustainable proteins that use less land and water during production.

Mr Bug Bug Bites are available in four flavours – The Nutty One with Peanut Butter & Turmeric; The Fruity One with Honey, Cranberries & Apple; The Veggie One with Sweet Potato, Carrot & Parsnips; and The Cheesy One with Vegetarian Cheese & Beetroot. Each 80g pack has an RRP of £3.50.

Mr Bug founder Conal Cunningham said: "Although grub consumption has historically been tarred with a yuck factor in Western Europe and North

America, it feels like we've now reached a moment when sustainability, planet-responsible practices and a more personalised approach to our dog's wellbeing have reached a crescendo.

"Thoughtful pet parents increasingly crave tasty snacking solutions made with 'real food' and no added salt or sugar, back-of-the-barn meats or over-processed synthetic nasties. The growing influence of pet humanisation meanwhile ensures that pet owner's inevitable self-inspection has spilled over into wanting a better grasp of the family dog's nutritional intake and wellbeing."

University asks for help with harness design research

ACADEMIC RESEARCHERS are appealing for help from dog owners to help understand how harness designs affect dog movement.

The team, from Harper Adams University and Nottingham Trent

Treats firm acquired by US products supplier

AMERICAN OMNI-CHANNEL pet products supplier Worldwide has acquired pet chew and treat business Pet Factory.

Pet Factory is claimed to be the US market leader in collagen and beefhide chews, as well as other premium chew and treat products for dogs, offered through four core brands: CareChewz, Twistedz, Real Chewz, and Combo Wrap Chewz. The company also supplies a range of dog and cat toys and accessories.

Worldwide is a portfolio company of A&M Capital Partners, a private equity investment fund. The company's brands include goDog, Petlinks, SHERPA, Hear Doggy!, SmartyKat, TrustyPup, Guaranteed On-Board, PoochPlanet, Pawscout, and FurHaven.

University, are undertaking work which aims to enhance understanding of the types of equipment people use to walk their dogs and the impact of harness design on movement in adult dogs when walking.

New Eco Suet Pellets

available
1st JUNE



Wild bird food at its best!



Non Beef Suet Made From Insects Super Sustainable
100% Plastic Free Packaging

The New Eco Suet Pellets have been developed by Unipet, manufacturers of Suet to Go, the New Eco Pellets have come about after 2 years development and £750,000 of investment of new plant and technology. The New Eco Suet Pellets have replaced the Beef fat content associated with regular suet pellets with pure insect fats and insect protein.

The rationale for the project was to look at other ways to develop new products for the Wild Bird feeding category that really creates a sustainable product for the long term.

The trade is seeing supply issues with many products from China and the Far East, peanuts from USA and South America with sunflower and other seed products from Eastern Europe in short supply, so sourcing closer to home is now more important than ever.

The New Eco Suet Pellets are not a replacement for the very popular beef suet, this is mainly due to the limited supply of the insect fats at the moment, however we see this as an exciting new development.

We have developed a strategic partnership with Protix based in the Netherlands and plan to increase our commitments going forward to allow further increased supply of the insect fat and protein to keep up with the expected demand for the New Eco Suet Pellets.

Unipet

01795 476561

marketing@unipet.co.uk

www.unipet.co.uk

Spotlight shone on cognitive dysfunction syndrome

MORE THAN one in four cat and dog owners do not know their pet can develop cognitive dysfunction syndrome, according to a new survey commissioned by Vets4Pets.

The research is part of a wider campaign by the group to raise consumer and industry awareness of cognitive dysfunction in a bid to improve early detection and help pet owners to better manage the condition.

The study of 2,000 owners found many are unaware of early indicators such as confusion, anxiety, restlessness, and a decreased desire to play – and half would not be confident identifying these symptoms in their pet.

Research has shown that 28% of cats aged 11–15 years show at least one clinical sign of cognitive dysfunction, with this figure increasing to 50% in cats over 15 years of age. The prevalence in dogs is also significant, with some estimates indicating that 28% of 11–12 year-old dogs and 68% of 15–16 year-old dogs are showing clinical signs of the condition.

As part of the campaign, Vets4Pets has sponsored a free webinar to increase industry awareness of cognitive dysfunction syndrome, hosted by Dr Sarah Heath, RCVS and European veterinary specialist in behavioural medicine.

International merger brings global goal closer

US FIRM Whitebridge Pet Brands has merged with Agras Pet Foods.

Whitebridge is the maker of Tiki Pets brand cat and dog food, complements, toppers and treats, while Agras Pet Foods is an Italian-based pet nutrition company and the maker of Schesir brand pet food and complements for cats and dogs. Both companies are now fully owned by NXMH, a family-owned Belgian investment firm, and the combined operation will do business as

Whitebridge Pet Brands.

Current Whitebridge chief executive Olivier Amice has become

chief executive of the combined business. He said: "Our goal has always been to build a global natural health nutrition company. Together, Whitebridge and Agras make a major leap toward that goal with sales in more than fifty countries and four plants that service a larger geographic footprint."



Campaign to help tenants gains support

MORE ORGANISATIONS have lent their support to the Heads for Tails! campaign for a change in the law to make renting property with pets easier.

The campaign, which is spearheaded by East Midlands charity AdvoCATS, is calling for an amendment to the Tenant Fees Act 2019, to allow a landlord to either request a financially-capped pet deposit or stipulate pet damage insurance must be held by any tenant wanting to keep a pet.

JASMINE'S LAW

Newly committed to the campaign are charity International Cat Care and trade body the Pet Food Manufacturers Association (PFMA).

The campaign was originally born out of MP Andrew Rosindell's 2020 private members bill (dubbed Jasmine's Law) and has already secured endorsement from over 30 organisations including the National Residential Landlords Association (NRLA), National Office for Animal Health (NOAH), the Property Redress



AdvoCATS co-founder Jennifer Berezai and Mia

Scheme and Propertymark, as well as more than 40 MPs and peers.

AdvoCATS co-founder Jen Berezai welcomed the additional support. She said: "To have such well-respected industry names back our campaign is fantastic. We are in discussion with a

number of other organisations which have expressed interest in the campaign. It strengthens our case for the government to adopt the Heads for Tails! Proposals, which will open up pet ownership for thousands – maybe even hundreds of thousands – of tenants."

POSITIVE IMPACT

Nicole Paley, deputy chief executive of the PFMA, said: "We are delighted to add our support to the important work of AdvoCATS. Our pets have such a positive impact on our lives from reducing stress and anxiety to providing much valued companionship. It is vital we address how we can support owners renting with pets."

Dr Sarah Ellis, head of cat advocacy at International Cat Care, added: "In a world where renting is commonplace and where there are so many pet cats relinquished and/or needing homes, making renting with pets easier is a critical contribution to sustaining positive wellbeing for people and pet cats."

GRANT FORGES EXPANSION FOR DOG TRAINER



Steve Lyon of UKSE, Jax and Gemma Mason

A ROTHERHAM dog training and walking service is set for further expansion following a 'Kickstart' grant from UKSE.

Nutty Mutts was founded by Gemma Mason in October last year, offering dog training and a walking services. The former account manager, who was made redundant from her job during the pandemic, launched the business after rescuing her own dog, Jax. Gemma went on to complete a Diploma in Dog Training and secured the UKSE grant, which she invested in training gear, dog trackers, a dog car crate and branded clothing.

Having established a regular client base with walking services and one-to-one training sessions, Gemma is now planning to take on additional staff and

acquire premises to host sessions as more people return to offices and workplaces following the lifting of lockdown restrictions.

Gemma said: "It feels great to start a business that I am truly passionate about, and I am absolutely delighted to have turned a difficult redundancy situation into a positive."

"The grant from UKSE meant I was able to get all of the equipment I needed to get this business off the ground and running."

UKSE invests in start-ups and SMEs in steel towns across the UK, to help businesses expand and create job opportunities. The company also provides loan and equity finance of up to £1m to existing companies that are growing and creating jobs.

Paws on TV for first time

ONLINE PET food retailer Paws has launched its first major advertising campaign, running across TV, radio and social media.

The 'pet care made personal' campaign highlights the company's bespoke and tailored recipe service, with the adverts voiced by comedian Joe Wilkinson.

The campaign is based on the idea "If pets could talk, which they can't, but if they could..." with a different cat or dog featured in each commercial. Wilkinson tells the viewer what each pet would tell us if they could speak, ranging from Baz the bassett hound, who gets terrible wind from eating chicken, to Carlos, the cat with a sophisticated palate who craves more exciting flavours than tuna.

TAILORED CARE

Adam Lawrenson, chief product officer at Paws, said: "If pets could talk, which they can't, but if they could, they'd ask for tailored care and products that can help them live healthy, happy lives."

"Paws is on a mission to give them just that, using our years of pet care experience, smart tech, and medically trained in-house health advisors."

The new brand strategy and creative were developed by agency BigSmall, with media planning through Craft Media.

Dressed for Dogs with DogCoach

Since 2016, thousands of happy dog owners have been dressed in DogCoach dog walking clothes and now the company is looking for UK distributors to continue the success story.

What began as the crazy idea of a single dog owner in Denmark is today a full-grown company with more than 250 different styles, its own warehouse, three webshops and more than 100 retailers worldwide.

Founder and CEO of DogCoach, Linn Radsted, said: "I come from the equestrian industry, where there are lots of clothing brands that fit this particular lifestyle. So when I got my first dog, Nemo, I was surprised to find that there was so few options to solve the daily hassle of smelly treats in pockets, and places to carry toys and dummies."

She was thus inspired to create a unique, high-quality dog walkers' jacket with 10 built-in features, meaning there is room for all the essentials needed for daily dog walks or training "just like a handbag or a Swiss Army Knife". Besides keeping dog walkers warm and dry, the jacket also has extra pockets, built-in squeakers for emergency calls and unique extras such as a washable treat bag and easy exit for dog waste.

Today, DogCoach is well-established in several international markets, with more than 40.000 happy and returning customers and more than 38.000 followers on social media. Besides Denmark, the brand's biggest markets are Germany and Switzerland, with retailers also on board in New Zealand and the Czech Republic.

With the launch of the 12th collection, now is the time to find a small selection of right-minded wholesalers and retailers to service customers in the UK.

Linn added: "We have a great deal of dog owners from the UK buying DogCoach clothing. But, due to the increased shipping costs and tolls, we hope to find a handful of shops around UK, or the right distributor, that could be the right match for bringing DogCoach to the UK market in the future."

For more information and enquiries please contact DogCoach CEO Linn Radsted at linn@dogcoach.dk.



Get a sneak peek of the DogCoach Collection at www.dogcoach.dog

DOG COACH
DRESSED FOR DOGS

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& dog walking**

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That makes everyday life easier for happy dog owners

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extraction
of dog waste
bags

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dog's attention
with a built-in
squeaker

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zipper pocket
with plenty
of room

Wind- and
waterproof
with
membrane

Detachable
snack pocket
that can be
easily washed

2-way zipper
- so that you
can easily
squat

DOGCOACH.DOG

Pets & Friends' new state-of-the-art grooming concept Pets Parlour at its Bletchley store is the latest in a series of initiatives to drive growth at the multi-site retailer

PETS & FRIENDS may be a relatively new brand for many communities of pet owners, but the years of experience behind the retailer put it in a strong position to become a household name in the future.

After many years trading as Kennelgate, and as part of Kennelpak Limited, the retail brand has been repositioned as Pets & Friends and is now embarking on a major phase of development to both broaden its geographical reach and significantly enhance the range of services offered by the organisation.

Backed by the Endless LLP group, Pets & Friends has 18 stores in central England and delivers nationwide from its head office and distribution hub at Stapleford, Nottinghamshire. New CEO Claire Bayliss joined the retailer in the spring of 2021 and is overseeing the rollout of the rebranding and the subsequent stages of development.

She told pbwnews: "Every store uses the same POS and colour palette, and every store also has the same footprint in terms of range, adjacents and the education we offer to customers. Although the Pets & Friends rebrand started before the covid lockdown, it was probably only in the last year that we truly understood what it means."

The latest stage in the development of Pets & Friends is the opening of a new grooming salon at the company's store in Bletchley, near Milton Keynes.

BRANDING

Although it is the thirteenth salon to open in the company's portfolio, it is the first one to carry the Pets Parlour branding, which will be the model for Pets & Friends salons in the future. The parlour opened last month with a launch event featuring special guest pet influencer appearances, exclusive grooming offers, demonstrations and giveaways.

As well as conveying a new, more modern look and feel, Pets Parlour also



Claire Bayliss (left) and Kerry Chapman have a vision for state-of-the-art Pets Parlour grooming salons

A groom with a view

features the state-of-the-art equipment.

The salon at Bletchley is, according to the company, the first outlet in the UK to feature the latest, adjustable electric tables from Dezyna Dog. The sturdy tables, with securely enclosed wiring and pedals, can be adjusted to a large range of heights for different shapes and sizes of pets.

Other features at the new-style salon include a chalk wall at each station to write the dog's name on, and the kind of large mirrors you would normally see in an upmarket hairdressers.

"We want to be the Toni & Guy of the grooming world!" says Claire.

She continues: "Grooming is definitely a growing market, we are seeing that not just in our salons but also in product sales.

"It's all part of

the humanisation of pets. As families grow with more pets, the parents are increasingly passionate about them."

Concerns over the health and wellbeing of pets is certainly a driver of the grooming business, reports Claire, but so is the very modern requirement for pets to look good on Instagram accounts. "Some pet Instagram stars shop with us," she adds.

TRAINING ACADEMY

More Pets Parlour salons are to be created over time, both in company stores and potentially as concessions partnerships at other sites. Kerry Chapman, the company's L&D services manager, trains all groomers via an internal training academy and later this summer the





training function will be expanded to accommodate external candidates too.

Training at Pets & Friends is continual, and designed so that groomers will be able to work with every conceivable breed of dog they might encounter. At least one person at every salon is trained in cat grooming too, and the service also extends to rabbits and guinea pigs if required.

Training is key, because knowledgeable staff is a vital part of the offer at Pets & Friends.

The store teams pride themselves on being able to provide nutritional advice, training tips, and a range of services such as microchipping, ID tag engraving, harness fitting, weight checks and nail clipping.

"Some large retailers wouldn't know the name of their customers and their pets, but our staff do," says Claire.

"We are an independent operating on a national scale and there is personalisation here. We are located in the heart of local communities and we know we have an important role to play."

Every staff member has a detailed and structured training programme that covers

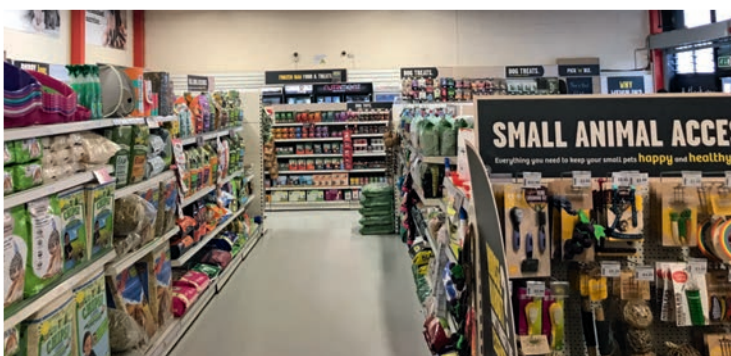
product knowledge, nutrition and wellbeing, and earlier this year a digital 'Knowledge Hub' went live, which will soon be augmented with an online chat function, whereby pet owners can receive online advice directly from store colleagues.

Claire summarises it as "a highly personalised, full service, pet care eco system."

CUSTOMER EXPERIENCE

She continues: "We are well placed to give advice and guidance, and our colleagues are passionate about what they do. That translates into a great customer experience."

When it comes to the product selection, the company strategy is to reduce listings on grocery lines and focus more on specialist products, with plenty of choice in the



products so I can only see raw accelerating. We are currently developing own-brand raw food, as well as insect-based protein via a third party."

All in all, things are moving quickly for the company.

"Retail sales are growing strongly, and online is growing even more strongly," says Claire. "We have invested in a new platform in order to create a seamless connection between the in-store experience and the online experience."

The company's current store footprint extends from Bletchley in the midlands to Wakefield in the north, across the full width of England, and Claire and the team are on the lookout for new sites to expand this further, particularly in the north and north west.

CONCEPT STORE

Expanding Pets Parlour through concessions is also on the agenda, as is a new 'concept store' to demonstrate the latest retail innovations such as training centres, refillable/package free products and a community space within the store.

A dog training academy is also in development, as well as a 'build your own box' subscription service based around a personalised nutrition plan for each pet.

And so with a new name, a new ambition and a host of new concepts, surely it is only a matter of time before Pets & Friends becomes an even bigger player, with fully national coverage. ■

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Arnie with his personalised share certificate

Your Dog's Club seeks investors

ONLINE RETAILER Your Dog's Club is offering dog owners the opportunity to become investors in the company in its latest round of crowdfunding.

The firm's second round of funding, facilitated through Seedrs, kicked off in March and offers shareholders a range of discounts, free gifts and other benefits corresponding to five tiers of investment, starting from just £10. Personalised share certificate are issued in the dog's name, with the share via Seedrs Nominee Trust in the owner's name.

In 28 months of trading, Your Dog's Club has already registered 19,000 customers, or 'Waggys'. The new funding is required for growth activity such as digital marketing, launch of own brand food, snacks and supplements, recruitment of personnel and an affiliate marketing fund.

Your Dog's Club offers branded food and treats and accessories, as well as insurance and grooming products and free advice on dog health, nutrition and behaviour. Regular customers also earn Waggy loyalty points that can be exchanged for rewards.

Urban Pup launches range of royal regalia



URBANPUP.COM has launched a range of t-shirts and hoodies for dogs so that pets can be dressed up to join in with the celebrations of the Queen's Platinum Jubilee.

The designs, featuring crowns, flags and royal symbols, include both official Jubilee imagery and bespoke creations from Urban Pup. The t-shirts and hoodies come in a range of colours.

Celebrations and special events including street parties will take place throughout the year, culminating in a four-day UK bank holiday weekend from June 2-5.

Ruffwear pays tribute to Max the miracle dog

RUFFWEAR UK is honouring the memory of "Max the Miracle Dog" by donating a portion of sales to charity for the remainder of the year.

Max the Miracle Dog, also known as Max Out in The Lake District, passed away last month. With his owner Kerry Irving, Max was famed all over the world for his work as a therapy dog and for his fundraising and awareness-raising efforts.

In recognition, Ruffwear has pledged to donate 5% of all sales of the Campfire Orange Front Range Harness, Leash and Collar collection for the remainder of this year to Max's charities. Orange is the colour Max always wore to set him apart from his brothers Paddy and Harry, who wear red and teal harnesses.

FUNDRAISING EFFORTS

For his efforts over the years, Max has been awarded the PDSA (People's Dispensary for Sick Animals) Order of Merit, had a statue unveiled in his honour in Hope Park, Keswick and also visited Buckingham Palace to meet Will and Kate the Duke and Duchess of Cambridge. Most recently, Max and his brothers were named the first honorary crew members of the Great North Air Ambulance for their fundraising



Max was famed all over the world for his work as a therapy dog and for his fundraising and awareness-raising efforts

efforts. Max's story was recently documented in a book, Max the Miracle Dog.

Andrew Gere, CEO of Accapi Group, the European distributor of Ruffwear, said: "Max was our most treasured Ruffwear ambassador, famed for wearing our Campfire Orange harness and accompanying Kerry on many fundraising and awareness raising missions for charities.

"He rubbed shoulders with royalty and was a canine champion for the hills and valleys of the Lake District National Park, where he and Kerry roamed every day. But he was so much more than that to us and the tens of thousands of fans across the UK and all over the world."

RETAIL CHAIN OPENS NEW STORE IN WEST YORKSHIRE

JOLLYES HAS opened a new store at the Snowhill Retail Park in Wakefield, West Yorkshire.

The store was one of three retail outlets acquired when Jollyes took over The Pet Store in October. All the colleagues who previously worked at The Pet Store in Wakefield have been retained, and Jollyes has also hired three additional team members.

The Wakefield store has been given a new look and a revamped internal layout designed to make the shopping experience more convenient for customers and their pets, with more room to shop.

The existing Jollyes store in the city, at Beck Retail Park, remains open as usual, and other The Pet Store outlets at Barnsley and Denby Dale will be converted in the coming months.

Sarah Farrar, Jollyes regional manager, said: "The Pet Store has been a great addition to the Jollyes' family, and we're delighted to repay loyal customers, starting with this investment at Wakefield Snowhill. The new look and new layout will make shopping at the store even easier."

Jollyes aims to open up to 20 new stores across the UK in 2022 through organic growth and acquisition.



Jollyes new store at the Snowhill Retail Park in Wakefield, West Yorkshire



Free consultation on offer with urine test kit

A NEW PARTNERSHIP, claimed to be unique in the retail pet care industry, enables dog owners to have a free online veterinary consultation with the purchase of a urine test kit.

Trecento Diagnostics has joined forces with veterinary telehealth company PocketVet to offer the consultation with purchases of Trecento's HygieCatch Urine Collection & Testing Kits. The 'vet in a box' proposition allows dog owners to collect a canine urine sample, carry out a urinalysis test and have the support of a vet as a single consumer offer.

HygieCatch's urine collection device uses a specially-formulated scent that attracts dogs and encourages them to urinate on the device. Each kit includes a collection device, collection cup, screw-top transport container, gloves, results card, urinalysis test strips, instructions and a best practice leaflet.

COMMON HEALTH ISSUES

The test strips can help detect common health issues such as urinary tract infections, diabetes, kidney conditions, liver problems and dietary issues. HygieCatch works for both male and female dogs and comes in three different sizes - Small, Medium and Large - with a RRP of £14.99.

PocketVet staff are available seven days a week, and are accessible via smartphones, desktop or tablet devices.

PocketVet co-founder Becky Soiza said: "As a dog owner, I appreciate that getting a urine sample can be difficult, plus the stress caused by subsequent vet visits. Hygiecatch and PocketVet's partnership is the solution to this issue."

Trecento Diagnostics chief executive Mark Pinder added: "PocketVet is a great service and, in partnership with HygieCatch, will transform pet care, making veterinary support more accessible."

Trecento Diagnostics and PocketVet are working on a similar patented urine collection and testing kit for cats called HygieCat to be launched in late summer 2022.

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Nuremberg, Germany May 24-27

The big show

The global pet food trade is set to gather at Nuremberg, Germany, for the Interzoo show later this month. Covering 12 halls and around 1,300 exhibitors from more than 60 countries, the four-day exhibition opens on May 24

ANTICIPATION is growing for Interzoo 2022, to be held in Nuremberg, Germany, on May 24-27.

The organiser, WZF GmbH, has confirmed it currently has registrations from about 1,300 exhibitors from more than 60 countries. With a total exhibition area of around 105,000 square metres, the enormous fair for pet supplies will offer trade visitors a comprehensive overview of the global market for the latest products for dogs, cats, fish, birds, small animals and other pets.

In addition to the wide range of products and services on offer from the exhibitors, there is an accompanying programme of conferences and seminars to add additional insight into the market.

COUNTRY SESSIONS

A series of five Interzoo Country Sessions will reveal market data and discuss trends within the key zones of Western Europe, Brazil, Scandinavia, China and the US, while further sessions will explore trends and developments in sustainability,

aquarium products, business start-ups, and the importance of 'Petfluencers'.

THE BRITISH PAVILION

Trade association PetQuip has organised a British Pavilion for nearly 50 UK exhibitors at this year's Interzoo.

British exhibitors at the show will have many new products on display, across a wide number of sectors of the pet industry such as dog training accessories, pet bedding, mats, feeding bowls, shampoos and cosmetics as well as food and treats, including plant-based and insect-based varieties.

■ PetQuip is organising and manning a British pet product information stand at 9-502a.



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10 questions with...

10 questions with... Dr Rowena Arzt, director of exhibitions at WZF, organiser of Interzoo

1 Tell us about the history of Interzoo, and how the event has evolved over time?

Interzoo began in 1950 as an exhibition of goods on wallpaper tables during an association conference in Frankfurt-am-Main. This idea was so well received by the other members of the association that they planned the presentation of the goods again one year later. From then on, it became a permanent institution as the "Zoo-Börse". As it became more and more international, the association WZF decided to give the event the new name "Interzoo". Because the fair was getting bigger and bigger, the organiser decided to move Interzoo to Nuremberg in 1988. At the same time, Interzoo became an important communication platform, within the framework of which international associations such as the European Pet Organization (EPO), Ornamental Fish International (OFI) and International Pet Advisory Council (IPAC) hold their meetings. Today, it is the world's largest trade fair for pet supplies, an important industry meeting place and, last but not least, a media event.

2 How will this year's show compare to previous ones?

We have a strong supporting programme for an international audience, also a special stage for start-ups and innovative ideas. We are offering a new Interzoo App to make the visit as comfortable and efficient as possible. For that reason, we will also have a third entrance this time and elaborate hygienic measures.

3 How big is the show?

Interzoo 2022 is covering a gross exhibition area of some 105,000 square metres, and will host about 1,300 exhibitors from more than 60 countries in 12 halls. We have visitors from 110 countries registered to the show.

4 How international is the event?

There will be a strong international participation that will guarantee a global market overview, with more than 80% of exhibitors coming from outside Germany. The largest international contingents represent Italy, the UK, US, Netherlands and Spain. There will be a total of eleven national pavilions – some of them larger than before – from Brazil, the UK, India, Italy, Canada, Singapore, Taiwan, the Czech Republic and the US, with France and South Korea being new additions this year. At previous Interzoo events, more than a quarter of the visitors came from Germany and three-quarters from other countries – about 42% from other parts of Europe and a little over 30% from outside Europe. We expect the structure will be similar at Interzoo 2022.

5 What can UK visitors, in particular, expect to find of interest at this year's show?

There will be a UK Pavilion and other national pavilions that may be of special interest. Also two start-up pavilions, our new Fresh Ideas Stage where innovative ideas will be presented, and much more.



Moreover, several international associations will hold their annual meetings at the occasion of Interzoo.

8 What, in your opinion, makes Interzoo unique, and makes it a "must-visit" show?

Interzoo is the biggest and most international trade fair for the pet industry. It brings exhibitors and visitors from all over the world and from all continents together in Nuremberg. Nowhere else do traders get a similarly comprehensive overview of what the global pet market has to offer. It is the place

where the most topical industry subjects are discussed.

9 What do you see as the future of "in-person" events such as trade exhibitions?

After a time with mostly digital events, to experience a live event with all the senses is particularly the focus of trade fairs – as is the case at Interzoo. The physical meeting on site turns an event into a lasting experience that is more than the sum of its parts. Digital services offer added value but will not replace personal exchange and presentations at all.

10 Where do visitors go to get more information about exhibitors, products and attendance at Interzoo 2022?

We kindly advise to visit our website www.interzoo.com where visitors can get all the information you mentioned. In addition, we highly recommend to download the new Interzoo App that facilitates to connect the physical with the digital world. It supports the trade fair visit before, during and after the event with topical and important information about exhibitors, products or trademarks. There is an appointment scheduling and networking function, a personal trade fair planner, exhibitor search, a digital exchange of business cards and product information by QR code scanning and much more at your service. It can be downloaded in the usual app stores for Apple and Android. ■

The special networking functions in the Interzoo App will provide them with interesting contacts.

6 What has been the impact of Covid and the lockdowns on Interzoo, and what special safety measures are in place this year?

Because of Covid, Interzoo 2020 had to be cancelled, substituted by Interzoo.digital in 2021. Since April 3, 2022, events in Nuremberg are no longer subject to official Corona requirements or access restrictions. Thus, on-site protective measures have been adapted to the current situation and continue to offer a safe framework with ventilation, increased cleaning intervals and disinfectant dispensers. General protective and hygienic measures remain recommended on a voluntary basis, in particular maintaining the minimum distance, wearing medical face masks as well as hand hygiene, precautionary and regular self-testing and coronavirus vaccination.

7 What other events and activities are taking place around the show?

This year, we have a very rich supporting programme on all exhibition days, starting even one day prior to the official opening with the Petfood Forum Europe, a cooperation with Watt Global Media. Further highlights will be among other presentations five Interzoo Country Sessions, a Sustainability and a Petfluencer session. New this year will be our already mentioned Fresh Ideas Stage where start-ups and innovative companies present fresh business ideas.



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Reptile specialist Tony Jones writes for specialist magazines in the UK, Europe and America. In this column, he gives news and views on the industry

Tony Jones

The show ain't over

AFTER HOSTING reptile shows in Doncaster for almost 20 years, Doncaster Council has relented to pressure from animal rights extremists and it appears no further shows will be held there – for a while at least.

Animal rights extremists have been campaigning to stop reptile shows since late 1986 – claiming the events were illegal, that the animals on display suffered poor welfare, posed invasive species risks and presented health risks for the people attending. Despite all of these assertions being proven untrue, the pressure from animal rights groups has been relentless.

The legal loophole under which these events were formerly scrutinised was closed in 2018. The law was originally passed in 1982 in order to end the poor welfare suffered by animals being sold on outdoor market stalls on London's Petticoat Lane – and quite rightly, too. However, this law was misappropriated by animal rights groups in the 1990s, claiming that indoor reptile shows organised by specialist reptile societies fell under this law's jurisdiction, when these events clearly bore no resemblance to the circumstances for which the law was created. Indeed, the Doncaster Racecourse show has welcomed the attendance and vigilance of specialist veterinarians for almost a decade, including Doncaster Council's own veterinarians and licensing officers. Welfare at these events is demonstrated at an impressively high standard. And, in an email addressing the recent issues, Doncaster's Mayor, Ros Jones said, "it is important to understand that the event itself is legal and complies with legislation."

Similarly, the allegations about health risks to visitors have been roundly refuted too. A campaign launched by animal rights groups in the early 2000s to provide no-win-no-fee legal services to anyone who caught salmonella at a reptile show yielded absolutely no claimants or support, and descended into obscurity soon after. And the risk of these shows becoming a launch point for invasive species is similarly ridiculous, with one AR report intimating that tropical Madagascan Mantella frogs could become invasive in the UK.

Essentially, all of the aspersions upon which the AR groups build their arguments boil down to the extreme ideological opinion that reptiles should not be kept as pets, and that argument is entirely without merit or scientific rigour. Indeed Elaine Tolland from the Animal Protection Agency made exactly that statement in the BBC's Inside Out documentary in 2012, stating that her objective was "to see a ban on the trade and keeping reptiles as pets." The number of people who support this ridiculous notion is tiny, but they are extremely vocal in the pursuit of their agenda.

Despite pressure from AR zealots, there has been a reptile show held in the UK every year since the late 1980s and, thankfully, the show ain't over 'til it's over.

The organisations that stage the Doncaster event have already found not one, but two venues to hold a show later this year. It's a testament to the ethics and determination of the reptile community that the show will continue, but there's no denying that pressure from animal rights groups is becoming more frequent and extreme in its consequences every year. While propaganda from AR groups goes unchallenged and left to permeate into mainstream culture, we run the risk of these extremist views becoming the norm.

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Healthy Pet Store takes national BizX title

A SOUTHAMPTON pet superstore has been crowned the Best Retailer of the Year at the national BizX Awards 2022.

Healthy Pet Store, based in Totton, was named the winner as a result of its sales growth since launching in 2014, as well as its innovation, and high levels of customer service.

The pet food and accessory retailer relocated in 2020 from a smaller store into a former supermarket with more than 30 chest freezers for own-label and branded foods.

Broadcasting personality Clare Balding presented the trophy to Healthy Pet Store's managing director Deborah Burrows at the awards event, held at the Farnborough Exhibition Centre.

Deborah said: "Winning this award means so much to me and the team at Healthy Pet Store. Our vision is to be the most approachable, pet-friendly food and accessory retail brand, and I



Left to right: Healthy Pet Store team Ellie Gosden, Deborah Burrows, Richard Wall and Annika Wood

am delighted that our hard-work and commitment to animals and their caregivers has paid off.

"I am so excited for Healthy Pet Store to continue on its journey and to carry on building great relationships with our customers and suppliers."

PETFACE LAUNCHES ASDA 'PETZONE' PARTNERSHIP



PETFACE HAS launched dedicated pet products fixtures in selected Asda stores as part of a new partnership with the grocery retailer.

Petzone fixtures have been created at Asda stores in Gateshead, Eastlands, Minworth and West Bridgford offering a range of toys, treats and accessories including collars and leads. A strong emphasis on sustainability is focused through the Petface Planet range.

John Pullen, category director at Petface, said: "This partnership is an amazing opportunity that brings Petface into Asda, creating a dedicated zone where Asda customers can find everything they need on a regular shopping trip."

Matt Harrison, senior director of partnerships and business development at Asda, added: "We're partnering with some brilliant brands to bring a wide range of pet products to these stores – including items that would usually only be found in specialist retailers."

"A rise in the number of pandemic pets has led to demand from customers for greater choice in this particular category."

Glue trap ban to become law

A NEW BILL banning the use of rodent glue traps by the public is set to become law.

The Bill passed its Third Reading in Parliament last month and is scheduled for Royal Assent. However, the legislation only curbs the use of the devices by the general public, and permits their continued operation by pest controllers.

The British Veterinary Association (BVA) and a number of other animal protection organisations have been campaigning for a ban on these traps, which can cause prolonged suffering for any animal which becomes caught in them.

BVA President Justine Shotton said: "We welcome the news that this Bill has passed its third reading and will mean that these cruel glue traps can no longer be used by the general public."

"Along with other animal protection and research organisations, we campaigned for a ban on the widespread use of these traps, which do not kill a trapped animal immediately and can lead to hours of agony and suffering, so are pleased this will be put into motion."

"However, we are disappointed that this new Bill falls short of an outright ban and only puts restrictions on the general public, still allowing 'pest controllers' to apply for licences to use the traps. We are keen to see the greater detail of the licensing scheme as we are concerned that, as the pest control industry is shockingly still unregulated, anyone calling themselves a 'pest controller' will be able to gain a licence and continue to use these traps in an irresponsible way."



Pet fish ownership surges in pandemic

OWNERSHIP OF indoor fish tanks and outdoor ponds has leapt up by around 50% during the pandemic, new figures show.

Pet Food Manufacturers' Association (PFMA) Pet Population data reveals that there are now 8 million indoor tanks in the UK, while 6.5 million households have outdoor ponds. This compares to the 5 million fish tanks and 4 million garden ponds reported in the 2021 version of the survey.

The figures tally with industry testimony, which describes high levels of interest in setting up new indoor tanks and digging garden ponds as a response to more time in lockdown to spend on home-based hobbies.

However, compared to dog ownership, fish keeping is seen as less problematic when lifestyles change as

owners return to workplaces.

Ornamental Aquatic Trade Association (OATA) chief executive Dominic Whitmee said: "Sadly, PFMA's report also reveals that pet relinquishment is on the rise as people return to the office or change their living arrangements. However, these are not issues that tend to affect people who keep pet fish and illustrates the need to ensure a wide variety of pet species are available for people to enjoy."

BUSY LIFESTYLES

"The key is for people to pick the right pet for their lifestyle and care for it properly. Dogs, cats and small furries undoubtedly make great pets but they are not always the right pet for everyone. Other pets, like fish, might make better pets for some people with busy lifestyles."

Substrate samples wanted for research

TRADE ASSOCIATION OATA is asking retail members to raise awareness among home aquarium owners of a new research project into substrate.

The project, carried out by Waltham Pet Science Institute (Mars Petcare) and the University of the West of Scotland, is asking aquarium owners to provide information and substrate samples in order to investigate how this impacts microbial communities and fish behaviour and welfare.

Survey participants will be asked to fill out a short questionnaire and take a small sample of their aquarium substrate when they next clean their tank, and send it to university researchers via a special survey pack. Consumers can win a £100 Amazon gift voucher by taking part.

OATA is asking retailers to publicise the study by downloading information to hand out in stores and to share information on social media channels.



SOUTHERN AQUATICS TAKES OVER WATERMARQUE

SOUTHERN AQUATICS has taken over the Watermarque store in Yeovil, Somerset, rebranding it as a branch of Southern Aquatics.

The store was previously operated by J&K Aquatics, as a separate entity to its wholesale business. The site originally came into the company's ownership as part of a trading debt around 35 years ago.

J&K Aquatics managing director Paul James said: "While retail is where we started, J&K's focus has always been on our wholesale operation."

"With a large portfolio of products and some large pillar brands to promote and sell, we need to devote our time and management resources to the wholesale side of the business and

making that as good as possible.

"In the last few years, it has become difficult for us to dedicate enough time or resources to the retail side of the business to make it successful, and Southern Aquatics were searching for another retail store, so they approached us."

WIN-WIN

He added: "It's a win-win situation for all involved: J&K, Southern and the long-standing staff at the Yeovil store. We look forward to the next step in our relationship with Southern Aquatics."

J&K is continuing to operate its store at North Petherton, Somerset, as normal. Southern Aquatics also operates stores at Poole and Southampton.

In brief

World's largest aquarium nears completion

CONSTRUCTION OF the world's largest aquarium is underway in the United Arab Emirates (UAE).

SeaWorld Abu Dhabi, located on Yas Island, will eventually cover a floor area of 183,000 square metres, across five indoor levels, and is set to be completed by the end of 2022.

When finished, SeaWorld Abu Dhabi will house more than 68,000 marine animals, including sharks, schools of fish, manta rays and sea turtles. Designed with six distinct realms, the park will tell a "One Ocean" story showcasing the interconnectivity between all life on earth and the oceans. The site will offer immersive experiences as well as dynamic habitats housing different species together.

The aquarium is being developed in partnership by SeaWorld Parks & Entertainment and Miral, an Abu Dhabi-based curator of attractions and visitor experiences.

All animals will be obtained from carefully vetted and approved sources that uphold the highest levels of sustainability and welfare of sea creatures, the developers maintain.

The facility will also be home to Yas SeaWorld Research and Rescue Center, the UAE's first dedicated marine research, rescue, rehabilitation and return centre providing facilities to support regional and global conservation efforts.

Web retailer opens shop

ONLINE RETAILER Universal Aquatics has opened its first bricks-and-mortar store.

The store, at Imex Business Park in Fenton, Stoke on Trent, has 46 aquarium tanks and six pond vats and sells tropical, pond and cold water fish.

Brothers Gazz and Lee Preece have been running Universal Aquatics as an online company for more than five years and between them have more than 30 years' experience in the industry.

Gazz told *Stoke-on-Trent Live*: "As we have grown online, we have got bigger and bigger and we have now opened a shop."

"We have something for everyone. We offer 0% finance on the website and in store and we deliver to everywhere on the UK mainland."

"Whether customers are searching for traditional freshwater or tropical cabinet aquariums, nano setups, or saltwater marine units, we can help."

To mark the opening of the store, the brothers offered the first 10 customers 10% off any purchase.

BIRDS

Pink Floyd's 17-year tour ends in surprise comeback

AN AFRICAN flamingo named Pink Floyd escaped from a zoo in Kansas, US, 17 years ago after keepers failed to clip its wings. And, though the flamingo's survival in the wild was deemed unlikely, to the surprise of many he has been spotted alive and well 700 miles south of Kansas, in the state of Texas.

The flamingo was spotted by David Foreman, who was angling with a friend in Port Lavaca on Texas's Gulf coast. David told *The Guardian*: "I was expecting to see a bunch of white pelicans from the east coast." However, instead he was greeted by "a poof-ball sitting on a leg."

David, who had spent many years telling visitors that 'the long-legged pink waders in the area are actually roseate spoonbills,' had to promptly eat his words. Regardless of his certainty that flamingos don't live in south Texas, David said it was confirmation enough when he saw the bird's "head and beak profile."

After sharing footage of the bird online, people suggested that it could be the escaped Kansas flamingo. Texas parks and wildlife departments then confirmed it, commenting that they have "no reason to believe that it is any other flamingo."



WILD ANIMALS

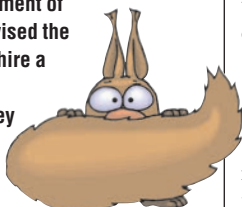
SAVAGE SQUIRREL

RESIDENTS of Rego Park in Queens, New York, are being attacked by an aggressive squirrel.

The squirrel is apparently jumping on passers-by and biting them. One lady, Micheline Frederick, told *WCBS-TV* that the squirrel had sunk its teeth into her fingers and hand.

"We were wrestling in the snow and there's blood everywhere and my fingers are getting chewed and it won't let go," Micheline said, "eventually, it just stopped and there I was a big bloody mess."

NY's Department of Health has advised the neighbours to hire a licensed trapper, but they are yet to capture any squirrels.



DOGS



A SUPERFAN of the TV series *Peaky Blinders* photographed her crew of dogs, who were dressed as the show's cast, for a 2022 charity calendar.

Kaylee Garrick, of the Shetland Islands, Scotland, is an amateur photographer as well as a full-time paramedic. To raise money for The Ambulance Staff Charity (TASC) and the Bravehound charity, which provides training and dogs to support former servicemen and women in Scotland, Kaylee posed her 8 dogs in pictures that are reminiscent of the BBC's critically-acclaimed drama.

For costumes, Kaylee purchased 8 toddler-sized waistcoats, shirts and flat-caps from eBay, and even found a tiny vintage car.

Kaylee takes a calendar photo of her pets every year, to raise money for TASC and the Bravehound charities in Scotland. She told *The Mirror*: "We do quite a lot of themed photos: things that I love and I'm passionate about."

She added that some of the pups are total posers, which undoubtedly helped the 2022 Bravehound calendar to sell out of its 1,500 copies, in only a matter of days.

UK's dog poo capital crowned

THE PET Insurance comparison site, Protect My Paws, has announced that the city of York is the 'dog poo capital of the UK'.

Protect My Paws analysed Twitter for tweets that contained several faeces-related keywords, such as 'dog poo' and 'stepped in poo' - to find out where in the UK people were most troubled by pooch waste.

During their search, Protect My Paws discovered that it was in York people were most bothered by poo-related incidents, with 97.6 mentions per every 100,000 residents. In second place came the Norfolk city of Norwich, with 89.3 tweet-mentions; followed by 82.8 in Manchester.

Edinburgh came fourth in the UK table but secured the top spot as Scotland's dog poo capital, with 57.2 dog-poo related tweets per 100,000 residents.



CLARENCE THE CORGI MARKS MONARCH'S MOMENTOUS YEAR

THE QUEEN has an addition to her clan of pet corgis, with Morrisons' new novelty cake - which has been christened Clarence by the supermarket's customers.

To celebrate the Platinum Jubilee, Morrisons will be unleashing Clarence the corgi cake in stores from May 21.

The chocolate Swiss roll, with red, white and blue sprinkles, a corgi face and Union Jack crown, is a fitting tribute to Her Majesty who is famous for her love of the breed; having had several of them as pets over the years - a trend which began when she first received one as an 18th birthday gift.

Forest safety on syllabus at school for king of the swingers

FOOTAGE TAKEN from the Borneo Orangutan Survival Foundation (BOS), located in Central Kalimantan, Indonesia, shows staff jumping and screaming in fear of toy snakes, in a bid to teach young orangutans to be afraid of poisonous reptiles.

The BOS staff can be seen in the footage comically shrieking and leaping away from the 'snakes', in their attempt to convince the orangutans that they should be wary of snakes when they are re-released.

And, as much as the footage makes for amusing watching, it is an incredibly important part of the rescued orangutans' educations, which will enable them to be successfully

reintroduced into the wild.

BOS rescues thousands of apes each year. When baby orangutans arrive, they are placed in nursery groups and 'teenagers' are put into Forest School, where they learn basic life lessons. Such lessons include how to access natural foods, how to build secure nests, and how to socialise with other orangutans.

The snake-training footage was recorded on 'pre-release island', which is the final test before the apes are released. If they pass the island's tests, the apes are returned to the wild, where a post-release team monitors them from a distance, so they can be on hand if any issues do arise.

Pup's given ticket to ride

A DRIVER in Germany was left shocked and confused after he received a speeding ticket showing his dog behind the wheel at the time of the driving offence.

The driver and his nephew told media outlet *The Dodo* that they could not believe the image was real.

The nephew said: "Normally, the dog wears a special car belt for safety, but that day, my uncle forgot to put it on him, and the dog came to cuddle him" at the precise moment the uncle was caught by the speed camera.

Adding that his uncle could have contested the ticket but instead chose to 'fess up and pay.



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www.patshow.co.uk
email: gordon.thomas@
impact-exhibitions.com

25 September 2022

The PetQuip Awards

Telford, Shropshire
www.petquip.com
email: pat@petquip.com

17 November 2022

PIF Awards

Whittlebury Hall Hotel, Northamptonshire
www.petfederation.co.uk

9-12 March 2023

Crufts

NEC, Birmingham
www.crufts.org.uk
email: crufts@thekennelclub.org.uk

26-27 March 2023

PATS Sandown

Sandown Park, Surrey
www.patshow.co.uk
email: gordon.thomas@
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11-12 October 2023

Aqua Telford

Telford, Shropshire
www.aquatelford.co.uk
email: gordon.thomas@
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From left to right: Dainius Kinta, Tyler Daly, Will Green, Chris Jones, and Rudy

● RAW DOG FOOD supplier **Paleo Ridge** has established a new leadership team with a number of internal promotions.

Will Green has been promoted to director of sales and marketing, running an extended team of eight people covering sales, marketing and customer services. Will joined the business in 2020 following an extensive digital marketing career in the music, paper and real-estate industries.

At the same time, **Chris Jones** has been promoted to director of supply chain, having joined the team in 2018, while **Dainius Kinta** has this month been promoted to head of operations, having previously held the role of operations manager.

The new team is tasked with driving business growth following a £2million investment from private equity firm Ashridge Capital earlier this year. Chief executive Tyler Daly was joined by Ton Christiaanse as chairman earlier in the year along with Graeme Banfield, who joined the team as finance director, and David Sherratt, founder and CEO of Ashridge Capital who became a non-executive director.

● **THE PET FOOD Manufacturers' Association (PFMA)** has confirmed **Claire Robinson-Davies** of Nestlé Purina as its new chair.

Claire is Corporate Communications Director (UK&I, Netherlands, Nordics) at the pet food giant and brings considerable experience to the role following many years as a representative on the PFMA executive committee and chair of its sustainability committee.

Sustainability will be a focal point for Claire's two-year tenure as chair. She said: "As a responsible industry, environmental sustainability continues to be high on the PFMA's agenda. We also know pet owners want to feed their pets in a way that respects and protects the environment for future generations."

Michael Bellingham, PFMA chief executive, added: "Claire joins a strong chair team with Greg Van Praagh (Benyfit Natural) as past chair and Anna Horrell (Goldline Feeds) as vice chair. Work is already underway for an action packed two years ahead."



Gudrun Ravetz

● **VETS4PETS**, part of the Pets at Home Group, has appointed **Gudrun Ravetz** as head of workplace engagement.

In the newly-created role, Gudrun will work closely with colleagues and partners across Vets4Pets and companion care practices to support the implementation of the British Veterinary Association's Good Veterinary Workplaces Code, as it continues to be adopted across the estate. The move is

designed to support the working lives of colleagues and partners in veterinary practices.

With more than 20 years' experience, in the veterinary sector Gudrun has worked as a clinician in private practice and for charity, and is a former president of both the British Veterinary Association and the Society of Practising Veterinary Surgeons as well as chair for the British Veterinary Association's Good Veterinary Workplace Working Group.



● PET RETAILER **Jollies** has announced the appointment of **Joe Wykes** as chief executive officer to lead the business through its next period of expansion.

Joe joined Jollies as chief operating officer in July 2021 and has played a key role in its recent expansion through new store openings, acquisitions, online investment and the extension of its distribution and logistics contract with Wincanton.

Prior to joining the pet products retailer, he served for two years as chief operating officer at Benson for Beds and has held senior roles in finance and operations in a number of private equity-backed retail businesses.

Richard Cotter will continue as executive chairman of Jollies before transitioning back to the role of non-executive chair over the next few months.

In January, Jollies reported sales of £42 million for the half year to November and is on target to reach an annual turnover of £100m in the next 12 months.

Backed by Kester Capital, Jollies plans to open 20 new stores within a year, both organically and through acquisition. New stores planned for this year include Edinburgh, Glenrothes and Stirling in Scotland, and Brislington and Stockton-on-Tees in England. Jollies has also invested in its click and collect service and online ranges, and increased staff training.

● **INSURANCE PROVIDER ManyPets**, previously known as Bought By Many, has appointed **Claire Wolfenden** as its new head of pet health relationships.

Claire joins from Lightening Consultancy, where she served as company director. A pet parent, qualified veterinary nurse, and experienced leader in the global veterinary profession, Claire has 15 years' worth of commercial veterinary industry experience, and a further eight years in clinical settings.

In her new role, Claire will help to enhance ManyPets' healthcare offering in the UK by strengthening its relationship with veterinary clinics, including a referral network to ensure that ManyPets' patients are receiving veterinary care from leading and clinically accredited clinics.

Claire will also focus on enhancing the company's services for pet parents with convenience-based pet health solutions and building on ManyPets' telehealth strategy which currently offers free digital consultations to customers.

If you would like your news featuring in our people watching column, please email words and high-resolution images to editor@pbwnews.com. There is no charge for this service.

BEHIND THE COUNTER

True tales of everyday life in a pet shop

Left in the shop

TWO YOUNGER men came into the shop looking for treats for a friend's dog. After a few minutes they both announced they only had £1 each to spend so what could we recommend? We soon found them both something suitable and they went on their merry way. Ten minutes later they both came back into the shop and started looking around the floor like they had lost something. We all have customers who drop car keys, hats,

gloves, money, or something similar, but when I asked them what they were looking for, one of them said he thought he had dropped his stash of cannabis and had we seen it? The answer to that was a resounding no, so they both left and went to their friend's house to see if it was there. We never did find his stash!

Crackerjacks

A customer was looking for the treats he had fed his dog for the last seven years – the only treats he liked. It was called "nature's something", but had no idea of the exact name. Eventually, he bought a small selection of treats and, as he was leaving the shop, he spied the nature's something treats he came in for. Crackerjacks.

Fat dog

A customer was telling us how a special diet from his vet for his dog was costing a lot of money, as the dog was well overweight and had to lose several kilos. He told us he was buying Hills

JD from the vets and wondered if we stocked it, as he was hoping we would be cheaper. After we told him we don't carry prescription diets because we are not licensed to do so, he told us that in fact they only feed the Hills JD as treats and the dog's main diet is Adult Hills, something we do stock. I just wonder why anyone would buy a prescription diet to feed as a treat?

Winalot

A customer came in asking what alternative we had to Winalot dog food, as she believed Winalot was going out of business. Did we keep Bakers? I tried to explain that her statement contained so many errors it was almost dangerous! Firstly, Winalot is wet only, Bakers is dry only and they are both owned by Purina which is certainly in business, and thriving. But no, I do not know what I'm talking about apparently and my customer is the fount of all facts! Still, it will give me something to wind up the Purina rep with when he calls in next.

Cuban customer

Two ladies came into the shop and one asked if we had any medication for her mother's dog, who has sore patches on its skin and ears and a dry, dandruffy coat. I recommended a few products that I thought were suitable but, as usual, I finished with the suggestion that if any of these don't work then they should consult their vet in the next week or so. The daughter said that this was not possible, as the mother's dog is in Cuba and it will be a few weeks before they return home. So, I am expected to diagnose and treat a

dog that is thousands of miles away with products that would possibly not get through customs? I'm good, but not that good.

Sick dog

A customer asked what we had to treat a dog that has spent most of the day being sick, literally barfing up everything. My usual remedy is pre-boiled water and lots of it, and if it does not clear up in twenty four hours phone the vet. The customer really wanted a magic pill that worked instantly but as we all know that does not exist! His passing comment was that the previous evening they had fed the dog a fish and chip supper so could that have upset his stomach? Let me think, deep-fried and covered in batter ... yes, that could be the problem. Why do people think their dog is a dustbin into which anything can be shoved?

*Newshound,
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Share your own retail views and experiences. Write to The Editor, pbwnnews, Suite A, Arun House, Office Village, River Way, Uckfield TN22 1SL or email editor@pbwnnews.com. Alternatively, have your say on our trade-only Forum www.petbusinessworld.co.uk

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