



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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4 June 2008

New business on a global scale for successful British exhibitors at Interzoo

British companies returning from Interzoo, held in Nuremberg in May, have reported overwhelming successes on a global scale. Exhibiting in a group organised by the international trade association PetQuip, the companies described the show as spectacular and that the results in terms of actual and potential business had exceeded many expectations.

PetQuip's manager, Neale Hutchinson, said: "The exhibitors in the group numbered 32 making it the largest British unit to have exhibited at the show in the past ten years. It is rewarding to see from their reports that the levels of overseas business were high. The excellent camaraderie that developed between the group members was particularly noticeable and we had British firms which were exhibiting independently approach us to say how much they regretted not having joined the PetQuip group. It bodes well for our future plans for international pet trade shows and events."

British exhibitor quotes:

Paul Foden of ByoFresh: "We have received enquires from 37 countries. I have never been at a trade show where there was a better quality of buyer. It was spectacular."

Dubby Klyne of Scruffs: "Our primary aim for the show was to secure distributors throughout Europe. I have appointed distributors in France, Sweden, Norway, Holland, Belgium and Finland. The response at the show was phenomenal, and our sales team is now pursuing enquiries from over 40 countries including Brazil, Mexico, Australia, South Africa, Japan, South Korea and the largest pet retailer in the USA."

Jill Angell of Fish4Dogs: "We were absolutely overwhelmed with visitors and interest at our first showing at Interzoo. We had over 700 firm enquiries from nearly every country in the world! We intend to maximise the enquiries by visiting as many new customers as we can in the next eight weeks to take firm orders for our products."

Ken Seymour of Best Friends Products: "What can I say, a fantastic show, where we received new orders from Finland, Sweden, Belgium, Scotland, Holland, Poland and Germany. Since I have returned to the office, I have had emails and phone calls from South Africa, Australia, Israel and Singapore wanting to place orders. Our Tastybone range of products drew genuine enquiries from Italian, Spanish, Russian, French and Turkish buyers to mention a few. PetQuip did a fantastic job in organising the stand, hotels, train tickets, interpreters etc, which takes a lot of pressure off companies participating at the show. We just turn up and exhibit our products."

Adam Smith of Bronte Glen: "During the past four days we've met buyers from Europe, America, Australia and New Zealand. In addition to the orders placed during the show, we have over 70 sales leads to follow up which we expect will result in hundreds of thousands of pounds worth of business. Taking part in Interzoo has been a very worthwhile exercise."

John Davies of Lintbells: ""The quality of buyers attracted to Interzoo is very impressive. I've discovered there is great respect for British suppliers in the pet care sector. Being able to say that our products are 'Made in the UK' carried significant weight with the buyers who visited our stand."

Jane Grant of Hugx: "It was Hugx's first Interzoo and what a great result! We had meetings with distributors from Australia to Brazil and every country in between, or so it seemed! The Hugx range will now be in at least eight new countries so it's good to see that our innovations are so readily accepted by the trade and acknowledged as an advance in pet design. The feedback from vets was also very encouraging. We were delighted that companies want to license our product and brand and hope to get back to them in the forthcoming weeks, but first we need to send out all our new orders."

Daniel Haddad of Doggy Things: "Interzoo 2008 was very successful as we received serious enquires and orders from nearly every country in Europe and as far afield as New Caledonia. Our main aims for Interzoo were to showcase our products and to firm up agreements with national distributors. We managed to finalise agreements with distributors for Denmark, the Benelux countries, France and two more regional distributors for Spain. We have also had genuine interest from distributors in numerous countries including Germany, Austria, Greece, Portugal, Ukraine and Russia."

Brent Blair of Houndstar Films: "We were targeted by overseas buyers as a result of our and PetQuip's pre-show marketing, resulting in quality leads from Turkey, Holland and Japan."

Nigel Bateson of My Pet Foods: "We had not exhibited at Interzoo before but the response to our products has exceeded all expectations. We have been able to get an audience in more countries

than we hoped for and at the last count we had enquiries from 27 different markets. We've had a great show and now just need to convert the words into money."

Alison Vaughan of Muksak: "We experienced a much wider interest than expected with enquiries from Denmark, Germany, Russia, Slovenia. Our resources are limited so we were very pleased with the help received from PetQuip and also from other exhibitors."

Joanne Mahon of Diamond Dogs: "The market has moved on since 2006 and buyers are now looking for higher quality products, which was very positive for our business. We saw representatives from all over the world including Russia, South America and the Ukraine. We had a great show and wish there was an Interzoo show again next year."

Peter Leaney of Denes Natural Pet Care: "I have been delighted both with the quality of the enquiries we received at Interzoo and with the support provided by the staff of PetQuip."

Tom Page of Wagg Foods: "An excellent show, very worthwhile exhibiting and the quality of contacts from Germany, Greece, Mexico and Switzerland were very good. The launch of our new 'Harringtons' range of food went down very well, as did the new treats."

Norman Agass of Prestopets: "As expected, the incredible efficiency of the Interzoo organisers and PetQuip helped to create a superb platform for Prestopets to meet many new international fish suppliers as well as potential customers for our 'Decorfern' aquarium product."

Tim Gooders of The Bramton Company: "We are seasoned exhibitors at Interzoo, and found 2008 a great year. We felt footfall to be a tad lower than previous years but the overall quality of visitors was great. We secured business with several important UK accounts that we have been courting for over eight years and were visited by wholesalers and exclusive distributors from over 15 countries."

Jonathan Zatland of Mungo & Maud: "There was certainly a great deal of interest from both Europe and North America in the Mungo & Maud product range and we expect to build on our wholesale client base quite considerably as a result of the fair."

Bernard Mackle of Pet Bakery: "All the buyers we saw were good quality leads and we received firm orders from Japan."

Neil Cruikshank of Rosewood Pet Products: "We made very good overseas contacts and had an excellent show."

Samantha Ruffell-Smith of Igloo Designs: 'Interzoo proved once again to be a good opportunity to meet potential customers from all over the world with enquiries from Australia to Mexico, South Africa to Brazil. We received about 100 sales leads, of which 33 are pretty strong and include a few orders already.'

Fiorella Testa of Spotless UK: "Interzoo is definitely the place to be at for pets. The number and the quality of new contacts we met are orders just waiting to happen. PetQuip took the stress out of the show – we just turned up and the hardest bits had already been done."

A final quote from a British exhibitor who, understandably, wished to remain anonymous: "Our contact list reads like a directory to the global pet industry. Our competitors would give their eye teeth to get their hands on it."

For information on PetQuip and future international pet trade exhibitions and events contact PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK. Telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885 Email: info@petquip.com or visit the PetQuip website on: www.petquip.com (PetQuip is a division of The Federation of Garden and Leisure Manufacturers Limited)

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