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New pet clothing, foods, housing, collars, treats and toys among the Zoomark launches by British exhibitors

Twelve British pet product suppliers exhibiting in a group organised by the PetQuip international trade association at Zoomark in Bologna (7 to 10 May 2009) will give Italian and other buyers the opportunity to source a variety of popular items and a host of newly launched pet products. New products for dogs and cats include Christmas treats and toys, clothing, collars and feeding bowls. In the pet food sector a new salmon mousse for dogs and a new range of pasta products for cats and dogs are being introduced. Small animals are not forgotten with the unveiling of a new range of small animal housing. A collection of interactive toys for birds will also make its debut at Zoomark and in the aquatic sector there will be a children's fun range of goldfish bowls.

New distributors and agents in Italy and other overseas countries are being sought by many of the UK firms.

Eleven of the exhibitors will be located in the British pavilion which is situated in a prime location in Hall 22. The pavilion will include a British pet industry information stand offering a UK product sourcing service that is free of charge to international buyers. The PetQuip team manning the information stand will also provide a full support service to the British exhibitors. The other British exhibitor, Doggy Things, is located in Hall 21.

British exhibitors

Armitage Petcare (Hall 22, British Pavilion 7) is one of the largest independent suppliers and distributors of branded pet products and accessories in the UK, and its well known brands include Good Boy, Good Girl, Rotastak, Gussie, Algarde, Phoenix and Wafcol. New products being launched at Zoomark are Rotastak small animal housings for hamsters, mice and gerbils and a Christmas range of treats and toys for dogs, cats and small animals. The Good Boy range includes dog toys, chews, treats, accessories and feeding equipment. The Good Boy Choc range is a specially formulated chocolate substitute for dogs that allows owners to indulge their dogs safely without the harmful effects associated with chocolate. The Good Girl selection comprises treats such as catnip and milk drops and a wide range of toys, accessories and feeding equipment. The Gussie fun range of goldfish tanks, bowls and accessories is especially geared towards children. Completing Armitage's exhibits is Wafcol, a comprehensive range of complete dry foods and treats to suit the needs of all types of dogs and cats. The company is seeking new distributors in Italy and other European countries.

Dog Rocks UK Distribution Ltd (Hall 22, British Pavilion 9) is exhibiting the Dog Rocks natural product that, when placed in a dog's water bowl, helps prevent the dog's urine leaving nasty burnt patches on lawns. The product has been laboratory tested and proven to be safe for dogs as the pH balance of the dog's urine is unaltered. Dog Rocks acts like a sponge in that it absorbs from the water some of the impurities that scorch the grass. They reach a saturation point at two months when they need to be replaced with more. The product has met with huge success in the UK, and tens of thousands of Dog Rocks have been sold in the UK, mainland Europe, the USA and Australia.

Doggy Things Ltd (Hall 21, Stand B20/B22) supplies a stylish range of dog accessories that includes leather collars and leads, soft harnesses, waterproof raincoats, warm outdoor gear, bowls and toys. All of the company's clothing comes in sizes XXS to XXL ensuring that there is a garment suitable to fit all breed sizes from Chihuahuas to Great Danes. A new range of collars and a promotional display stand will be introduced at Zoomark. The Doggy Things range is available in the Italian market through the company's distributor Peggy Pet and in eight other markets in Europe, including Spain, Ireland, Denmark, The Netherlands, Romania and Bulgaria. The company is seeking to increase its distributorship network with the appointment of other new distributors.

Fish 4 Dogs Ltd (Hall 22, British Pavilion 6) produces a hypoallergenic range of natural fish treats, complete foods, oils and complementary mousses for dogs and cats. High in Omega 3, the company's products are made from healthy, natural ingredients with no unnecessary additives, preservatives or colourings. Fish4Dogs is now one of the leading petfood companies in the UK and exports to over 30 countries. Its major products for dogs include Sea Jerky, Sea Biscuits, Finest Fish, Finest Salmon 4 Dogs, Salmon Oil and Super Stars. The company also has a Finest Fish 4 Puppies range. Zoomark will see the launch of a Finest Salmon Mousse product which is a complementary food designed to be offered as a special treat in a bowl or to be combined with complete food to tempt fussy eaters. The Mousse is 99% Salmon and 1% Seaweed Extract. Salmon offers high levels of naturally occurring Omega oils which help to maintain skin, coat and joint health. Seaweed enhances the consistency of the product making it easily manageable. Finest Salmon Mousse is gluten free and contains no additives, preservatives or colourings.

Glee Petindex (Hall 22, British Pavilion 5) is the UK's national pet and aquatic trade show. You'll find unique British products and big international brands, as well as the famous Dog Fashion Show, grooming demonstrations, and a comprehensive retail seminar programme. Sept 20-22, NEC Birmingham UK – www.gleebirmingham.com.

Interesting Imports Ltd (Hall 22, British Pavilion 10) produces a stylish and practical range of pet treats. It is introducing a new 'Rattle & Reward' range of pet treats and a 'Dog-Lovers & Cat-Lovers Pasta' range at the show. The company is seeking international partners to distribute the new 'Rattle & Reward' range and is particularly interested in the Italian market. The new treats are produced from natural ingredients, are hypoallergenic and highly palatable. They are packaged in an oval shaped metal tin which is embossed with a black cat or dog. The tin creates a Pavlovian rattling noise when shaken and is ideal for training and general treating. The product is also available in large tubs. The new pasta range for dogs

and cats is produced in fun shapes such as paws, bones and faces. Interesting Imports also has a range of sweets and drinks for humans and supplies bio/organic sweets to Italy's largest charity for autistic children.

James Marketing (Hall 22, British Pavilion 2) supplies a comprehensive range of pet accessories and treats under its own label or buyers' own brands. Three new items are being launched at Zoomark. The first of these is The Comfy Cone, which is a revolutionary soft e-collar that allows pets to eat, drink and sleep in comfort. The patented nylon laminated foam collar is veterinary tested and approved. Also new is a Birdy Babble Ball interactive toy for birds that is mentally stimulating and provides essential socialisation. The ball talks to birds when touched and switches off automatically. Another interactive pet toy, the Christmas Babble Ball, is also being shown at Zoomark for the first time. Other items from the James Marketing range are collars, leads and fashion wear for dogs, high quality cat furniture, professional grooming products and pet treats.

Loc8tor (Hall 22, British Pavilion 8) is exhibiting its award-winning locating device which provides both light and sound cues to assist in the locating missing pets, children or valuables. Lost possessions can be located indoors or outside and the product a range of 183 metres/600ft that is not inhibited by walls or doors. The company's flagship products are the Loc8tor Lite which is credit card size and the Loc8tor Plus which is mobile phone size with both Alert and Locate functionalities. In Alert mode the user can set an invisible boundary that sets off the alarm should a pet stray outside the boundary. The company sells to 30 countries and 65 per cent of its customers are satisfied pet owners. Its customers and users include Amazon, Harrods, the Royal Mail, the Metropolitan Police and the FBI.

The Rayware Group (Hall 22, British Pavilion 3) is internationally recognised for its Mason Cash range of English cane coloured stoneware eating and drinking bowls for pets. The bowls now include a range of contemporary colours and designs and are available in a variety of sizes to suit all pets. All items have been developed utilising Mason Cash's extensive understanding of the eating and drinking habits of pets of all sizes. New items being launched at Zoomark include: Polka Dot Pet stoneware bowls which have heavy straight sides to provide durability and are chip and bite resistant and dishwasher safe ; Pretty in Pink & Pampered Pet mix and match coordinating straight sided fine porcelain pet bowls that are ideal for cats and small dogs; Charming Cats fine porcelain cat bowl with flared sides to prevent food being pushed onto the floor; and a Cane & Cream heavy stoneware fish bowl that is durable and designed to resemble a fun fish shape, which has thick sides to prevent chipping, is bite resistant and uses traditional cane colouring on the outside of the bowl with a fresh cream interior glaze. Mason Cash already exports to a number of European markets and is seeking additional distributors and agents in overseas markets.

W R Outhwaite & Son (Hall 22, British Pavilion 4) is exhibiting its quality pet accessories which include: the popular Breathe-Comfort™ range of quality dog coats; traditional hand-laid and spliced rope gun-dog leads; pet accessories including chew tugs and rope balls; and a newly extended range of padded leather leads and collars. The company is also an exclusive distributor of the Rugged Pet™ range of 'outdoor' Coats and Rugged Pet Toys™. Several new additions to this range will be on show at Zoomark.

Outhwaite has a small number of customers in Germany, Sweden and Belgium but is now seeking to expand across the rest of Europe. The company was established in 1905 as a traditional ropemaker and extended its range to include pet accessories 20 years ago. It is now one of the UK's leading pet accessory distributors.

Poopod Ltd (Hall 22, British Pavilion 11) is showing the fully patented Poopod which is a clever all-in-one device that allows dog owners to dispose of their dog's mess discreetly as they continue to walk their pet. The Poopod includes a bag dispenser and a separate scented compartment with a freshener. It is also fitted with a carabina clip to which the dog's lead is attached while out walking. Once your dog has performed, the owner can demonstrate that they are a caring and responsible owner by pulling out a handy bag from the Poopod dispenser, picking up the waste, and then simply placing the used bag into the scented Poopod compartment. The bag can then be disposed of safely and cleanly. Poopod is ergonomically designed from ABS plastic and comes in two sizes and various colours. A new range of fabric pocket wraps, which are designed for owners simply to wrap around the Poopod to enable them to carry keys, money, dog treats and other items are part of a new line of collectables being launched at Zoomark. The wraps come in a variety of fabrics and colours which help transform the Poopod into a doggy fashion accessory as well as a practical product.

Prestige Pet Products UK (Hall 22, British Pavilion 12) is showing its exclusive ranges of pet ceramics, textiles and bowls that are already available in high end retail chain stores around the world. New products being introduced at Zoomark are two additions to the Road Refresher Range. This range of non spill pet water bowls is designed for the home, car, plane, boat and all forms of travel. The bowls totally eliminate spills, even in moving cars, as well as reducing pet slobber by up to 90 per cent. In Britain, the Road Refresher range has won a number of awards and is used by the emergency services in the UK and USA.

Scruffs (Hall 22, British Pavilion 1) is one of the fastest growing pet bed manufacturers in the UK. Its products are sold under three own-brand names: the Scruffs® comprehensive collection of pet beds that accommodates all breeds of dog; the Tramps® collection of pet beds and activity centres specifically designed for felines; and the Freeway® range of cat and dog leads and collars and grooming products. The company has expanded its range with the introduction of four collections of licensed pet products. They are the Wallace & Gromit™ collection of pet beds produced in conjunction with Aardman TM and The Kennel Club; the Realtree AP HD® collection of pet beds incorporating Realtree AP HD® fabric that has proved to be a huge success with country sports and outdoor enthusiasts; the Lassie® collection of pet beds that is aimed at the professional market and is designed to provide superior comfort for many breeds of dog; and The Magic Roundabout™ range that combines vibrant French colours and soft feel fabrics, making it an ideal choice for young pet owners. Scruffs has been selling into Italy since 2006 and has distributors in Sweden, Norway, Holland, Belgium and Finland.

PetQuip (Hall 22, British Pavilion 5) is the UK-based International Trade Association of Pet Equipment Suppliers. The PetQuip team assists and promotes the development of international trade in

the pet equipment sector. It is a division of The Federation of Garden and Leisure Manufacturers Ltd, the trade association that has been providing a comprehensive range of export/import services to British companies and overseas buyers in the garden and leisure sector for nearly 50 years. PetQuip provides a catalyst for business contact between manufacturers, suppliers and international buyers, and membership is open to manufacturers and suppliers of pet equipment anywhere in the world. PetQuip is organising the British group of exhibitors and manning the British pet care industry information stand for the second time at Zoomark.

Further information on PetQuip(the International Trade Association of Pet Equipment Suppliers) is available from the association manager, Neale Hutchinson, The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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For images of the products below or further press information contact:

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1. Armitage Space Command Unit
2. Doggy Things collars
3. Fish4Dogs All Products
4. Interesting Imports 'Rattle & Reward'
5. James Marketing toys
6. Rayware rabbit bowl
7. Outhwaites leather ball
8. Poopods in three colours
9. One of the Scruffs beds
10. Woofy products from Petami.
11. The Loc8tor Plus locating device.
12. An exploded view of the Prestige non-spill bowl.