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## PetQuip introduces new pet product sourcing link aimed at retailers

PetQuip, the international trade association of pet equipment suppliers, is continuing to add to its range of services by introducing a new, free-of-charge 'retailer friendly' facility on its website. By clicking on to the 'Services for Trade Buyers' page on [www.petquip.com](http://www.petquip.com) and entering the type of new product they wish to source, pet product stockists can have their enquiries forwarded to PetQuip members who supply pet products in the chosen category. Alternatively, retailers seeking a specific item can obtain more information on the extensive range of products produced by the association's member companies by viewing the Product Directory and New Product Showcase, both of which are on the same website.

PetQuip's manager, Neale Hutchinson, commented: "The work of the association is very much a two way supplier and buyer operation. It helps the many pet product suppliers that are members of PetQuip to reach buyers that are interested in their products and, in order to maximise the results, assistance is given to stockists to help them identify new or alternative items of interest to them. Most of PetQuip's member companies are very innovative in their approach to product development and we see the new service being particularly useful to retailers that are seeking to widen their product portfolios."

PetQuip is the trade association that assists and promotes the development of international trade in the pet equipment sector. For more details contact PetQuip on telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885 email: [info@petquip.com](mailto:info@petquip.com) or visit the PetQuip website on [www.petquip.com](http://www.petquip.com)

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