



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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## Record number of British companies bring latest product innovations to Interzoo

A record number of British companies – 49 in all – are exhibiting at Interzoo 2010 in a group organised by the PetQuip trade association. In addition, PetQuip has a British pet product information stand within the British pavilion where overseas buyers can source UK pet products on a free of charge basis. The leading suppliers exhibiting in the British pavilion and in other halls of the show are launching numerous new products that cover almost all aspects of petcare. Many of the exhibitors are exhibiting at Interzoo for the first time, exhibiting a greater variety of UK pet care products to world buyers. All of the exhibitors are seeking to widen their distribution in markets worldwide.

Pet product buyers from around the world can source UK products by visiting the supplier stands or the PetQuip association's British pet product information stand (Hall-Stand 9-402) where they can obtain a free, multi-lingual full-colour brochure featuring all the exhibitors in the British group, and obtain other valuable information on the British pet product market and its suppliers.

### The British exhibitors

**Ancol (Hall-Stand 9-512)** is exhibiting its pet accessories for dogs, cats and small animals. These include beds, collars and leads, coats, feeding accessories, grooming items and toys. The company's major brands include Sleepy Paws, Muddy Paws, Ergo, Acticat, just 4 Pets, Simply Glamour and Ancol.

**ANIMOLOGY (Hall-Stand 9-503)** is exhibiting its new range of eight shampoos and sprays for dogs. The range consists of four shampoos, two no-rinse shampoos and two deodorising sprays. All of the products are pH balanced for a dog's skin. Animology products effectively target the root cause of dog odour, leaving a dog smelling fresher for longer. The tube-packaged items are beautifully fragranced and perform very efficiently. All eight Animology products are new to the market for 2010, and it is the first time they have been shown outside the UK.

**BARKING HEADS (Hall-Stand 9-508)** has widened its range of premium pet food with the introduction of "Golden Years" which has been formulated for pets in their later years. Also new is

“Fat Dog Slim” for the calorie conscious owner or for dogs who add weight easily. The company’s is also showing its rapidly growing ultra premium pet food brands, Barking Heads and Meowing Heads. They have been developed to provide the very best in nutrition, including high meat contents and using the best natural ingredients that exclude the use of synthetic chemicals, preservatives or colourings. Easy to understand packaging and an easy to explain message encourages selling staff to approach and talk to customers, helping them to feel confident in giving advice.

**BEST FRIENDS PET PRODUCTS LTD (Hall-Stand 9-408)** is exhibiting its Tastybone range that comprises highly flavoured nylon bones and edible bones of various shapes and sizes, to suit all breeds of dogs. The flavours last for the life of the bones. The company’s premium range of Tastybone treats and biscuits are of the highest quality, totally natural and highly palatable. Also on show is the exclusive premium range of dog and cat toys that include British wildlife e.g. foxes, squirrels, rabbits as well as the very popular meerkats, koalas and gorillas. Best Friends is also UK distributor for the Starmark range of dog behaviour toys which includes the Everlasting Treat balls and Easyglide Frisbees. New products include TastyBone kangaroo, ostrich and venison tasty treats plus real meat training treats

**Bettacare Ltd (Hall-Stand 9-610)** is a respected safety gate manufacturer, and is showing a Child & Pet Gate and a Pet Gate Plus Cat Flap at Interzoo. Both gates are extra tall, extendable, simple in design, and have full colour packaging. The gates are for use in the home, kennel, vet surgery or grooming parlour environment and have the flexibility for use with large and small pets. The Child & Pet Gate conforms to the European Safety Standard for use with children and the Pet Gate Plus Cat Flap includes an extra flap to allow smaller pets to pass through whilst restraining larger pets. The flap can be locked in place if needed.

**BOW WOW MEOW PET ID TAGS (Hall-Stand 7A-311)** is showing its colourful plastic tags, stainless steel and brass tags, fun designer tags and glitter tags. New items being launched at the show are a range of Glitter Tags for dogs and cats as well as new and improved Bling tags with Swarovski crystals. All of the metal tags are laser engraved to the highest standard and are guaranteed against breakage and fading. The Bow Wow Bling range includes gold and silver coloured tags with Swarovski crystals in clear, red, pink and blue.

**Bronte Glen (Hall-Stand 9-414)** produces a high quality range of pet bedding products plus a range of quality home textiles. The company is showing its Trojan Water Proof Dog Beds, a range of high quality dog beds made from ballistic nylon (the same material used for bullet proof vests). The beds are made in two styles, Mattress and Cosy, and in four colours and four different sizes. Also being shown are: Merino Wool Dog beds made in three styles, Mattress, Cosy and Mat; Senior Gold 7+ now made in three styles; new styles of Mattress and Cosy; and the popular Vet Bed. Five new styles of Vet Bedding, Traditional and Non-Slip, are being launched at Interzoo 2010.

**Burgess Pet Care (Hall-Stand 9-516)** is extending its high quality pet foods range by introducing the following new items to the European market at Interzoo. Supacat is a new tasty food range for cats of all ages including Supacat Kitten, Supacat Adult and Supacat Mature. The Adult and Mature varieties include STAY-CleanT which helps reduce plaque and tartar build-up on teeth. Other exhibits include

The Excel Feeding Plan, a revolutionary five step guide to help pet owners understand all the different elements needed in the diets of rabbits, guinea pigs and chinchillas; Burgess Excel hays (with Chamomile and Birch Bark) and snack ranges which are high in beneficial fibre and encourage a fibrevore's natural instinct to forage; Supadog snack range, a 100% natural, British air-dried venison snacks for dogs of all ages; and Supadog Beef Casserole that is made with real beef pieces and meaty gravy.

**BURNS PET NUTRITION (Hall-Stand 9-605)** is showing its high quality diets for dogs, cats and rabbits that are approved by both the BUAV and Ethical Shopping Guide. The versatile range can provide economical alternatives to many Veterinary and Prescription Diets™. Made from high quality ingredients, the products are highly digestible and have low feeding amounts, making them economical to feed and resulting in less waste. Also on show is Burns' new "Penlan Farm" range of complete, moist food for dogs. The food range is produced from home grown, locally and ethically sourced ingredients.

**ByoFresh (Hall-Stand 9-426)** is exhibiting its range of cleaning products for dogs, cats and small animals. All of the products contain Byotrol, which is gentle, highly effective and works for up to a week providing long-lasting prevention of odours. The product range includes shampoos, deodorants and grooming wipes for animals, as well as stain and odour remover products for the home and animal enclosures. A new Stain & Odour Range for Pet Professionals and Leave-On Dog Shampoos are being launched at Interzoo. The company produces both branded and private label variants according to a customer's requirements and offers professional and consumer pack sizes.

**The Canny Company Ltd (Hall-Stand 7-381)** is exhibiting its revolutionary dog training product which is extremely effective at preventing dogs from pulling on the lead. Voted 'Best New Product 2006' by the UK Pet Product Retail Association, it is now recommended worldwide by trainers, vets and rescue organisations. It is available in a range of colours and sizes to suit every breed of dog. Point of sale DVDs and brochures are available in English, French, German, Spanish, Italian and Dutch.

**Cloverleaf (Hall-Stand 9-501.2)** is showing its aquatic filter systems that suit both the absolute beginner or the professional. Particular attention is paid to simplicity of use and easy maintenance. The systems include energy saving electrical products and recyclable or bio degradable filters and media. A new range of Eco-friendly start ultra violet clarifiers/sterilisers with over 25% power saving on conventional UVS is being shown, together with new Adtec complete filter systems incorporating particle separation together with active bed technology with a surface area of more than fifteen times that of K1.

**Cranswick Pet Products (Hall-Stand 9-627)** is a leading UK manufacturer of food and accessories for the bird and small animal markets. Renowned for the quality of its raw materials and extensive global trading partnerships, the company prides itself on its research and product development. On show at Interzoo is the company's Natures Feast range that offers the very best in wild bird care. It comprises a wide range of foods, essential and core treats, plus an extensive range of accessories. Nature's Feast Small Animal range is also on show. It has been created specifically to provide a

delicious supplementary feast for a variety of small pets. The Bucktons range of pigeon and indoor and aviary food is also being displayed.

**CREATURES CLOTHES (Hall-Stand 9-611)** is exhibiting its hard wearing collars, dog duvets, cat collars, dog pillows, fleece pet blankets, treats pouches and matching accessories for owners. New products at the show are the Fogle & Pole collection – a collaboration between TV star and author Ben Fogle and Creature Clothes founder Cosima Pole. This range is exclusively available through Creature Clothes and includes beautiful dog beds hand made from antique welsh blankets from the 1930's. Other new items comprise leather colours for collars, new bed designs including the Union Flag and Abstract USA Stars & Stripes, an emergency treats pouch, cat collars and a budget range.

**DIAMOND DOGS (UK) LTD (Hall-Stand 9-504)** is exhibiting its exclusive handmade leather collars, leads and harnesses made with high quality Swarovski crystal. Other products on the stand are: exquisite cashmere and wool coats and sweaters for small dogs; soft totes and airline approved leather carriers; luxury car and crate futons; and a new product range of AValley hand braided leather collars and leads, hand-dyed nylon and plain leather collections. Diamond Dogs is the sole European distributor of these pet care products.

**DOG ROCKS UK DISTRIBUTION (Hall-Stand 9-404)** produces Dog Rocks, a 100% natural and proven product that when placed in a dog or bitch's water bowl will stop urine burn patches on lawns and shrubs. This solution to an unsightly problem has been distributed for the past five years throughout Europe by Dog Rocks Distribution, [www.dogrocks.co.uk](http://www.dogrocks.co.uk) in partnership with Battles, Vital, Best Pets, Glenkrag and Pedigree Wholesale. The product's success has resulted in it being endorsed by vets worldwide.

**Doggy Things (Hall-Stand 9-409)** is showing a complete range of collars, leads, harnesses, clothing, toys, bath-time, travel, feeding accessories and Snack Attack treats which are suitable for all dogs, from Chihuahuas to Great Danes. The company is also European agent for selected brands including Country Pet wildlife toys, Fido dental chew toys, Water Rover travel bowls and Anti-Lick Strip pet plasters. New product launches at Interzoo are the Snack Attack range of treats made from 100% natural, human-grade ingredients. The range includes shortbread biscuits (Bucket of Bones and Pot of Paws) and low-calorie Doggy Popcorn that makes an ideal training treat.

**Feelwell's Healthy Natural Foods & Treats (Hall-Stand 7A-208)** is showing its Advanced Nutrition, a range of natural, healthy, hypo-allergenic, functional, tasty and nutritious dog food and treats. These include the Probiotic Treat, Adult, Puppy, Lite and Mature ranges. Also on show is the Benefits Treat Range comprising Joint & Mobility, Skin & Coat, Breath & Dental and Goodnight. New for this year are the Probiotic Treat range, the Benefits Goodnight Treats and the Low GI Food. All of the products are free from artificial colours, flavours & preservatives, wheat, wheat gluten, beef, egg, dairy, pork, soya & GM ingredients.

**FISH 4 DOGS (Hall-Stand 9-501.1)** is exhibiting its hypoallergenic range of natural fish treats, complete foods, oils and complementary mousses for dogs and cats. All of the products are gluten free, contain no additives, preservatives, colourings or unnecessary bulking agents. The range

includes Sea Jerky, Sea Biscuits, Finest Fish Complete, Finest Salmon Mousse, Super Stars Training Treats and pure Salmon Oil. Healthy natural and nutritious fish is an ideal food for dogs as it is high in Omega 3 which aids coat and skin health, joint mobility and brain and eye development. It is a high quality source of protein that is easy on the digestion.

**Fold Hill Foods Ltd (Hall-Stand 7A-505)** is showing its completes, meal, mixer and treat ranges. The company's Chewdles range of treats includes a variety of biscuit products in various shapes and sizes, semi-moist chunks in chicken and beef flavour, rawhide consisting of chips in beefy basted, fluoride and original flavour, plus two sizes of knots and two sizes of rawhide giant bones. Many items in the biscuit range are available in bulk and also retail packaging including jumbo biscuit bones and Treat'n'Train petite bones. Also available is a range of Traditionally Baked treats which are hypoallergenic and wheat gluten free.

**Groomers Ltd (Hall-Stand 9-509)** is a leading online distributor of quality animal care products within the UK. The company manufactures own label shampoos, conditioners and styling ranges and supplies retail and wholesale products to professional groomers, exhibitors, breeders, veterinary practices and caring pet and horse owners. All products are made from the finest natural ingredients such as Primrose Oil and Royal Jelly and will not strip natural oils from the coat. Groomers is also the sole European distributor of Waifs & Strays, an exclusive range of luxury leads, collars, glazed ceramic feeding bowls, leather feeding mats, leather treat bags, solid brass capsules with leather surround and solid brass ID tags.

**GWF Nutrition (Hall-Stand 9-521)** is showing its specialist supplements for all dogs, including Joint Aid for Dogs™, Condition Aid for Dogs™, Immune Aid for Dogs™ and Joint Aid for Cats™. Also on show are its equine products that comprise a complete range of equine feeds and supplements for horses and ponies, including Equilibra® 500 Feed Balancer, Fibregest™, Alfalfa Oatinox™, Tiger Oats™, Energest16™, Immune Aid™, Joint Aid Plus™, Farrier's Aid™, X-lam Aid™ and new Fertility Aid™. Completing the display is the company's Camelid Products range of camelid feeds and supplements, including Camelibra NG-1™, Camelibra Cria™, Fibregest™ and Alfalfa Oatinox™.

**HL Cooper International Limited (Hall-Stand 7-852)** is exhibiting its innovative range of pet products under the Coopet brand name. These include dog training, dog agility and cat activity accessories, bedding, kid's aquatics and a wide range of small animal homes. On show is a new range of Abode Gerbil and Hamster houses which provide a completely new way to keep gerbils or hamsters in the home.

**House of Paws (Hall-Stand 7-292)** is showing its branded and private label pet products. The company offers ranges in bedding, pet toys, leads, collars, dining, grooming and clothing. Various marketing tools for the products including studio imagery and video clips are available as well as merchandising solutions to prompt sales. The company is launching the new BENTLEY grooming range, new pet toy ranges, new bedding and show promotions at Interzoo.

**James & Steel Ltd (Hall-Stand 7-381)** is introducing a variety of new products this year including tough Dog Savers floating toys that are ideal for fetching or chewing, Mac Leather stylish collars,

leads and harnesses and the Christmas Babble Ball - a Christmas themed version of the famous Babble Ball. In addition to its diverse My Pet Family range which includes Dog Life, Cat Circus and Beaks, the company markets exclusively a number of innovative products including Panic Mouse, the Comfy Cone, the Canny Collar, the Cosmic Catnip and Pet-Tek premium pet doors.

**LEASHPOD (Hall-Stand 9-609)** is showing practical dog walking accessory. By simply attaching a regular leash to the clip on the comfortable hand held pod it transforms into a complete dog walking kit. It has an easy to use pull 'n' tear bag dispenser at one end and a scented storage compartment with a replaceable freshener for the dog waste bags. It is made from recyclable ABS in a one piece injection mould, with rust-free hinges that makes it tough enough to withstand the roughest treatment. The range includes a brand new Leashpod Pockets accessory that is durable and water resistant. Also on show is the Trover® dog coat range that includes a drying cover/bathrobe for groomers and dog owners. The patented comfort- fit design creates a non-restrictive, non-slip method of keeping coats in place.

**Lintbells Ltd (Hall-Stand 9-416)** is introducing Yumove and Yumega PLUS to its variety of high performing supplements that are on show at Interzoo. The company's ranges use natural ingredients and utilise cold processing manufacturing in order to produce supplements that balance the nutritional needs of dogs or cats. The ranges include Yumega for perfect coats, to reduce moulting and aid development of beautiful natural coats, Yumega PLUS for dogs with itchy sensitive skins, Yumove triple action joint support for optimum joint health and Yumega Cat for the perfect coats.

**LITTER KWITTER (Hall-Stand 9-523)** is exhibiting a device to help people train their cats to use a human toilet. The product consists of a special white base plate (like an oversized toilet seat) plus 3 colour-coded training discs. The white base plate fits on the porcelain rim of all standard toilets while the training discs fit inside the base plate to form the platform on which the cat learns to navigate the toilet. The product introduces the cat to the toilet through a simple 3-step process. Purchasers are typically those who treat their cats like family members and who recognise the hygiene benefits of having their cats use the toilet instead of a cat litter tray. The product is supplied with a step-by-step training DVD.

**Loc8tor (Hall-Stand 9-607)** [manufactures a range of high-tech pet locating devices.](#) The company's latest product uses [GPS technology to pinpoint the location of a pet in real time from almost anywhere in the world online or direct to a mobile phone.](#) [The Loc8tor GPS is one of the smallest and most sensitive trackers on the market today and is offered on a pay-as-you-go basis so no monthly contract is involved.](#) [Loc8tor Pet is the ideal locator for cats or small dogs.](#) [It uses RFID technology enabling the user to locate a pet anywhere from 1 inch \(2.54 cm\) up to 400ft \(122 metres\) away.](#)

**Mason Cash (Hall-Stand 9-410)** is recognised internationally for its range of English cane coloured stoneware eating and drinking bowls for pets. The Cane range is durable, practical and difficult to tip over, and has been developed utilising Mason Cash's extensive understanding of the eating and drinking habits of pets of all sizes. The bowls also keep food cooler for longer and the thicker lip of the bowl is chip and bite resistant. In contrast to the Cane pet bowls, a more fashion-focused and

trendy coloured range has been developed for the style conscious. New for Interzoo are Puppy and Kitten Gift Sets.

**Midland Reefs and MarinePure (Hall-Stand 9-501.3)** is showing the MarinePure product line consisting of 20 cm x 20 cm x 2.5 cm plates, 20cm x 20 cm x 10 cm blocks, 3.8 cms diameter Spheres; a Porous Crush gravel product, and a Live Rock replacement media and cartridge filters. All of the items feature unprecedented surface area, resulting in exceptional biological filtration capacity. Other items include the Reef Scientific range that includes electronics with the RS 100 ioniser, Nutrition with both cultured live marine zooplankton and the highest quality natural frozen marine zooplankton. Filtration media, coral propagation supplies, and other products are also being shown. Several of the products are new.

**NATURES MENU PETFOODS (Hall-Stand 7A-335)** comprises a range of wet pet food which focuses on easy to understand ingredients and simple packaging statements. With all diets being based upon a minimum of 60% real meat with vegetables, fruits and grains, the products are targeted at consumers looking for high quality pet foods at competitive cost prices. The company is dedicated to natural feeding and is a leading European producer of freshly frozen complete pet foods which it has developed over the last 30 years. The products sell to consumers looking for healthy natural pet foods that are biologically appropriate to the dogs and cats they feed. Natures Menu is available in frozen pet foods, canned pet foods and pouch packaging.

**NT Laboratories Ltd (Hall-Stand 9-420)** is showing a new Medikoi Probiotic Food, together with an expanded pond chemical treatment range and medicines made under GMP licence. NT Laboratories has been instrumental in developing a wide variety of care products that answer the needs of both the professional fish keeper and those people who require a clean and disease-free pond in their garden. The company's scientific approach to fish and pond care has resulted in a continual improvement and rationalisation of its product range.

**THE ORGANIC PET FOOD COMPANY LTD (Hall-Stand 9-505)** represents a new trend in pet food with certified organic traditionally baked dog biscuits designed to inspire a healthier way of life and enjoyment for both human and pet. The company's dog treats do not contain added salt, sugar, artificial colours, artificial flavours or preservatives. The varieties include: sun dried tomato, spinach and herb; cinnamon honey that aids natural cleansing and help invigorate respiratory and digestive systems; mint herb for breath freshening; carrot and apple low wheat gluten free; and banana and peanut butter which is high in potassium and manganese. A new range of natural dog treats is also being launched. The company works with pet nutritionalists and consultants in order to produce its ranges.

**PATS The Pet & Aquatics Trade Shows – AQUA 2010 Water Gardening & Aquatics Trade Show (Hall-Stand 9-515)** has three annual UK trade shows for the pet sector. PATS are annual dual venue shows, dedicated to the Pet & Aquatics trade. The shows are held in the south of England at Sandown Park, Surrey and the north of England at Harrogate, Yorkshire. Both shows are supported strongly by the pet and aquatics trade. AQUA is to be a dedicated water gardening and aquatics

trade exhibition that is to be launched in October this year in Telford, Shropshire, in the centre of England.

**Paw Plunger (Hall-Stand 9-510)** Paw Plunger is an easy to use, versatile mug containing gentle brushes designed to clean a dog's paws. It is effective for removing sand, grit and mud, small debris such as grass seeds and when used with warm water during winter months it will melt away ice and snow as well as making sure all salt or chemicals are removed to prevent burning or stinging of the paws. It is totally portable so can be used at home, in the car or when on holiday. It can also be used to give a regular spa treatment to soothe cut, cracked, hard or sensitive paws. The company is also showing its Baggel and smaller Baggelette carrying accessory for the Paw Plunger.

**Pet Brands (Hall-Stand 9-308)** is one of the leading independent suppliers and distributors of pet accessories and treats to the UK and export markets. It is licensed to distribute a range of products under the RAC and MeTo You Brands. Products include a comprehensive and innovative assortment of items developed for dogs, cats, small animals and birds. New at Interzoo show is a boutique collection of products for small/medium dogs and cats under the brand "Me To You". Also on show is the Interball, a fully interactive dog toy.

**Petlife International Limited (Hall-Stand 9-517)** is the sole manufacturer of Vetbed range that comprises four styles that include Eco Vetbed and Contemporary Living. Other items are the Safebed range of disposable small animal paper bedding, Flectabed thermal bedding and also the Oxbow range of Timothy Hay based feeds for small herbivores. The company also supplies Harkers, the number one brand in pigeon healthcare, with some products also for use with poultry.

**Petproject (Hall-Stand 9-513)** is adding several new items to its dog and cat foods and treats range. New products are: 'Thrive Lifestyle', a new concept in dog treats that offers a range of seven treats to solve simple behavioral issues; Thrive Clarity range of wet foods for dogs and cats; and Thrive Ultimate, a brand new concept in dog nutrition that contains freeze dried chicken, potato, crunchy biscuit and fresh vegetables. Other items on show are: dog and cat treats; Thrive Clarity wet foods for dogs and cats; Comfy collar, which is an alternative to the lampshade collars for post operative recovery; OrganiPets brand dog and cat food; and Organipets soya-free organic pet food.

**PetQuip (Hall-Stand 9-402)** 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. A free UK pet product sourcing service is available to all overseas buyers. PetQuip is organising the British group of exhibitors and manning the British pet care industry information stand at Interzoo 2010.

**Petzcraze (Hall-Stand 9-225)** is introducing a new cat collection and two new shampoos – one specifically for white coats and a luxury shampoo with aloe and oatmeal – to its rapidly growing petcare grooming products. Also at Interzoo is the complete range of seven shampoos, two conditioners and three sprays for dogs and a shampoo and two sprays for cats. The collection also includes funky grooming brushes and combs and a fun range of gels for the pet's hair. The selection mirrors the fun of the human Bed Head range with bright packaging and cheeky names such as Life's an Itch, Dirty Talk and So Spoiled. Each product has been specially formulated to be safe for a pet's coat and all formulas are pH adjusted and free of paraben, petroleum, sulphates and DEA.

**Pooch & Mutt (Hall-Stand 9-511)** is exhibiting its natural, ethically accredited supplements for dogs including Mobile Bones (for joints and bones) and Bionic Biotic (for skin, coat, condition and digestion). Added to a dog's regular food they can save money on prescription foods and medications and are the perfect natural way to treat a variety of ailments and maintain a dog's health.

**Prestige Pet Products UK Ltd (Hall-Stand 9-424)** produces the Non Spill pet water bowl, The Road Refresher™ that eliminates all spills at home and while travelling. Road Refresher™ limits slobber and mess from the dogs mouth during and after drinking and is available for dogs and cats of all sizes. Road Refresher™ now supplies super strong clips to attach your bowl to cages which means the bowls are the best accessory for pets during air travel and is used and trusted by the emergency services in both the UK and USA. Additionally, the company's new super light weight cooling aid for dogs helps to keep them cool in hot temperatures.

**RATTLE & REWARD (Hall-Stand 9-412)** is showing its natural dog and cat treats that are packaged in a stylish embossed pocket-sized metal tin. The size and type of packaging makes them an outstanding impulse-buy. All products are excellent for training and everyday interaction with pets. Following the launch of the products in 2009, Rattle & Reward treats are now sold in 15 countries. The dog treats are natural, wheat-free and contain chicken, and the cat treats are natural, grain-free and include salmon. A new addition to the product range is Shake N Treat, which are super premium natural treats packaged inside a giant, embossed polka-dot tin.

**Reg & Ruby Pet Accessories Ltd (Hall-Stand 9-506)** designs and manufactures edible greetings cards and gifts for dogs. The products are all made from rawhide with natural vegetable colourings, and range from edible cards through to edible pumpkins, Advent calendars, "lollipop's" and gift tags. Each rawhide card comes with a paper note to attach a personal message and an envelope to allow it to be sent through the post. The company has also designed and manufactured the first ever rawhide birthday cake to accompany its birthday card range. Bespoke designs can provided in order to provide a significant point of difference in a retailer's collection.

**SCRUFFS (Hall-Stand 9-336)** is showing its luxurious pet bedding collections, designed for both cats and dogs. New at Interzoo is the Scruffs Eco pet bed cover that is made from a super-soft, warm and comfortable fleece fabric which is 100% recycled. The fabric is woven using a yarn produced from re-engineered PET (polyethylene terephthalate) while recycled plastic bottles provide the PET polymer material. The same PET technology is used to produce a 100% recycled green-fibre fill with unmatched cushioning, resilience and insulation characteristics. This fill is channelled into gussets

throughout the bed providing additional support for your dog. As well as producing its own product range, Scruffs have worked with The Kennel Club, Aardman, Lassie, Magic Roundabout and Realtree to produce licensed pet products

**Trans-Continental Group/Pet Time (Hall-Stand 7-285)** supplies a range of dog cages and carriers, together with beds and mattresses for cats and dogs, Worldwide® cat toys and scratch poles and an innovative wild bird feed range. Two new ranges are being launched at Interzoo: Pet Time™ Memory Foam Beds and Pet Time™ Wild Bird Feed Range. The Pet Time™ range is designed with interior trends in mind and offers a real choice across price and design. The company has recently entered the German market and supplies the Dehner garden centre chain, European subsidiaries of the Praktiker Group and trade agents of REWE and Obi Group.

**VITALIN PETFOOD (Hall-Stand 9-418)** manufactures both a traditional muesli range and also a premium life stage range of dog foods that is hypo-allergenic and natural. It also manufactures premium cat and small animal foods. The Vitalin range now includes premium cat food, ferret food and rabbit food with research and development continually bringing new products into the market using the best quality ingredients to produce the best quality foods for pets.

**WATERLIFE (Hall-Stand 9-507)** is showing its medications, water treatments, test kits, filter media and specialist foods. The range caters for every aspect of ornamental fish keeping including coldwater, tropical, freshwater and marine varieties. Examples of its brand-leading lines are: Protozin (whitespot & fungus cure), Myxazin (broad range bactericide), Haloex (advanced dechlorinator), Bacterlife (filter culture), Algizin P (HSE approved garden pond algae remedy), and Octozin (HITH & bloat cure). New products being shown at Interzoo are StayClear A that clears greenwater / cloudy water in freshwater aquaria, and a 7.2 Buffer which raises or lowers pH for mixed community tropical fish.

**Wicked or What (Hall-Stand 9-519)** designs, manufactures and wholesales the CarPET-PET HAIR REMOVER that lifts and removes long, fluffy, short, spiky, rough and smooth pet hair from carpets. The product is hygienic, washable and works efficiently on upholstery, carpets, clothes, car seats etc with instant results. It appeals to many outlets including pet stores, equestrian, pet grooming, car valeting, mail order gifts, dry cleaning, caravan and outdoor, ironmongery and hardware. The item is new to the European market at Interzoo 2010 and is only available from Wicked or What.

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