



The White House
High Street, Brasted
Near Westerham
Kent TN16 1JE
United Kingdom

T: +44 (0) 1959 565 995
F: +44 (0) 1959 565 885
E: info@petquip.com

www.petquip.com

1 December 2014

PetQuip targets major trade shows in the US and Italy following huge successes for British exhibitors in 2014

PetQuip, the association that provides specialist services to the pet care sector, is to organise British groups of exhibitors at Global Pet Expo, Florida, and at Zoomark International, Bologna, in 2015. The association has secured UK Trade & Investment cash grants for eligible exhibitors at Global Pet Expo, and has bid for similar exhibitor grants for Zoomark.

The move follows another highly successful year for British firms that exhibited in PetQuip-organised groups at international trade fairs in the US and Europe in 2014. UK companies returned home from the British pavilions at these shows with substantial sales leads and significant export orders.

Global Pet Expo (4 to 6 March 2015) is the largest North American trade show for the pet care sector and attracts independent retailers, mass-market buyers and other qualified professionals. At the 2014 edition of the show, an impressive 27 per cent of buyers came from 76 countries outside the USA. Demonstrating the wide range of interest in British products, the UK exhibits that attracted overseas buyers in 2014 ranged from pet food, supplements and feeding equipment to grooming, beds, microchip-operated doors and identification devices for pets. Pet hair removers and various accessories were also in demand with the visiting buyers.

Zoomark International (7 to 10 May 2015) is a biennial trade fair that in 2013 attracted over 22,760 trade buyers from around the world. The Italian market for pet supplies is one of the most dynamic in Europe with retail sales estimated at between €3.8 and €4 billion a year. The market is expanding at a faster rate than those of France, Germany and the UK with supplies for dogs and cats at the forefront. In 2013, the show brought glowing reports from the 15-strong group of UK exhibitors. Among the many companies that achieved success was Pet Rebellion which secured an order for 6,000 bespoke pet beds and Tastybone which appointed distributors in eight different countries. First time exhibitor Crate Ideas was delighted with its decision to venture into overseas exhibiting, saying “from the first day we knew we had made the right decision to exhibit.”

British firms find that exhibiting in the PetQuip exhibitor group at important overseas exhibitions simplifies the whole process of organising their participation and that they have the added benefit of the association’s comprehensive exhibitor support package. This includes help with logistics and exhibition technicalities, advance marketing and PR promotion, advice about travel and accommodation, stand planning,

transporting exhibits to the show, market information and guidance on how to maximise their presence at the show.

PetQuip personnel have extensive experience of overseas markets and their key buyers, and will be manning a British pet industry information stand at both of these exhibitions, from where they will be providing on-site support and assistance to UK exhibitors as well as meeting overseas buyers on the stand and encouraging them to visit the stands of the British exhibitors.

Companies wishing to learn more about exhibiting at these shows should contact either Emma Lewis or Theresa Swann at:

e-mail: emma@petquip.com ; theresa@petquip.com or visit the PetQuip website on www.petquip.com
telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885

Further press information contact PetQuip's PR consultant:

Peter Evers - tel: + 44 (0) 7779 617965 email: news@petproductpr.com

IMAGE CAPTIONS

- 1. PetQuip logo.**
- 2. British stands at Global Pet Expo in 2014 attracted numerous overseas buyers.**

This announcement has been issued by Peter Evers PR Consultant on behalf of The Federation of Garden & Leisure Manufacturers Limited from information provided by the Federation or from organisations associated with the Federation's initiatives. Reasonable steps have been taken to ensure that the information it contains provided is accurate. However, Peter Evers PR Consultant assumes no responsibility for information contained within the document and disclaims all liability in respect of such information. Peter Evers PR Consultant shall not be held liable for any losses suffered as a result of issuing this information to the press or its use within the media.