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50 British exporters exhibit in strength and achieve great inroads into export markets at Interzoo 2018

Exports of British pet products are set to increase again following the participation of over 50 UK suppliers at the Interzoo international pet trade show held in Nuremberg last week. The exhibitors were part of a PetQuip-organised group, and early reports from them confirm that export orders have been won, worldwide enquiries received and valuable overseas distributorships secured.

The positive outcome brought the following response from Amanda Sizer Barrett, the director general of PetQuip: “We are delighted the initial very positive outcome from our exhibiting firms’ stands.

Adding to these successes, the British pet industry information stand attracted unprecedented interest from nearly 100 overseas buyers. As well as meeting European buyers, who included a number of participants from previous PetQuip-organised ‘Meet the Buyers’ events, we saw more Far Eastern, Middle Eastern and Latin American buyers than usual and also had interest in UK products from visitors from other markets around the globe.

“The organisers of Interzoo have disclosed that 74% of visitors to the show came from outside Germany, which is why it is such an important worldwide shop window for British firms, whether they are seasoned exporters or companies new to exporting. Interzoo has always been a key event on PetQuip’s international calendar and this year’s success ensures it will remain so in the future.”

Early reactions from the British exhibitors are as follows:

(IMAGE 1) Pets Choice Ltd

Exhibiting as both Meatiful and Tasty Bone, the Pets Choice team (pictured) had its best ever Interzoo. The company received leads from several countries that it had not dealt with previously, including Brazil, Japan, India and Scandinavia. Zoe Hardaker, product manager for Meatiful (pictured in the middle of the group) reported excellent interest for the new range which is 80 per cent premium meat mixed with brown rice and home grown vegetables. The products

are hypoallergenic, gluten-free and steam cooked and are presented in a wood effect box.

(IMAGE 2) Forthglade

The Forthglade team saw existing distributors from Italy, Spain, Malta and Finland and gathered new business from Scandinavia and the Far East. There was also considerable interest from the local German market in the company's new cold pressed product. Pictured from the left are Sara Tramontana, Jason Leighton and Bill Kimberling.

(IMAGE 3) Benevo

Brothers Darrell (on the left in the picture) and Damian took their new Pawtato dog chews to Interzoo for the first time and received significant interest from as far afield as South Korea and Malaysia. They also had a good mix of European leads from countries such as Greece and a successful meeting with their Israeli distributor.

(IMAGE 4) Pet Bakery

Bernard Mackle, one of the partners at Pet Bakery, launched brand new packaging for the products at the show. With a clear and colourful new look and five languages on every pack (and with more to come), he received a lot of interest. His main aim was to seek new distributors and he felt he had achieved his goal.

(IMAGE 5) Lintbells

Gintare White, international marketing assistant for the Lintbells brand, commented that the company had achieved all of its aims at the show. Lintbells had found new distributors and met with existing ones as well as making excellent contacts in the German market. She commented, "We have also been pleased to exhibit as part of the British Group; it was very well organised and I would like to express our thanks to the PetQuip team".

(IMAGE 6) Kennelpak

Launching Yakers Crunchy Bars, Chews and Strips at Interzoo, Ken Davies (pictured on the right) was particularly pleased with leads from both the Middle and Far East. Many of the buyers visited the stand, having read the pre-show PR carried out by PetQuip, so he was pleased with the results and his participation at the event. Pictured with Ken is sales manager, Daryl Bailey.

(IMAGE 7) Trilanco

Exhibiting amongst other things Pet Therapy and its own brand cooling coat for dogs, Trilanco was surprised to take a large order for equestrian products that were added to the stand at the last minute. "A Spanish lady from Madrid visited our stand and it was only with the help of the

PetQuip interpreter that we realised she wanted to buy there and then” said Marylise Silk, head of international business development for Trilanco. Pictured on the stand is colleague Danielle, showing another customer the equestrian range.

(IMAGE 8) Vitalin

Sean Cox (pictured on the right talking to a customer) and Annabell Dennis felt that they had met with important buyers and this had resulted in a number of positive sales leads. The company was showcasing a prototype pâté for dogs which will be available later this year.

(IMAGE 9) Waterlife

Celebrating the firm’s 50th anniversary this year, the Waterlife team was pleased to report excellent leads and on-the-spot orders from Germany and Dubai. “We have had a good show and we were also pleased to sponsor the PetQuip drinks reception held on the Wednesday evening; the turnout was amazing” said Alex Cox, marketing director for the brand.

(IMAGE 10) Inspired Pet Nutrition

Producers of Harrington’s and Nineteen 87, IPN was showcasing its new technique for a baked complete product. The company had an eye-catching stand containing displays which invited visitors to touch the product. Interest in the product was received from the Far East, India, France and the Netherlands.

(IMAGE 11) British stands

Part of the British pavilion at Interzoo 2018, organised by PetQuip, where over 50 exhibitors displayed their latest innovations for the pet product sector.

(IMAGE 12) PetQuip industry information stand at Interzoo 2018

(IMAGE 13) PetQuip reception

At the close of the show on the second day, PetQuip organised a drinks reception on its stand which proved very popular with British exhibitors and the show organisers. During the opening hours of the show, PetQuip organised and manned a British pet product information stand.

(IMAGE 14) Amanda Sizer Barrett

(IMAGE 15) PetQuip logo

The next major international pet product trade show at which PetQuip will be organising a British pavilion will be CIPS International Pet Show, Guangzhou in China (27 to 30 September 2018), an international exhibition that is a more recent addition to the PetQuip list of events.

In 2019, PetQuip has secured government cash funding and will be organising British groups at Global Pet Expo in Orlando, Florida (20 to 22 March) and at Zoomark, Bologna, Italy (6 to 9 May). Other shows where British pavilions are being considered for 2019 include a return to CIPS International Pet Show in China and PetQuip is planning more in its series of popular 'Meet the International Buyers' events.

Companies interested in learning more about the opportunities that these exhibitions and events offer to exporters, or about the comprehensive range of business advice, market research, sales leads, international publicity for your products and practical export support available exclusively to member companies of PetQuip, should contact any of the PetQuip team on:-

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