

A division of The Federation of Garden and Leisure Manufacturers Limited

Registered in England and Wales No. 706025. Registered Office as above. VAT Registration No. 230906018

**PRESS RELEASE:**

**19 August 2025**

**PetQuip Awards 2025 finalists revealed**

*From innovation to ingenuity, this year’s 16-category shortlist highlights the companies and individuals driving excellence in the pet industry. Winners will be announced at the PetQuip Awards Dinner on Monday 29 September, alongside PATS, in an evening of networking, entertainment and celebration.*

Excitement is building across the pet industry as the PetQuip Awards 2025 finalists are revealed. The PetQuip trade association has just released the awards shortlist, which features businesses and individuals whose innovation, ingenuity and achievements have set them apart, in an exceptionally competitive year.

Spanning 16 categories, the list reflects the extraordinary diversity and creativity that make the pet sector so dynamic - from ethical, groundbreaking product to outstanding customer service and community impact.

“The calibre of entries this year has been remarkable,” said Joe Denham, Director General, PetQuip. “Our finalists represent the very best of the industry and we can’t wait to celebrate their success.”

The awards were evaluated by a distinguished panel of experts from across the pet care industry, ensuring a transparent and fair judging process. Judging for most categories took place at Birmingham Dogs Home in early August and included some of the rescue and volunteers’ dogs who were delighted to try out some of the entries!

The winners will be crowned at the PetQuip Awards Dinner on Monday 29 September at the National Conference Centre, alongside PATS.

More than just an awards ceremony, the evening is a chance for the pet trade to come together to reconnect with friends and colleagues, applaud the year’s achievements, and enjoy a celebration of the industry’s shared passion.

The evening starts with a drinks reception, followed by a three course table service dinner, charity prize draw, sparkling entertainment and the awards ceremony.

**PetQuip Awards 2025 finalists**

**Supplier of the year**

Copdock Mill Wholesale

Law Print & Packaging

NAKED DOG

Pedigree Wholesale

Trinkety Paws Limited

Pet Trade Innovations Ltd

Natures Pet Products Ltd

Buitelaar Group

Landguth

Durham Animal Feeds

We.pet Independent Pet Wholesale

CASCO Pet

Bella+Duke

Bugalugs Pet Care

**Business service of the year**

K9 Paws Behavior Dog Training

Behavet

Pet Trust UK

iPET Network

Pickles Pet Pantry

**Most promising new starter business**

Delphi Dog Ltd

It's The Dog's (sub brand of Protein Ball Co)

Pawionic

DotDotPet

PAWD DRINKS

LitPet Supplement

AniVatio

Zesty Paws UK

By Teddy

**Sustainability award**

Nilaqua Pets

Buitelaar Group

Grub Club

BrewBix

Landguth

**Theresa Swann exporter of the year**

Buddycare

Landguth

We.pet Independent Pet Wholesale

Bugalugs Pet Care

**Product of the year: food & treats**

Dougie's Pets - Veggie Superfood Boost

Baboo Gelato - Doggy Doggy Yum Yum Frozen Treat

Nutriment - Nutriment Gently Steamed

Nutriment - Nutriment Nuggets

Nutriwolds Raw Ltd - Nutriwolds Hearty Herring Complete and Balanced FEDIAF Raw Recipe for Dogs

Zesty Paws UK - Zesty Paws Allergy & Immunity Chews Salmon for Dogs

Wilsons Pet Food - Wilsons Fresh

Durham Animal Feeds - Meaty Bites Range

Canagan - Canagan Raw Freeze Dried Treats

Canagan - Canagan Raw Freeze Dried Toppers

Ruffingtons - Ruffingtons Luxury Dog Eclairs

Frozzys - Frozzys Happy Gut Yogurt Squeeze

**Product of the year: healthcare & grooming**

Bray Group Ltd - Quick Stop by Bray silver nitrate pencils and applicator sticks

PAWD DRINKS - PAWD DRINKS CALMING

LitPet - LitPet Pawsitive Powder-Stress relief and calming supplement for dogs

Zesty Paws UK - Zesty Paws Probiotic Dog Chews Pumpkin Flavour

Pet Head Health - Pet Head Health Oatmeal Soothing Cream (85ml)

AniVatio - AniVatio ProGut and Puppy Tummy Tamer

AniVatio - AniVatio ProJoint oral gel

Mountain Paws - Dog First Aid Kit

Pet Remedy - 200ml Calming and emotional wellbeing spray

Buddycare - Buddycare Paw & Nose Balm

**Product of the year: accessories & technical**

Delphi Dog Ltd – The Delphi Dog Drying Sock

Hurtta – Hurtta Safeguard Harness ECO

The Muzzle Movement – The Muzzle Movement Size Harry 2.0, welfare-friendly dog muzzle

Tug-E-Nuff – BOB: The 3-in-1 Dog Dummy

Pup & Kit – Lid-it Dog & Cat Bowl with Stay-Fresh Lid

Pet Trust UK - Pet Trust UK – Centralised Platform & Digital DogTag

By Teddy - The Cosy Car Seat

Woof and Snout - Explorer Dog Collar

Tavo Pets UK - Tavo Pet Safety Travel Range: Featuring Maeve™, Dupree™, Crispin™, and Hendrick™

**UK retailer of the year: multiple**

Winner to be announced on the night

**UK Retailer of the year: online**

Kavee

The Muzzle Movement

Trinkety Paws

Tug-E-Nuff

The North East Pet Shop

Our Pet Village Ltd

**UK retailer of the year: independent**

Lockerbie Pet Supplies

Wildwood Pets

Joywyns Pet and Country

Coningsby Pet and Aquatics Ltd

PET STOP

Our Pet Village Ltd

Pickles Pet Pantry

Doodledales

**International retailer of the year**

Winner to be announced on the night

**Best marketing campaign**

R & E Bamford Ltd

Tug-E-Nuff

Buddycare

Naturo Natural Pet Food

Frozzys Ltd

**Rising star**

Grub Club – Jake Foster

Trinkety Paws – Nadine Berger

Tug-E-Nuff – Danny Nelis-Rouse

iPET Network – Claire Kent

Pickles Pet Pantry – Katie Parker

**Employee of the year**

Pet Trade Innovations Ltd – Liane Avery

Fold Hill Foods Ltd – Ann Child

**Lifetime achievement award**

Winner to be announced on the night

**PetQuip Awards are sponsored by:**

Leopard Co – headline sponsor

Copdock Mill Wholesale, Pedigree Wholesale, Petface, CIPS (China International Pet Show), Law Print & Packaging, Noble Futures, Zoomark, Interzoo, PBW, PPM, Buddycare, James & Steel, Pet Sourcing Fair China, China Pet Industry Association, GBH Exhibition Forwarders and Uniexpress.

In association with PATS

More information:

📖 [**Finalists’ Booklet**](http://www.petquip.com/uk/awards-finalists-aug25.htm)

🎟 [**Ticket booking**](http://www.petquip.com/uk/awards-tickets.htm)

🧑‍⚖️ [**Judging panel**](http://www.petquip.com/uk/awards2025-judges.htm)

For details of PetQuip membership, please e-mail info@petquip.com or visit [www.petquip.com](http://www.petquip.com)

**For further press information contact:**

Susan Fairley Marketing Manager Email: susan@petquip.com

This announcement has been issued by The Federation of Garden & Leisure Manufacturers Limited from information provided by PetQuip or from organisations associated with the association’s initiatives. Reasonable steps have been taken to ensure that the information it contains provided is accurate. However, the Federation, PetQuip and its member companies assume no responsibility for information contained within the document and disclaim all liability in respect of such information and 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.