**INNOVATIONS FROM THE PETQUIP ASSOCIATION’S UK GROUP DUE TO EXHIBIT AT INTERZOO 2020**

**Akela Pet Foods:** Akela Free-Range Chicken - The world’s first 80:20 freshly prepared complete working dog food containing no dried meat meals whatsoever. New to the export market – Akela Raw Frozen complete working dog food with joint support and pre-biotics. Five single-source meat flavours, all made in Great Britain using British ingredients.

Website: [www.wholeprey.com](http://www.wholeprey.com)

**Blumen International - GET OFF:** Website: [www.my-italian-garden.com](http://www.my-italian-garden.com)

**Brightwell & Continuum:** Website: [www.heritagedistribution.co.uk](http://www.heritagedistribution.co.uk)

**Broadreach Nature:** New’ duo packs for dogs & cats specially formulated by vets focussing on five main health areas: itchy skin, joints, calming, digestion and eyes & ears. These packs have been selected to provide an effective combination of products to maximise the support needed for each area. They are produced to the highest standards CGMP in an FDA audited facility and carry the NASC seal of quality for customers.

Website: [www.broadreachnature.com](http://www.broadreachnature.com)

**Bronte Glen:** At Bronte Glen there is a dedicated team of highly skilled friendly staff with over 180 years of knowledge and textile excellence. The firm offers a wide range of pet beds made in the UK with good stock levels for quick shipment on all orders from single pallets to multiple container loads with short lead times. Range includes:

Vet Bedding with four different types:

Traditional, Active Non-Slip, Super Gold Antibacterial, Senior Gold (with Wool & antibacterial)

Senior-Gold High quality wool blend pile fabric

Merino Wool Beds made from a 100% wool pile fabric

Country Classic Tweed wool beds

Trojan beds, Tough waterproof.

Website: [www.bronteglen.co.uk](http://www.bronteglen.co.uk)

**Burgess Pet Care:** Burgess Pet Care is a leading manufacturer of pet food in the UK, catering for the top 10 most popular pets. A leader in small animal nutrition, Burgess Excel is the UK’s No.1 vet recommended small animal diet. The Burgess Excel Feeding Plan is a simple five step guide to help owners understand the high levels of beneficial fibre required by small animals. It is the only complementary range that, when used together, delivers high levels of the right kinds of fibre needed in small animals’ diets and effectively promotes and maintains the dental, digestive and emotional health of these animals.

Website: [www.burgesspetcare.com](http://www.burgesspetcare.com)

**Cambrian Pet Foods Ltd:** Cambrian Pet Foods Ltd is an independent family run pet food manufacturer founded in 1982 with two factories situated in West Wales and one in the North West of England. Cambrian Pet Foods Ltd’s manufacturing platform includes three state-of-the-art facilities based in Carmarthenshire and Lancashire. Pencader and Longridge produces dried pet food, Llangadog produces wet food. These plants combine and utilise high-speed manufacturing equipment and leading-edge technology to produce a complete premium range food for dogs and cats, produced to the highest quality and hygiene standards. The plants utilise high-speed equipment and leading-edge technologies to produce pet food in cans, trays, pots & complete dry foods packed in a range of sizes.

Website: [www.cambrianpetfoods.co.uk](http://www.cambrianpetfoods.co.uk)

**Canagan Pet Foods:** Canagan Dental for Cats with Proden Plaque Off.

ProDen PlaqueOff® is made from a special seaweed, harvested along the North Atlantic coast. It works through the bloodstream, releasing a natural compound into the saliva which breaks down the bacterial film on the teeth which plaque sticks to. Gum disease is experienced by over two thirds of cats, and can be very painful, and may lead to tooth loss.

Website: [www.canagan.co.uk](http://www.canagan.co.uk)

**Canine & Co = Dog Jumpers:** The Charlie is a premium Dog Jumper from the Gold Standard range, designed and made in the UK using natural fibres. The Canine & Co branded jumpers are available in a range of finishes (eg Tuck Stitch, Moss Stitch) and colours. Uniquely, small to larger dog sizes are provided for. Packaging is eco friendly. The range will include matching human jumpers. The Gold Standard range is targeted at the export and top end of the UK markets, representing the Best of British.

Website: [www.canineandco.co.uk](http://www.canineandco.co.uk)

**ChickenGuard:** ChickenGuard, maker of the world’s most innovative chicken coop door opener, has launched the self-locking door kit. Compatible with all versions of the ChickenGuard door opener, the innovative self-locking mechanism provides even more protection against predators, giving even more peace of mind to chicken owners. With 10 million chicken owners in Europe, ChickenGuard is leading the way in helping to keep them safe from predators, while creating much desired free time for chicken keepers.

Website: [www.chickenguardtrade.com](http://www.chickenguardtrade.com)

**Clydach Farm:**  Clydach Farm’s exceptional range of award-winning food for dogs features grain-free recipes inspired by the fields of Britain, from farm to bowl. The firm guarantees 100% natural, real food with nothing artificial and nothing refined. Clydach farm sources all meat, fish and poultry from the rich landscapes of Britain. It carefully selects responsibly sourced, ethically reared or organic/free range products from farmers it knows and trusts. Founded by 20 year old Callum Griffiths, the Young Entrepreneur of the Year Award winner for Wales. Clydach is available in over 300 stores in 12 countries worldwide. The company has won over 13 awards and set the standard for ethics, culture and care in its sector.

Website: [www.clydachfarmgroup.co.uk](http://www.clydachfarmgroup.co.uk)

**Denzel's:** Denzel's bakes healthy snacks for dogs. 100% natural, low calorie and tasty snacks with no added grain, sugar, salt or preservatives and using locally sourced ingredients and even fresh misshaped fruit. It educates families on healthy nutrition and proper dog ownership through product and free collectable cards inside every pack Denzel's snacks which are all based on current, popular human snacking trends:

* Nut Butter - Peanut, Cashews & Turkey
* Superfood- Banana, Berries & Salmon
* Tropical - Coconut, Mango & White Fish
* Brunch - Avocado, Honey & Salmon
* Paleo - Orange, Almonds & Duck
* High Protein - Spinach, Chickpeas & Chicken

Website: [www.denzels.co.uk](http://www.denzels.co.uk)

**Dicky Bag:** Dicky Bag, fashionable, portable bin and instant access treat bags, made in UK from Neoprene, lightweight, odour-proof, tough and washable. Revolutionary dog products that are changing the attitudes to responsible dog ownership. Standard and bespoke designs are available. Winners of best pet accessory and best overall new product Glee 2019. Slickers dog slings blend quality with strength and style and are designed to comfortably carry dogs up to 14kg with plenty of provision for carrying accessories. Slickers coats and leg guards protect from the wet and snow whilst providing extra warmth. They are easy to fit and will even reduce anxiety.

Website: [www.dickybag.com](http://www.dickybag.com)

**Eden Holistic Pet Foods Ltd:** Eden Holistic Pet Foods prides itself on formulating a range of foods that cater to the nutritional needs of cats and dogs. Developed in consultation with vets and nutritionists, all its food has the best quality meats, fruits and vegetables, and is completely grain and gluten free. The firm’s passion lies in “Supporting animal health through nutrition”™ and this will always remain its guiding philosophy as the firm strives to make animals healthier and happier by making the best dog and cat food on the market.

Website: [www.edenpetfoods.com](http://www.edenpetfoods.com)

**Forthglade Natural Pet Food:** Forthglade’s award-winning natural wet meals for dogs are packed with goodness, and free from junk or fillers. Made in Devon, the recipes include 75% chicken, duck, turkey, lamb, salmon or sardines, combined with healthy fibre-rich vegetables like butternut squash and sweet potato, making them ideal for dogs with sensitive tummies. The complete meals contain everything a dog needs for a nutritionally balanced diet; packed with essential proteins, carbohydrates, vitamins and minerals. Available in 395g trays and suitable for puppies, adult and senior dogs. To learn more about the delicious natural range visit [www.forthglade.com](http://www.forthglade.com).

Website: [www.forthglade.com](http://www.forthglade.com)

**Frozzys Ltd:** Frozzys Lickable Frozen Yogurt for Dogs is made using 100% natural ingredients and is packed full of vitamins, minerals and prebiotic fibre. Frozzys is a nutritious and delicious treat that dogs love, it is low in fat, calories and sugar, naturally rich in calcium and lactose-free. Not only does Frozzys contribute to canine nutrition but it is also fun to consume. On average, it takes a dog 10-15 minutes to consume a single pot. Frozzys is available in five delicious flavours – Original, Blueberry, Strawberry, Cranberry and the newly launched Peach flavour and are available in 85g tubs and 4 packs.

Website: [www.frozzys.com](http://www.frozzys.com)

**Harringtons Just6:** IPN is the leading UK manufacturer of quality dry pet food with a history dating back to 1923, and continues to be family run, based near Thirsk, North Yorkshire. The company continues to grow through its two main brands, Harringtons and Wagg as well as making private label products for retailers and continuing product development.

Harringtons is the fastest growing pet food brand in the UK, with products across Dog, Cat and Small Animal categories. It is also exported to a growing number of countries across Europe and as far afield as Singapore & New Zealand, and Wagg is the UK's number one branded dry dog food by volume, with a range that extends to Cat and Small Animal.

Website: [www.ipn.co.uk](http://www.ipn.co.uk)

**Henry Wag:** Henry Wag exists to improve the health and well-being of pets. It does this by providing products which remove the barriers to outdoor exercise, whatever the weather. The double award-winning microfibre drying range of towels and cleaning products, maintains pet heath, eliminates the “dirty dog effect” and protects car and home interiors. In-car products protect seats and boot areas after outdoor adventures. The firm also offers dog travel products, safety harnesses, collapsible water bowls and travel beds for all you and your dog’s travel needs. Products are packed in consistent branded packaging which allow consumer access to experience the product quality.

Website: [www.henrywag.com](http://www.henrywag.com)

**HOWND:** HOWND® is a pioneer of cruelty-free, plant-based products for dogs. Established in 2015, HOWND has evolved into a multi award-winning ethical lifestyle brand for dogs offering 100% plant-based health, wellness and hygiene products under one roof. The brand is trusted by thousands of customers worldwide and currently sold in fifteen countries and growing. HOWND believes the world would be a better place if more people embraced the power of plants. Their products are kind to our precious planet and the animals that inhabit it. That’s why dogs and their humans love HOWND.

#CleanDog #CleanHome #CleanLifestyle

Website: [www.dogslovehownd.com](http://www.dogslovehownd.com/)

**JR Pet Products Ltd:** Itsnew Ostrich range are the ultimate premium healthy treats for your dog. They are hypoallergenic, naturally rich in nutrients, high in protein and extremely low in fat. Industry experts and vets are recommending novel proteins, making its Ostrich treats the perfect choice. Also, its award winning Pure Range is made from the finest cuts of 100% fresh meat... that’s it. The range is grain and gluten free with no additives, no preservatives. These delicious meat treats are responsibly sourced from Europe and made from human grade meat, they are suitable for all breeds and both kibble and raw-fed dogs can enjoy the benefits of these treats. There are 12 varieties to choose from, with several healthy and hypoallergenic choices there is something for every dog no matter how complex their dietary needs.

Website: [www.jrpetproducts.com](http://www.jrpetproducts.com)

**Law Print & Packaging Management Ltd:** Ready 2 Recycle range of sustainable mono material packaging solutions for the pet food market, in BOPE/PE or BOPP/PE materials, either glossy or matt finish, printed Rotogravure up to 10 colours and available in Pouch, Quad Seal Bag, Flat Bottom Bag or Heat-sealable Woven Bag.

Website: [www.lawprintpack.co.uk](http://www.lawprintpack.co.uk)

**Little BigPaw:** Little BigPaw is a 100% natural, delicious range of wet foods, dry foods and treats for dogs and cats. Everything is made in the UK, grain free and hypoallergenic. New lines include Cat Multipacks, Variety Packs for Dogs, 390gm Trays, Dry Cat foods and ‘Little Paws’ a dry food specifically formulated for small dogs. Launched in 2015, Little BigPaw is now available in over 40 countries worldwide and one of the fastest growing brands in the pet industry. Little BigPaw was awarded the Queens Award for Enterprise.

Website: [www.littlebigpaw.co.uk](http://www.littlebigpaw.co.uk)

**Monkfield Nutrition:** HabiStat Starter Kits - The HabiStat Leopard Gecko Starter Kit and Hatchling Snake Starter Kit are complete kits containing everything you need to house your new pet, from terrainium and bedding to thermostat and heat mat; simply set up and add the leopard gecko or hatchling snake.

* Complete Starter Kits
* Easy to set up
* Instructions are enclosed within the kit
* Hatchling Snake Starter Kit terrainium available in black or oak

Website: [www.monkfieldnutrition.co.uk](http://www.monkfieldnutrition.co.uk)

**Naturediet Pet Foods Ltd:** Naturediet is an independent, eco-friendly British dog food manufacturer that has been nourishing dogs with natural, healthy, feel good food since 1976.

Naturediet is the first pet food manufacturer in the UK to provide an alternative to plastic trays, pouches, and cans by producing wet food and natural treats in cartons. The Naturediet range of wholesome every day wet food meals and treats are all 100% British made and sourced.

Website: [www.naturediet.co.uk](http://www.naturediet.co.uk)

**Naturo Petfoods:** the firm creates high quality, natural dog food and a range of natural cat food. Developed by leading nutritionists, its natural pet food range specifically meets the nutritional needs of your pet. The natural dog and cat food range is hypoallergenic, contains no artificial colours, flavours or preservatives and is made with 100% natural ingredients. All the products are fully traceable for farm to bowl and the company is proud to use predominantly Irish and British meats in its pet food recipes, world renowned for quality. Naturo Cat Mousse is available in four wet food varieties with essential vitamins, minerals and oils to keep your cat healthy.

Website: [www.naturopetfoods.com](http://www.naturopetfoods.com)

**Nutriment Ltd:** Nutriment’s newest award-winning range, Nutriment Support, consists of six new raw food products for dogs: Light, Low Purine & Phosphorus, Sensitive, Liver Support, Kidney Support and Recovery Support. Low in fat and highly digestible, these recipes are specifically designed to provide nutritional support for ongoing health concerns more prevalent to today’s dogs. Nutriment’s highly qualified team of nutritionists and keen dog lovers believe in a dedicated approach to producing enhanced raw food. This means that each meal is manufactured by hand with care, attention to detail and animal health and happiness in mind.

Website: [www.nutriment.co.uk](http://www.nutriment.co.uk)

**PATS Sandown 2021 and Telford 2021, AQUA 2021:** PATS, the UK’s No.1 pet industry exhibition, takes place twice a year, at Sandown in February and Telford in September. Offering the entire pet trade both Spring and Autumn buying opportunities, all the pet brands are under one roof. PATS Sandown takes place on 14-15 February 2021 and PATS Telford on 26-27 September 2021.

AQUA – The UK’s Aquatics & Watergardening trade show is held every other year at Telford International Centre and takes place on 13-14 October 2021.

Websites: [www.patshow.co.uk](http://www.patshow.co.uk) [www.aquatelford.co.uk](http://www.aquatelford.co.uk)

**Paw Naturel Ltd:** New Frankincense and Myrrh Dog Shampoo – Natural high-performance dog shampoo with an oriental accord of Geranium, Lychee, Rose and Pear on a floral heart of Jasmine. Finished with a woody touch of Amber, Musk, Patchouli and Oud.

New Cucumber Facial Cleanser - To the firm’s knowledge it is the first to the market with an extraordinary natural dog facial product that can be left on the skin without having to rinse off.

New Sugar Candy Dry Foam Shampoo – With its signature fragrance, the company has finally perfected this special recipe. Its Sugar Candy Dry Foam Shampoo is perfect for use in between grooms or after those muddy walks, and it's great for detangling any pesky knots.

Website: [www.paw-naturel.co.uk](http://www.paw-naturel.co.uk)

**Pet Rebellion:** Pet Travel – Car Seat Carpet, absorbent, comfy, universal size, non-slip, durable. Award winning cut outs for dog harness safety belts.

Car Boot Mate: interior protection, luxury pile, universal size, absorbent pile.

Defender: protects your paint work from scratches, stops your dog from slipping when getting in and out.

Stop Muddy Paws: Barrier rugs, non-slip machine washable. Floor protection.

Absorbent Food Mats: Soaks up spilled water and food, machine washable and non-slip. All are products are machine washable.

Website: [www.petrebellion.co.uk](http://www.petrebellion.co.uk)

**Pet Remedy:** Pet Remedy is easy to use, fast acting, and available as plug diffuser, battery operated atomiser, calming spray, and even unique eco-friendly sachet wipes. It will help all mammals and birds including dogs, cats, rabbits, rodents, horses, and birds. This unique and patented formula is valerian root oil based with small inclusions of vetiver, basil, and clary sage essential oils and is made in the UK. Pet Remedy works with the pet’s own natural calming mechanisms and is suitable for use in all stressful situations.

Website: [www.petremedy.co.uk](http://www.petremedy.co.uk)

**Petlife:** Super nutrient boosters, British wool vet bed, natural odour removers.

Website: [www.petlifeonline.co.uk](http://www.petlifeonline.co.uk)

**Podium Pet Products:** New Product Launch: Be:Loved, natural wellness products for pets that offer “Proper pampering from palm to paw”.

“Our new brand – Be:Loved - allows us to strengthen our portfolio and emphasise our commitment to the pet care sector, naturally. We have an ambitious range of giftable and practical kennel sprays, paw and pad balms, shampoo bars, fur oil and odour eliminating candles as well as additional skus in the pipeline. Inspired by nature’s offerings these ethically manufactured products will provide pet parents with natural alternatives for their everyday pet care,” said CEO Carina Evans.

Website: [www.podiumpetproducts.com](http://www.podiumpetproducts.com)

**Ruffwear:** This season Ruffwear relaunches its best-selling Front Range harness as part of its new Front Range Collection. Originally launched back in 2014, the Front Range Harness has sold over a million units. The new Front Range Collection features updated materials to enhance durability, and a refreshed colour palette, including a Sumac Red option in response to overwhelming customer demand for a red Front Range Harness. The collection is completed by an update to the coordinating Front Range Leash, and new for 2020, a matching Front Range Collar.

Website: [www.accapigroup.com](http://www.accapigroup.com)

**SCRUMBLES:** Scrumbles is delighted to present its new range of wet cat foods. Made in the UK with natural ingredients, Scrumbles’ innovative recipes are designed to support digestive health and are made with 70% meat plus gut-friendly slippery elm. These 85g pots, available in three flavours chicken, salmon and tuna are sure to please even the fussiest felines. Expanding its range of natural, probiotic dry foods for dogs, Scrumbles is introducing a new flavour. Designed for sensitive dogs, this low fat, grain-free, avian-free recipe will help delicate dogs thrive and includes live bacteria for gut health plus natural joint-care additives.

Website: [www.scrumbles.co.uk](http://www.scrumbles.co.uk)

**Sense6:** Making its international debut at Interzoo, Sense6 feline neurocuisine is one of the most palatable cat foods ever created. Sense6 has been specially formulated to appeal to a cat’s unique 6th sense which is powered by its Jacobson’s Organ; a powerful collection of sensory cells used by cats to sense pheromones, food and prey in their environment thus making it perfect for discerning felines.

Launching with four formulations (Fit & Healthy, Light/Senior, Sensitive and Oral Care), its blend of highly digestible meat and vegetable proteins means there will be a product to keep every cat in peak condition.

Website: [www.sense6.co.uk](http://www.sense6.co.uk)

**Simply2 Pet Products - ProFleece:** ProFleece has been a household brand name for 37 years. Made in Yorkshire, England, the firm is extremely proud to say that ProFleece Vet & Pet bedding has become a worldwide brand respected and used by many businesses within the pet industry, as well as pet owners and breeders. The company prides itself on its efficient, friendly and professional customer service.

ProFleece is committed to being environmentally friendly where possible and as such is made from quality recycled fibres. Approximately 200 50cl water bottles are used per 1m in its Ultimate range and 120 bottles are used per 1m in the Premium range. Any polythene used can be recycled.

Website: [www.simply2.co.uk](http://www.simply2.co.uk)

**Sir Woofchester's:** Sir Woofchester’s new bistro-inspired dog treats have been created to bring pets and their owners closer together, as seen in over 1,000 trade locations across the UK. With special humanised formulations, you can choose from pub classics such as Fish & Chips, Bark Burgers, Pork Scratchings etc – all washed down with the company’s uniquely manufactured canine beverages ‘Bark Brew’ and ‘Paw Star Martini’.

Website: [www.sirwoofchesters.com](http://www.sirwoofchesters.com)

**Slurps:** Slurps are tasty, nutritious drinks for dogs made from all natural ingredients and packed with omega 3 fish oils. Every owner worries about what they give their dog to eat but rarely thinks about how much they drink. Two out of three dogs don’t drink the daily vet recommended amount (three x 500ml bowls for the average Labrador) so the firm developed Slurps to supplement their hydration. Dogs love beef or chicken Slurps served in their food bowl, between meals or over food. Great for light drinkers, fussy eaters, active dogs and as a low calorie treat.

Website: [www.slurps4pets.co.uk](http://www.slurps4pets.co.uk)

**Symply Pet Foods:**  The gorgeous new Symply recipes feature succulent cuts of fresh meat and fish effortlessly mixed with field fresh vegetables and botanicals, coming together to create indulgent recipes for our companions. Crafted with love right here in Great Britain using trusted local suppliers Symply is sure that dogs and cats across the world will love their new range. Naturally, all of their recipes are free from artificial flavours, colours and preservatives and only use the finest ingredients from nature’s pantry. All of this goodness is carefully packaged in their new 100% recyclable packaging.

Just as when Symply started, they are a 100% family owned business and continue to only supply independent pet stores, supporting bricks and mortar retail.

Website: [www.symplypetfoods.co.uk](http://www.symplypetfoods.co.uk)

**TastyBone:** TastyBones are made from 100% virgin nylon and have been tested on the most vigorous of chewers. Using human grade flavouring TastyBones are infused to the core meaning they stay tasty for longer. New additions to the range include the Natural range with two authentic shapes designed as a safe and super-tough alternative to the real thing.

Website: [www.tastybone.com](http://www.tastybone.com)

**The Barking Bakery:** The Barking Bakery is proud to be exhibiting with Interzoo. This will be its very first visit showing our wonderful range of luxury baked dog treats. All of the firm’s treats are made in its unique fully licensed bakery manufacturing unit in the UK. It specialises in baking doggy Woofins, pawty cakes, cheesey biscuits and flavoured popcorn for dogs. The products are low calorie and come with a 12 month shelf life, all are lovingly sealed in recycled packaging and are packed in a highly eye catching branded clear pod for freshness and protection.

Website: [www.thebarkingbakery.co.uk](http://www.thebarkingbakery.co.uk)

**TRIBAL:** Tribal believes in clean eating and minimally processed dog food. They use ethically sourced ingredients and lower cooking temperatures to create nutritious dog food. Their range includes cold pressed dog food made with fresh meat and fish, 80% meat, single source protein sausages and natural hand baked treats with superfood ingredients. Tribal’s super-premium design has maximum on-shelf appeal and reflects customers’ healthy eating trends and demand for high quality, natural pet food. As part of their commitment to do good, their products are made with responsibly sourced meats, sustainably sourced fish, and all of their bags are recyclable and resealable.

Website: [www.tribalpetfoods.co.uk](http://www.tribalpetfoods.co.uk)

**Vetfleece:** The companymanufactures its range of veterinary grade, super soft fleece bedding in its own mill in Bridlington, East Yorkshire. The range includes three types of versatile fleece. Its Original Greenback Vetfleece is commonly used by those involved in the care of all kinds of animals due to its longevity and heat retaining qualities. The Heavy Duty Vetfleece has an additional pile height of 35mm and comprises a double-woven backing. The Non-Slip Vetfleece is the firm’s most popular product amongst pet owners, it is ideal for use on polished floors and in transport cages. The Non-slip range is now available in 19 newly developed designs.

Website: [www.vetfleece.com](http://www.vetfleece.com)

**Vitalin - The Natural Choice:** The firm manufactures the new Vitalin Dry Complete Adult Fresh Chicken recipe. This 60/40 recipe combines high quality protein using 60% British chicken with vegetables, seeds and other nutrient packed botanicals. The firm also manufactures the new Vitalin Dry Complete Adult Small Breed recipe. This hypoallergenic and grain free food contains high quality protein from 100% British Chicken with potatoes and nutrient packed botanicals.

Website: [www.vitalinpetfood.co.uk](http://www.vitalinpetfood.co.uk)

**Waterlife:** Aquarium Starter Pack - makes tap water safe, digests ammonia and nitrite, starts new filters. Waterlife's new starter pack is ideal for smaller aquarium set-ups or maintaining an existing tank. The box includes a user guide, explaining how to use each bottle. The pack treats up to 200 litres and contains 20ml Haloex (dechlorinator), an advanced treatment to remove chlorine, chloramine, fluorine and metals found in tap water which are damaging to fish, invertebrates and plants. Use Haloex when initially filling the aquarium, every time you water change or top-up evaporation losses. It also contains 20ml Bacterlife (bacteria culture) – a dormant bacteria culture which breaks down fish waste, preventing surges in ammonia and nitrite and kick-starting new filters. Use Bacterlife daily in emergency water quality situations or once a week in to maintain water quality.

Website: [www.waterlife.co.uk](http://www.waterlife.co.uk)

**Webbox:** Webbox creates innovative food, treats and toys that give your pets not just what they need but also what they really want so they can get more joy out of every single moment, including toys that surprise and excite, food that is ‘droolingworthingly’ tasty and of course super healthy so they have the vitality to play. New for Webbox is the Webbox Wildlife range, including nutritious foods for hedgehogs and swans, along with new additions to the cat treat range, Lick-e-Lix Jelly and Lick-a-licious. Webbox Natural will be launching its new Webbox Naturals Senior 11+ Pouch Multipack in Jelly for cats and showcasing a never seen before re-brand.

Website: [www.petschoice.co.uk](http://www.petschoice.co.uk)

**YAKERS Himalayan Dog Chews:** YAKERS Himalayan Dog Chews were launched in 2017 and have been responsible for putting millions of smiles on the face of dogs and pet parents across Europe. The unique recipe of Yak and Cows Milk has been perfected over centuries and enjoyed by the Himalayan People, and now their dogs too. Smoke dried over 28 days, YAKERS are extra long lasting and being a cheese, have an irresistible taste dogs love whilst also being rich in protein and calcium as well as vegetarian and gluten free.

Website: [www.yakers.co.uk](http://www.yakers.co.uk)

**Yora Pet Foods:** YORA is the world's most sustainable pet food, made from 40% insect protein. Yora will appeal to ethical pet owners looking to reduce their environmental impact and provide more nutritious food for their pet. Yora is 100% natural, free from artificial preservatives and made with highly nutritious insects which are better for pets and the planet. Yora's grubs are packed with essential proteins, fats, minerals and amino acids. They use a fraction of resources needed for conventional farming. Yora has a brand new range on offer including Puppy, Senior, Small Breed and Large Breed food, which is packed with nutritious grubs and will satisfy even the fussiest of dogs.

Website: [www.yorapetfoods.com](http://www.yorapetfoods.com)

**Zoon:** The firm offers aco-ordinated collection of dog beds and accessories designed by its own creative team. There is a new range of Uber-Activ hard-wearing products including wipe-clean beds, floating toys, collars, leads and harnesses. Snacks including Biscuit Bakes and Mezze Menu in a selection of new mouth-watering recipes, tasty treats that dogs won’t be able to resist.

The firm also offers an extensive range of expertly designed toys using plush, latex, fabric and rubber that will satisfy every dog’s playful instincts and a selection of beds, scratchers, toys and collars for our feline friends.

Website: [www.sgpuk.com](http://www.sgpuk.com)