



ZOOMARK 2013
INTERNATIONAL



BOLOGNAFIERE - ITALY 9-12 MAGGIO/MAY 2013

May 2013

PRESS RELEASE

NEW PRODUCTS AT THE CENTRE OF ATTENTION

A preview of 300 new products showing the direction the market is taking and in the midst of the innovation - what's really taking off.

Bologna, 9-12 May 2013 - In the garden of the Arena at the Service Centre

The area dedicated to new products welcomes its visitors to the centrally located Service Centre transformed for the occasion into a garden. What you will see here is the direction the market is taking, very innovative products, products that meet the needs of pet owners, evermore attentive and informed about pet care. The latter are people who care about environmental sustainability, who understand energy saving, who read labels, and dig deeper on the issue of quality.

Pet nutrition opens up a whole new chapter and is fast becoming a nutritional science with personalised diets, natural and organic health foods, functional, nutraceutical and probiotic products. **Food is the first condition of a healthy life, and is the best medicine.** And given that animals, just like human beings, are not all the same, their personalised nutrition plans should also take their age, health problems, and specific needs into account. **Herbal plants** make headway, being included in many products. Eating is also about pleasure and gratification: and there's a growing **range of snacks** on offer, but always with great emphasis on health and quality. And we're also beginning to hear about **slow food for animals**, thanks to toys that slow down the tendency to eat in a hurry, thus avoiding the negative consequences on the digestive process.

Products dedicated to pet care and hygiene are all about "natural" lifestyle: **no chemical ingredients** are used and the number of **organic products** is growing. A detergent **without Sodium Lauryl Sulfate**, a surfactant much discussed by experts over the last few years, has arrived on the scene; **neem oil**, used for hundreds of years in **ayurvedic medicine**, is being used in shampoos and creams for its **parasite repelling properties** and in dog and cat collars **to keep mosquitoes and midges away.** **Aloe vera**, noted for its moisturizing, regenerating, soothing and refreshing properties, has become an important ingredient in toiletry products.

Cat trays show how the environment is being taken into account with the widespread use of biodegradable materials from renewable sources **and an on-going search** to resolve the **issue of bad odours**: special colour-coded indicators show which part of the cat tray needs to be removed, bio-enzyme technology uses micro-organisms to “eat” the uric-acid crystals; illness and other irregularities can also be detected thanks to colour changes when in contact with urine.

Learning through play is the guiding principle underlying most toys aimed at puppies; whereas interactive adult toys aim to keep the mind alert and reflexes sharp. Once again there is widespread use of natural materials also in this field.

Luxury, design, functionality, new technology are all equally present and express the multitude of facets involved in loving and caring for our animals. The winners at this edition are pet clothing and accessories made from valuable materials and cloths, often with famous brand labels. Running in parallel, designers are re-drawing kennels, bowls, toys, transporters and leads with the joint aim of improving the quality of the lives of our four-legged friends and easing that of their owners. Their usefulness, functionality and safety are what is driving this new look at pets’ everyday objects, as well as environmental sustainability and research into new materials. New technology is playing a major role in aquariums with regard to sterilisation, filtering and coral-reef maintenance. Small aquariums with pump-filters and framed like pictures are becoming design objects, without forgetting the welfare of the little fish who live in them.

Zoomark International is an event organised by BolognaFiere with the secretariat and sales & marketing run by Piesse S.r.l.

PRESS OFFICE: GB Studio - Milano
Gabriella Bonvini - Elena Brambilla
Tel 02.70600135 – press@zoomark.it