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ZOOMARK

INTERNATIONAL PAVILION



ZOOMARK
INTERNATIONAL

THE GUIDE

TO THE ITALIAN EXHIBITORS
Made in Italy



MARCH 16-18, 2016 | ORLANDO U.S.A.



CERTIFIED
TRADE FAIR



PetTrend

OFFICIAL MAGAZINE



The magazine for Italian pet business people

PetTrend the magazine dedicated to **all the workers in the Pet branch**, brings the pet world together, quality interaction and education between and among product suppliers and pet owners. It has become popular on the market and the **most read magazine** of the sector. It offers to readers and advertising companies an effective communication means, both for the on paper and the online version, and it always takes care of market developments. Hereafter some significant numbers: **830,000 readers per year (600.000** of which reading the magazine on paper (3 readers per copy) and **230,000** receiving the online version or the newsletters). Our slogan is "If you want to set your goal, stay with us".





**Monthly magazine • 18,000 printed copies
and 21,000 online copies per issue**

FOR INFORMATION: www.pettrend.it ilaria.costa@pettrend.it



ZOOMARK

INTERNATIONAL PAVILION

	
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Nutriamo il suo benessere
We nourish your pet's well-being
 Nous nourissons leur bien-être
 Alimentamos su bienestar

 **MADE IN ITALY**



DIET FLAKES

350 gr 12.35 oz

2 Kg 4.41 lb

8 Kg 17.64 lb



DIET COMPLETE



DOG COOKIES

350 gr 12.35 oz



WAFFER FLAKE WAFFER HAY MUESLI FLAKES

350 gr 12.35 oz

2 Kg 4.41 lb



COCCO BED

110 gr 3.88 oz

400 gr 14.10 oz



**BOOTH
 NR. 4556**

T. +39 049 5594011
www.2gpetfood.com



Follow us on:



A young brand with many qualities

Only first choice ingredients, steamed, flaked, dehydrated and carefully mixed for a high quality diet



2G PET FOOD - GUIDOLIN GIANNI
Via Carturo 58
35016 Piazzola sul Brenta (PD)
ph. +39 0499625006
fax +39 0495594261
info@2gpetfood.com
www.2gpetfood.com
BOOTH # 4566

Gianni Guidolin Group includes four Companies that are vertically integrated. The Group's production activity is prone to research, development, and evolution of innovative technology in the agro-industrial and zootechnical fields.

The brand

Exclusively dedicated to cats, dogs, rodents, and rabbits, 2G Pet Food produces a high quality line of food products that preserve the flavor and nutritional principles of the single ingredients, hence maintaining fragrance and texture for natural palatability. Each line is only prepared with prime Italian ingredients, selected with care and steam cooked: a delicate and natural process that entraps rich nutrients in a balanced meal. Only first choice ingredients, steamed, flaked, dehydrated, and carefully mixed for a tasty, nutritious and varied meal.

The ranges

2G Pet Food produces different ranges dedicated to pet diet and health. The dog line includes:

- *Diet Flakes* - a special mix of seven natural ingredients, crispy and tasty flakes, all the goodness of freshly picked vegetables and cereals. To combine with paté or dry food;
- *Diet Complete* - a natural mix of cereals, legumes and vegetables with added fresh meat biscuits. It carries out an efficient dietary-cleans-



ing function, facilitating digestion and improving fur shine;

- *Dog Cookies* - artisan biscuits produced with human-grade flour and real pieces of fruit and vegetables. Healthy and tasty because sugarless, devoid of meat flour and by-products.

The range dedicated to rabbits and rodents includes:

- *Wafer Hay* - a cube of selected hay in convenient portions;
- *Wafer Flake* - a cube enriched with flaked cereals for a complete meal;
- *Muesli Flakes* - a tasty mix of crispy flaked fruits, vegetables and cereals to enhance daily vitality and well-being of rabbits and rodents;

2G Pet Food also supplies special litters:

- *Cocco Bed* - natural, innovative and biodegradable litter for cats, rodents and small pets.



Thirty years of high quality pet food

100% natural and healthy food made with top quality ingredients and a special care for the environment

Schesir
NATURE  THE CAT-DOG

AGRAS DELIC spa
Via San Vincenzo 4
16121 Genova (GE) - Italy
ph. +39 010588586, fax +39 010588914
contact@agras-delic.com
www.agras-delic.com
BOOTH # 4567

The Italian company Agras Delic has been offering exclusive products for almost 30 years. It started its business with pet food in June 1986, with the aim of bringing in this market the same care, quality and attention that are commonly used for humans. The market leader in natural pet food in Italy, Agras Delic is well-established on an international scale. 40% of its turnover is generated on foreign markets. The products are exported to more than 60 countries worldwide.

A passion for excellence

Innovation, quality and safety are the key elements we consider in selecting production facilities. High quality is granted by the choice of manufacturing plants granting the highest performance, safety and hygiene levels, with certified production processes guaranteed by international independent organizations, in compliance with the highest standards. Our main brand Schesir is distributed in specialized shops only. Launching Schesir in the Italian market in 1999, Agras Delic was the first to offer single-serve moist food granting the following qualities:

- 100% natural, human-grade ingredients;
- free from colorings, appetizing additives and preservatives;
- "hormone-free" chicken and fish caught in the open sea;
- careful selection of the very best parts of fish and meat, which are steam-cooked.

Since that time, Agras Delic has been synonymous with innovation and quality in the pet food market.

Respecting the environment

The following logos of self-certification appear on every product packaging, in order to



guarantee the values they express:

- See water fish
- Cruelty free
- Hormone free
- Dolphin safe



Agras Delic is increasingly going green to protect the environment for future generations. Many are the actions the company is taking – concrete, transparent and appreciated by the pet owners. Only tuna species are caught that are not overfished and only fishes that have already reached reproductive maturity are selected. Packagings and merchandising tools are made with recyclable materials and, when possible, recycled paper or paper from controlled and regenerated forests. CO₂ emissions deriving from paper production are compensated via reforestation actions.



Forefront technology and Italian tradition

A combination of technology and versatility, passion and tradition, experience and competence, love for pets and respect for the environment

Cliffi

CLIFFI - CHEMI-VIT srl
Via Don Milani 5

42020 Quattro Castella (RE) - Italy

ph. +39 0522887959

fax +39 0522888200

info@chemi-vit.com - www.chemi-vit.com

BOOTH # 4573

CLIFFI is the Italian brand that has been formulating and producing high quality food for small pets, 100% made in Italy, for 30 years. All CLIFFI products are the result of in-depth specific research in the nutrition field and formulated by our team of vets. CLIFFI always selects the best raw material to offer excellent, high quality, extremely tasty, digestible food.

We use state-of-the-art computerized manufacturing technology guaranteeing a high-level production from both quantitative and qualitative points of view. All our manufacturing processes are ISO 9001-2008 certified.

We cater for all pets

We directly produce pet food as well as biscuits and snacks.

Four are the ranges of complete and complementary food for birds, small mam-



mals, fish and tortoises:

- New Superior, Selection, Major and Victor.

Our dog biscuits exploit the most modern technology and the traditional art of Italian biscuit making to produce quality ranges:

- *Sapori Italiani* - no animal flours, colorants or preservatives; no hydrogates; oven-cooked in accordance with artisan procedures;
- *Functional* - crispy consistence, irresistible flavour and a functional component that can be beneficial to specific physiological functions or possibly reduce the risk of specific pathologies;
- *Con Carne* - delicious and tasty meaty biscuits that also pay great attention to the health and well-being of the dog. Their chicory content, a great natural source of FOS (fructo-oligosaccharides), supports digestion and intestinal flora. No added sugars or artificial colorants.

We also produce half-moist dog snacks:

- *Functional Snacks* - appetizing and soft, also for overweight dogs or those suffering from food-related intolerance;
- *Traditional Snacks* - tasty, genuine, adequate for any dog's nutritional demands.

Our products are sold under the CLIFFI brand name in more than 25 countries and are also available to private brands.



A question of science

Only dehydrated meat, natural antioxidants and mineral chelates in the Dorado complete cat and dog food

Exclusion
Diet Formula

DORADO srl

Via Romeo, 10

30010 MONSOLE DI CONA (VE)

ph. +39 042659140

fax +39 0426308158

infoservice@exclusion.it - www.exclusion.it

BOOTH # 4577

Dorado Srl opened in 1991 thanks to expert nutritionist Renato Rossi's idea to create quality food to better support cat and dog health. The production plant has high-tech equipment and uses avant-garde quality control. Direct production guarantees all phases, from the choice of raw materials to packaging and product formulation apt to all cat and dog nutritional demands.

Healthy and natural

Dorado uses only dehydrated fresh meat obtained through a specific cooking process which eliminates about 60% of water, bacteria, viruses and parasites, making it safe. The result is a product with a 5-times higher protein concentration than an equal weight of fresh meat.

All formulas contain only natural antioxidants like vitamin E (tocopherol), rosemary extract, and mineral chelates which improve intestinal absorption favoring bioavailability.

Many cat and dog lines

Thanks to vast experience in the pet food industry, Dorado has developed varied product lines:

- **Wildfield Ancestral Grain-Free** - the ancestral line of complete and balanced cat and dog food containing elevated concentrations of only dehydrated meat with fruits & vegetables, free from synthetic preservatives. The formula reproduces a wildlife diet;
- **Exclusion Veterinary Diet** - complete dietary dog line based on a single source of protein and carbohydrate expressed in formulas studied for food-related intolerance (*Exclusion Diet Hypoallergenic*), gastrointestinal problems (*Exclusion Diet Intestinal*) and mobility issues (*Exclusion Mobility*);
- **Exclusion Mediterraneo Superpremium** - super premium quality single-protein-based cat and dog food line inspired by the Mediterranean tradition, using only the best ingredients: olive oil, tomato, pomegranate, peas, and chicory. Chicken, lamb, rabbit, duck and fish are chosen for their digestibility, corn and rice are carbohydrate sources;
- **Golden Food Premium** - premium cat and dog line with chicken, lamb, duck and fish;
- **Primacy Economic line** - economic dog food range.



A success story

A brilliant productive development that guarantees qualitatively superior products and service



IMAC srl

Via Ghisa 24

36071 Tezze di Arzignano (VI) - Italy

ph. +39 0444482301

fax +39 0444482500

info@imac.it - www.imac.it

BOOTH # 4479



It all began in Vicenza in 1964, in a small artisan laboratory: this is where IMAC was born. A company that has maintained its character and creativity for over 50 years and has acknowledged a brilliant productive development on an industrial level appreciated in over 53 countries worldwide.

Modern Italian production

Tradition, specialization and evolution come together in perfect harmony. This is what distinguishes IMAC's productive philosophy and success. We are proud to have kept every production phase within the plant in Tezze di Arzignano (Vicenza) where every step is continuously subject to intermediate controls, thus obtaining a final product entirely "Made in Italy". Today IMAC is synonymous of a structure covering an

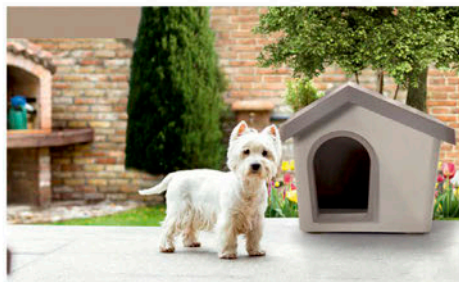
area of 12,000 square meters. Our company counts 60 employees and boasts production plants with modern equipment including a photovoltaic system generating 115,000 kW/h with an estimated reduction of 41,000 kg of CO₂ and savings on fossil fuels calculated to be about 30,000 kg.

The IMAC Flat-Packed System

The search for suitable materials, the vast experience, the detailed finishes and a good collaboration with clients have resulted in the guarantee of a qualitatively superior and searched for product. The continuous investments in research and development of new materials have allowed IMAC to design and produce innovative and functional products distinguished by trendy colors and shapes.

A concrete example of the elevated levels reached is the IMAC Flat-Packed System, allowing delivery of large cages reduced to a third of their normal size without forgoing simple assembly. This is a winning move ensuring clear logistic advantages and resulting in a competitive price-quality ratio.

IMAC is preparing the new general catalogue. The 20th edition will contain several new products as well as a renewed colour palette for the items that have always been in our range. The catalogue will be launched at the Interzoo Trade Fair in Nuremberg (Germany) - drop by our booth in Hall 4, Stand 4-136 for a copy.



Iv San Bernard, health is beauty!

Quality, exportation, education, innovation
and a trifle of imagination are the ingredients
of Iv San Bernard's success

Iv SAN BERNARD

Iv SAN BERNARD srl

Via Limitese 116

50059 Spicchio Vinci (FI) - Italy

ph. +39 0571509106

fax +39 0571509618

info@ivsanbernard.it

www.ivsanbernard.it

BOOTH # 4576

Iv San Bernard is an absolutely innovative enterprise sprouting from Tuscany, a land of ancient traditions. Founded in 1995, it is the leading European manufacturer of pet care products.

Special attention to the pet skin, hair and health through proper product use, selection, technical support and training is one of Iv San Bernard's strongest attributes. Quality, innovation, design and customer care go together at Iv San Bernard, a company which has gone beyond the old and hardly appealing concept of 'dog-washer' and was able to create downright fashion salons for pets where both two- and four-legged customers felt welcomed and cuddled, thanks to a clean, professional, welcoming and elegant environment. An environment which combines the modern grooming concept and the traditional expectations people have for "Made in Italy".

International appeal, open-mindedness, convenience

Iv San Bernard has a strong calling for internationality and an openness to the world which is, in this historical phase, not only desirable but, above all, economically fundamental. Thanks to the contribution of many experts, Iv San Bernard has developed a dozen of cosmetics lines for pets, for a total of more than 150 different products, from those



for maintenance up to special cosmetics for pet shows. The wide range includes products which are coat-specific or specially designed for spas.

The steady focus on new trends, both to be followed or created, has brought Iv San Bernard to specialize also in the field of groomers equipment, producing top quality furniture.



Not only haircare products

The very idea to put the groomer under the spotlight is the kick start for another important mission, namely Iv San Bernard's calling to education: for more than 10 years the company has been organizing grooming courses for beginners and specializing seminars held by the international technician Monique Van de Ven.

And the calling to internationality is not only recognizable in the education but also in the strength of export department. Iv San Bernard sell to over 30 foreign countries, even to China. You will see and appreciate the quality and "Italian" flare.

The pet care lovers

A brand that manufactures high-quality and innovative products 100% made in Italy and with genuine love for pets

MUGUE
Passione per l'Innovazione

MUGUE srl

Via Monte Cervino 50

20862 Arcore (MB) - Italy

ph. +39 0396012553

fax +39 0396189145

info@mugue.it - www.mugue.it

BOOTH # 4579

Mugue is an Italian leading manufacturer of lint rollers with a history that dates back more than 40 years. The product range initially consisted of classical lint rollers, but, in recent years, the company has grown and diversified its product range.



You can roll on your pet's fur

Besides classical lint rollers (in crepe paper or silicone paper, in various lengths) with very sticky adhesive, Mugue has developed an absolutely new range of lint rollers: now they do not just remove pet hair, dust, lint and more from fabrics, but they even remove in just one roll bacteria, mites, moths and much more. We have studied the first lint roller that you can roll directly on the pet's fur - it cleans, polishes and perfumes a pet's coat!

Mugue lint rollers are made of a medical adhesive with vegetal essential oils, the same used in the food industry, therefore our products are completely sure and specific for pets.

Unique and internationally patented products

All Mugue items are internationally and U.S. patented (U.S. Pat. 8,608,860), tested in efficacy and safety by Italian University centers. They represent the synthesis of rigorous scientific research aimed at caring for pets and home, clothing, personal care, wardrobe hygiene and fabrics.

Mugue products are non-toxic, non-irritant and non-sensitizing.

Only high quality products

The high standard is also reached through the use of a medical coating of essential oils. The essences give our brushes added value - not only do they remove lint, but also dispense therapeutic essential oils. This is what lies behind our range of high quality products, which are able to satisfy the increasing market demands. Every detail is carefully designed, even the ergonomic grip is made out of an ultra-resistant material and designed to fit with any store display rack.

Mugue proposes absolutely new products for pets. They are designed respecting a pet's natural needs and are environmentally friendly and sustainable.

Quality, flexibility and innovation are the main goals of Mugue, that constantly develops absolutely innovative products, combining scientific research, total security and high quality, all proudly "Made in Italy".



Modern technologies for home tanks and professional systems

Oceanlife introduces innovative and unique solutions to manage home aquariums and professional systems



OCEANLIFE srl
Via Faenza, 23
40139 Bologna (BO) - Italy
ph. +39 05119988348
fax +39 0513370304
www.oceanlife.it
www.special-aquariums.com
BOOTH # 4572

Oceanlife was founded in Italy in 2007. With the passing of time, the amount of products available has steadily increased and the development prospects are very high, with many new projects and innovative concepts.

The first products on the market were marine supplements, a very complete and professional line but affordable for everyone, thanks to many online free software that can simplify dosages, for example using peristaltic pumps. Some highly specialized and tested products maintain optimal water quality for the growth of the most delicate and colored corals.

All you need for your tank

Water preparation is essential for a successful aquarium. Our salt is the answer and it is emerging in Europe as one of the best on the market. Perfect for coral growth, it is ideal for all fans and professionals.

Foods are an important part of Oceanlife production and feed the fish with healthy and balanced diets, avoiding stress and disease.

A complete line of very precise and easy-to-use test kits help control water for perfect results. Today, Oceanlife test kits are acknowledged as among the most reliable on the market.

The complete line of filter media breaks down pollutants and eliminates algae weeds.



State-of-the-art systems

The Oceanlife technical department also designs systems for aquariums, even large.

The latest version of our aquariums and stands is having a great success, thanks to the clean design and high technical content. The *Eternity* stands owe their name to the quality of materials used: aluminum structure, adjustable feet, doors and stainless steel 316 screws and hinges and the latest innovations such as the aluminum sump support, decoupled from the stand, and the ability to insert a removable shelf to support any object.

Systems with a unique and high technological content are our greatest pride. As well as display systems for stores, we design highly scalable life support systems, remotely controllable and with many automations that simplify the work of employees and grant big energy saving.

We also manufacture automated reverse osmosis systems with automatic regeneration of DI resins.



Straight from nature

Officinalis is a brand of natural cosmetics and food rich in medicinal herbs



Officinalis Dalla Grana was founded in 1930 by the family Dalla Grana. Medicinal herbs with wonderful scents are cultivated organically in a pristine valley near Venice. The company uses a patented process that enables to extract active ingredients from fresh flowers use them to produce effective natural pet food and cosmetics, which are rich in active ingredients. Natural cosmetics Officinalis have made Officinalis famous worldwide in the field of products for dogs, cats and horses.

Natural food and cosmetics

With dried medicinal herbs we produce and integrate tourhe high quality biscuits, snacks, hay for rabbits, food for rodents, dry food for dogs as well as canned food for dogs and cats. Our products are 100% made in Italy and very successful in their field.

The first raw material in shampoos and cosmetics is not water as in all the other cosmetics on the market, but the water of medicinal plants. For example, in *Mint Shampoo* the first ingredient is *Mentha Piperita* extract. Hence our cosmetics contain a high percentage of active plant extracts and are therefore very effective.



Wide choice

The ranges include:

- *Officinalis* - shampoos, lotions, protective sprays and special dry shampoos made with micellar water, which catches dirt in little molecules called micelles and releases a nice scent that perfumes and makes the coat shine;
- *Pura Natura* dog dry food - the tasty kibble is made of a meaty heart wrapped in a layer of fresh fruit and medicinal herbs, which are processed at low temperature so as to preserve their precious active principles. Two formulas are low grain and two totally grain free;
- *Pura Natura* canned food for dogs and cats - delicious formulas combining meat with fruit and medicinal herbs;
- *Gioie di frutta* ice cream and biscuits for dogs - 100% natural and very palatable formulas, gluten free and grain free;
- *Dolci Fioretti* dog biscuits - 100% vegetable recipes, rich in fruit and medicinal herbs;
- *Pinky* food and hay for rabbits, hamsters, guinea pigs and chinchillas - organic ingredients, low grain and grain free formulas.



OFFICINALIS®

OFFICINALIS

BRUNO DALLA GRANA MANGIMI srl

Via Zara 74

36045 Lonigo (VI) - Italy

ph. +39 0444830501

fax +39 0444835211

dallagranamangimi@libero.it

www.officinalispet.com

BOOTH # 4678

A totally Italian story

Fresh and dynamic ideas for an innovative ID tags printing system

Petitamis is a group of young experts with fresh and dynamic ideas, united by the love for pets. We are a trustworthy and decisive company that designs high quality accessories for top pet comfort and safety. Imagination and inventiveness are our hallmarks. All our creations are reliable and innovative, characterized by an exclusive design; they are totally *made in Italy* and unique. Our company's motto "Daily Cuddle" expresses our love for pets and strong effort to design high-quality products with premium materials.

Our ID tags mean emotions

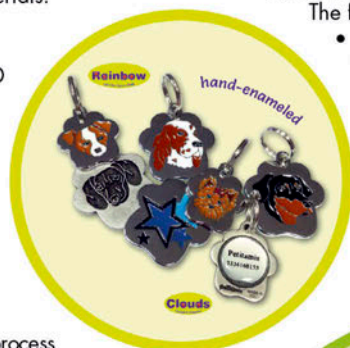
The elegant and beautiful ID tags are available in two sizes. Our creative team captured the personalities and characteristics of each pet breed. Our creations range from sweet dog snouts to funny cat silhouettes as well as many other creative shapes.

Our three excellent lines are:

- **Clouds** - the special finishing process gives the tag a typically aged style with light/dark effects which highlight the portrayed image;
- **Rainbow** - the finish is of great value and all the subjects represented are meticulously hand-enameled. The special bright colors stress the uniqueness of each element to produce an artistic, beautiful and extremely durable item;
- **Plexy** - light and trendy, Plexy tags are as light as feathers but very strong. They are pretty and funny, made of colored thermoplastic.

An innovative ID system

The strong point of all lines is the innovative **Riidealla** identification system (International Patent Pending)



PETITAMIS SAS

Via San Maurizio 184/15

10073 GRIÈ (TO) - Italy

ph. +39 0119222641

fax +39 0119224084

info@petitamis.it - www.petitamis.it

BOOTH # 4571

combining maximum speed with top results.

The special app and a compact heat transfer printer, interfaced with a tablet, customize the tag with any detail you need (pet name, phone number, city...) by printing it on a strong aluminum adhesive label ready to be placed on the tag back.

A drop in clear resin completes the so-called 'Ice Drop process' that gives a wonderful lens effect, weatherproof and speed reading.

The full package supply includes:

- heat transfer printer with blue-tooth interface, already programmed;
- 7" Tablet, ready-to-go, wi-fi, bluetooth, with Petitamis app already installed;
- set of 1,000 highly adhesive stickers PP60 HD PVC enriched with aluminum.

Leading trade show

With 615 international exhibitors and over 22 thousand buyers from all parts of the world in 2015, Zoomark International confirmed its strong global appeal



ZOOMARK 2017
INTERNATIONAL

Managing and Operating Secretariat

PROMOPET srl

Via delle Azalee 11

20147 Milano (MI), Italy

ph. +39 024691254, fax +39 02436763

info@zoomark.it - www.zoomark.it

BOOTH # 4570



Zoomark International is the only international pet trade show in Italy and the second most important in Europe. The 17th edition of this biannual event will take place in the BolognaFiere exhibition center (Bologna, Italy) on May 11-14, 2017.

A record show

The past show, held in 2015, recorded huge success, boasting 615 exhibitors, 394 of which from 35 foreign countries, displaying their products on a floor of 45 thousand square meters. The qualified buyers that attended the event were 22,299 - 15,526 of which domestic and 6,773 foreign (+15% compared to the 2013 show) coming from 85 countries - confirming the amazing role that Zoomark International plays in the global pet supplies industry.



Looking to the future

The 2017 show, the seventeenth, is bound to welcome even larger numbers of international exhibitors and buyers. For this reason Zoomark International is taking part in Global Pet Expo 2016, the pet industry's largest annual trade show that attracts over 1,000 exhibitors and 6,000 qualified buyers from more than 60 countries.



At Global Pet Expo, Zoomark International organizes for the first time the "Pavilion of Made in Italy", a delegation of Italian manufacturers that present their innovative and stylish products: Agram Delic SpA, Officialis - Bruno Dalla Grana Mangimi Srl, Cliffl - Chemi-Vit Srl, Dorado Srl, 2G Pet Food - Guidolin Gianni, IMAC Srl, IV San Bernard Srl, Mugue Srl, Oceanlife Srl and PetitAmis Sas.

Zoomark International's participation in Global Pet Expo with a group of Italian manufacturers is just the beginning of a project that will include also other leading international trade shows in the near future.



For Pets

for

BIRDS
DOGS
RODENTS
CATS
REPTILES
FISHES

11.5 → 14.5 /2017

BOLOGNAFIERE

17TH INTERNATIONAL EXHIBITION
OF PRODUCTS AND ACCESSORIES
FOR PETS

zoomark.it
bolognafiere.it



Operating Secretariat
Via Azalee, 11 - 20149 Milano (Italy)
T. +39 024691254 - F. +39 02436763
info@zoomark.it



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