



**ZOOMARK 2017**  
INTERNATIONAL



Press Release

## **ZOOMARK: A HOST OF NEW HI-TECH PRODUCTS FOR DOGS, CATS AND SMALL ANIMALS ALSO SPECTACULAR AQUARIUMS ON DISPLAY**

Hi-tech products for dogs, cats and small animals are big news this year. New high-tech solutions being launched include GPS tracking devices for dogs, a mini pet path data recorder, an ultrasonic flea repeller, a special whelping box and also sunscreen for small animals, to take to the beach. These are just some of the innovative products being presented at Zoomark International 2017, the most important pet industry trade show in Europe in odd years. The fair, staged by BolognaFiere and now on its 17th edition, will be held from 11 to 14 May 2017 in Bologna's trade fair centre. The 2017 event will showcase all kinds of products and equipment for pets: beds, cages, aviaries, aquariums, food, bowls, litter trays, apparel, hygiene and care products and accessories of all kinds.

Visitors to Zoomark 2017 - in 2015 the fair attracted more than 22,000 professionals - will be able to see around 400 new products displayed in the New Products Showcase in hall 14. These include the data recorder for dogs and cats, a system weighing only a few grams that can be attached to the animal's collar and records all of its movements, including speed and geographic coordinates. Then there is the sophisticated flea repeller which uses ultrasonic technology to protect pets from harmful parasites. Also on display are special sponges designed to pick up animal hair from beds and furniture, as well as oral hygiene sprays. Other interesting ideas include a no-pull leash that uses a friction-based mechanism to prevent trauma and muscle strain, and sophisticated systems for aquarium management via smartphone. Foods, supplements and snacks also feature, including increasingly specific formulations - organic, functional and gluten-free.

Technological and design aquariums will be featured in the new "Aqua Project" area dedicated to the aquarium industry in hall 19. This also includes an enormous tank displaying the latest in aquascaping, the art of creating striking, highly atmospheric aquarium landscapes. Zoomark International 2017 will also see the launch of the "Aqua Project Award", a tribute to the skills and creativity of the professionals in the field of aquarium and terrarium design, devoted to the owners of pet shops, garden centres and aquarium vendors based in Italy. Also confirmed is the VIP Lounge for leading Italian and foreign buyers, located in hall 14. In addition to all this, the fair is hosting its regular round-up of conferences, talks, workshops and seminars devoted to pet industry professionals.

Bologna, 2 May 2017

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Zoomark International, the most important trade show in Europe in odd years, will take place from 11 to 14 May 2017 in Bologna (Italy). It is organized by BolognaFiere. The 2015 event welcomed 615 exhibitors, 394 of whom were foreign, from 35 countries. The fair attracted a total of 22,299 visitors: 15,526 Italian and 6,773 foreign buyers (up 15% compared to the previous event in 2013) from 85 countries. For further information, visit [www.zoomark.it](http://www.zoomark.it).

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