

An event by:



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ZOOMARK 2019
INTERNATIONAL

THE NEW INNOVATIONS AT ZOOMARK INTERNATIONAL

As with previous editions, ZOOMARK INTERNATIONAL will provide ample space to showcase the exhibiting companies' new innovations: more than 400 of these will be on display in a new venue in the Mall that connects the new pavilions (pavilions 28, 29 and 30), which will add further value to an already impressive line up. Around 40% of the products concern pet food, a sector in which innovation is a key factor. New formulas that are increasingly calibrated to animals' nutritional requirements, ingredients that are selected based on organoleptic properties, quality and animals' specific requirements (for example products that do not contain allergens, are grain free or have particular nutritional functions that assist in the treatment of specific pathologies). Also worth noting is the development of various ranges of baked products created as snacks or training rewards for dogs, cakes in the shape of bones to celebrate dog birthdays, natural biscuits that are 100% free from artificial colourings or flavourings, oven-cooked and prepared from wholemeal spelt flour.

Around 40% of the new products are for dogs, followed by products for cats, fish and ponds, a sector stimulated by the Aqua Project. Some of these products will be on display directly in the Aqua Project area. Design is becoming increasingly sophisticated, shapes and materials are becoming more refined and of ever higher quality. The technology used for the development of products is being put to the service of pets and their owners in order to offer the utmost in comfort, for example pet beds made from highly insulated and comfortable materials with orthopaedic or memory foam cushions, moments for recreation (interactive toys), protection and security with GPS collars and electronic name tags, as well as high visibility systems for the dark.

In the pet care sector – hygiene and medical solutions – the emphasis is on delicate formulas, homeopathic and Ayurvedic approaches as well as the first CBD-based products.

The sector of animal litter will include new vegetable-based products made from new sources that are completely environmentally friendly. Generally speaking there is a greater demand for organic products and materials, sustainable production cycles and recyclable packaging.

DIGITAL KIT ZOOMARK 2019

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Official Event Hashtag: #zoomark19

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