

An event by:



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BOLOGNA FIERE - ITALY



ZOOMARK
INTERNATIONAL

PET VISION AWARDS 2023, THE 5 WINNERS REVEALED AT ZOOMARK 2023

The most innovative products were awarded in BolognaFiere during the 20th edition of the international pet food and pet care trade show

The winners of the Pet Vision Awards 2023, the prizes reserved for the **most innovative products** on display, were presented today at Zoomark, the international pet food and pet care trade show scheduled to run **until 17 May 2023 at BolognaFiere**.

The ceremony took place in hall 16, in the **Pet Vision** area, where the **more than 1,000 new products** presented by Zoomark exhibitors are divided into the **five megatrends** that are most established in the pet industry or destined to characterise it in the near future.

A **jury of experts**, composed by **international trade journalists**, has proclaimed, for each megatrend, the products and services that stood out the most for their consistency with their category and for their **quality, technological and innovation content**.

Here are the **winners** for each megatrend:

- Inside **Value for money** category, composed of products and services with an **excellent price to quality ratio**, the winner is **Belcando Baseline** by [Bewital Petfood GmbH & Co. Kg](#), the dog food range for pet owners who are looking for super premium products at good prices.
- **Whisker-friendly slow-feeder bowl for cats** by [Ajour By](#) wins the first prize among products and services with a significant level of **environmental sustainability and social responsibility (Green transition category)**. It is designed to prevent the cat's whiskers from touching the rim and annoying the animal.
- For **Healthy & functional** category, which brings together products and services created for **health and/or functional purposes**, to fulfil specific needs and functions, the winner is **PH Detection Cat Litters** ([Shandong Ruida](#)): a cat litter with a pH detector, to control cats' health.
- **DogoDrops** by [Dogoteka](#), the natural eye-care drops for cleansing and hydrating the eye area, reached the first step of the podium inside **Tailor-made** category, composed of products and services that are **highly specialized and customized**.
- Finally, inside **Spoil me more** category, which include **extra-indulgent products and services**, that treat pets to special attention, the award goes to **Hydra Vegan Detox Collection** ([Pet Society](#)), a vegan pet grooming line.