

# NEW EXHIBITORS SIGN UP FOR PATS SHOW

A host of new exhibitors have committed to this autumn's PATS trade fair as it gears up for its first three-day show.

More than 240 companies and brands have confirmed stand space at the event, including new exhibitors such as Smart Garden Products, Drool Pet Products and Hackney Dog House.

Peter Johnson, Smart Garden's pet commercial director, said: "We are looking forward to exhibiting at the PATS show for the first time. We launched our Zoon range just four years ago, primarily aimed at our garden centre customers, and have

been delighted by the positive reaction we received and the remarkable growth that followed.

"We now feel this is the time to showcase our range to a wider retail audience and PATS provides us with the perfect platform from which to do so."

Shaun Richards, director of Drool Pet Products, said: "Our brand is just over a year old and very much still in its infancy, but we have gained some great momentum as a start-up business.

"We now feel it's time to invest in a stand at PATS and get the chance to meet some of our current



customers and show our products to future customers."

Hackney Dog House is one of a number of recently launched companies exhibiting in the show's New Starter Zone.

Hackney Dog House's Nisha Kanapathy added: "We've heard numerous positive reviews about the event from our wholesale partners and believe it will be a fantastic opportunity to participate as exhibitors and showcase our growing

range of products.

"It will be great to meet all our existing partners and foster new partnerships. We work with a variety of pet retailers and can't wait to meet more over the three days at PATS."

PATS 2024 takes place at the Telford International Centre from Sunday September 29 to Tuesday, October 1, 2024.

For more information, visit [www.patshow.co.uk](http://www.patshow.co.uk)

## Zoomark aims for biggest ever show

International trade fair Zoomark is aiming for its biggest-ever event in 2025.

The show, which is scheduled for three days in Bologna, Italy during May 5-7, 2025, is on course to beat the record set in 2023, which saw 1,060 exhibitors from 57 countries greet a total of 27,950 visitors across 68,000 square metres of exhibition space.

Half of the exhibition space at Zoomark 2025 has already been booked up through a rebooking and

Early Bird campaign, meaning that the organisers have already expanded the trade show into an additional hall. The Early Bird campaign, offering a 5% discount, is running until June 30.

The 2025 show will include the Pet Vision feature, bringing the industry's latest trends under one roof, Next 5.0, which focuses on the pet market of the future, innovation and high technology, hosting start-ups and companies offering advanced high-tech solutions; and Factory, a new project devoted to supply chain companies such as suppliers of raw and semi-finished

materials, machinery, packaging, industry services and distribution.

Zoomark will also have a presence at Interzoo 2024, running on May 7-10 in Nuremberg, Germany.



## IKEA launches new pet collection

Retailer IKEA has entered the pet products market with the launch of a collection of 29 items for domestic animals in the home.

The UTSÅDD range is themed around 'eat, sleep, play and hide' and includes beds, cat houses, toys, ceramic

feeding bowls, blankets, mats and scratching boards. Products are available online and in stores.

Julia Rosenberg, product design developer at IKEA of Sweden AB, said: "At IKEA, we believe that pets are family. Our goal was to develop a collection of products

that our cats and dogs love and that their human parents can feel good about and truly enjoy having as part of their home.

"We formulated protocols and risk assessments based on our research, evaluations of previous pet collections, and input from our partner veterinarians and pet product experts. Our protocols include periodic chemical, mechanical and physical safety tests on all UTSÅDD products."



## In brief

### JOLLIES OPENS NEW STORE IN ROTHERHAM

Retailer Jollies has opened a new branch in Rotherham, its 101st UK store.

To celebrate the landmark, the store was opened with a '101 Dalmatians' party, including a Dalmation mascot and a Cruella de Vil character. They were joined on the opening day by Mayor Cllr Robert Taylor and local Rotherham 'Ambassa-dogs' Fenrir and

Daisy. Also on hand at the opening were local charities Sheffield Retired Greyhounds and Adoptapaws UK.

The new store features a Jolly Groomer salon and Community Pet Clinic.

### PURINA EXTENDS SUPPORT FOR STREETVET CHARITY

Pet food manufacturer Purina has increased its support for UK charity StreetVet.

StreetVet supports people and their pets experiencing homelessness across Britain,

providing veterinary care and services to those otherwise unable to access them. Purina has announced that StreetVet's clients will benefit from therapeutic and maintenance petfood provided free of charge during 2024, as well as additional funding for new projects.

The charity has already received £70,000 of funding with the Purina Better with Pets prize in 2021 and again in 2023.

Demand for StreetVet's services has soared by more than 300% in recent years,

according to co-founder Jade Statt. Speaking in a podcast with Purina Petcare's veterinary scientific affairs manager, Statt said: "What many people forget is that those experiencing homelessness have often owned the pet prior to becoming homeless and the pet is a link to a happier time in their lives. By keeping their pet, they often cannot get access to hostel accommodation, as less than 10% accept pets and rejecting a hostel place on this basis often means they are considered to be 'voluntarily or intentionally homeless'."