

Zoomark promises “bigger and bolder” show for 2025

International trade exhibition Zoomark has promised that its 21st edition, running from May 5-7, 2025, in Bologna, Italy, is going to be “bigger and bolder” than ever.

Event organisers have established three new dedicated zones for the exhibition next year – Next 5.0 for start-ups and pet tech firms; Factory for production and supply chain businesses and Atelier, which will focus on pet fashion and design.

These will join regular features Pet Vision, dedicated to new products, and Aqua Project for businesses in

the aquarium and terrarium sector.

More than 50% of exhibition space has already been sold, and organisers are hoping to beat last year’s numbers of 1,060 exhibitors from 57 countries spread over 68,000 sqm of exhibition space, and



28,000 international visitors.

PetQuip will once again be organising a British Pavilion for UK exhibitors, with similar national presences for the US, China, and India, among others. Zoomark will also be partnering with other trade shows across the world, including Marca China and Pet Fair South East Asia later this year.

Exhibition manager Luisa Bersanetti pointed out that the event is becoming increasingly global.

She said: “In 2025, we will further increase the number of buyers from key locations, and particularly emerging markets, offering businesses with stands at the event real growth opportunities.”

Group55 celebrates 25-year milestone

Pet care business Group55 is celebrating its 25th anniversary this year.

The private label contract manufacturer, which specialises in pet care, personal care and



home care products and also owns the Animology brand, was founded by Stephen Turner in 1999 with just £700, beginning as a purely ecommerce business. Group55’s first successes in the pet industry came from selling ultrasonic bark control devices and pest control products online.

In 2010, the company launched its first pet care brand, Animology, taking inspiration from the human, personal care market

Turner recalled: “Our early success in the pet space made me fall in love in the industry, I

knew that I wanted to continue building our business in the space, and I wanted to work on something that enhanced the joy people get from their pets.”

As Animology grew, pet retailers and other pet brands approached Group55 to manage their own pet care ranges and the company began creating private label pet care products, eventually setting up its own manufacturing facility in 2017.

Today, Animology is sold in over 50 countries internationally and Group55 manufactures a number of private label pet care brands for clients around the world, as well as personal care and home care brands.

Paleo Ridge marks 10-year anniversary

Raw dog food brand Paleo Ridge is celebrating a decade of trading this month.

Founded by Sharon Daly in June 2014, the company has grown from a single tabletop mincer in her home to operating two sites in Waterlooville and Havant, serving thousands of dog owners, both in the UK and overseas.

In 2021, Sharon’s son Tyler Daly became chief executive and, under his leadership, the company has continued to expand its reach.

He said: “Celebrating 10 years is a remarkable

achievement for Paleo Ridge. Our commitment to providing top-quality, natural nutrition for dogs has always been at the heart of what we do, and we will never compromise on quality.

“It’s inspiring to see the positive impact we’ve had on so many pets’ lives, and I’m excited for the future as we continue to innovate and grow.”

Looking ahead, the company stated it plans to continue innovating and expanding its product range, ensuring that more pets can benefit from the advantages of a raw,

natural diet.

Reflecting on the 10-year milestone, Sharon Daly added: “When I started Paleo Ridge, my goal was to provide dogs with the best possible

nutrition through natural, species-appropriate diets.

It’s incredibly rewarding to see the positive impact our products have had on so many pets over the past decade.”



In brief

PET ABDUCTION BILL BECOMES LAW

A bill to impose stiffer penalties for pet theft has become law, one of the last pieces of legislation to receive Royal Assent before the General Election in July.

Under the Pet Abduction Act 2024, which was a Private Members’ Bill sponsored by Anna Firth MP and Lord Black of Brentwood and supported by the Government, anyone found guilty of stealing a pet in England or Northern Ireland will face up to five years in prison, a fine, or both.

The new law is intended to recognise that cats and dogs are not inanimate objects but sentient beings capable of experiencing distress and other emotional trauma when they are stolen from their owners or keepers. Evidence from the Pet Theft Taskforce suggests around 2,000 dog and over 400 cat theft crimes were reported to police in 2020.

TRIAL UNDER WAY FOR CANINE CPR CRASH COURSE

A new canine CPR crash course for pet professionals is being trialled in the Manchester area.

The Basic Life Support course, which is being aimed at people who work with dogs in their workspace, includes a visit from leading canine first aider Rachel Bean. The course consists of a CPR theory session followed by a practical exercise to give course attendees the necessary confidence to act in the case of emergency.

Bean holds a Recover Guidelines Rescuer Certificate and is a qualified veterinary nurse, as well as co-running the Vet on Set business which operates out of Manchester’s Media City, providing animal support to film and TV productions.

She said: “Whether you are a pet professional, have a dog friendly office or work in a space which welcomes dogs, this course is an amazing way to get up to speed on the basics of life saving.

“My course will help you act calmly and quickly to save a life and may inspire you to take your studies further, too, to include more life-saving skills.”