

VISITOR REGISTRATION NOW OPEN FOR PATS AT THE NEC

Registration for the Pet & Aquatics Trade Show (PATS) 2025 is now open for visitors.

The three-day event will take place on September 28-30 at its new home of Hall 1 of the NEC Birmingham, and pet & aquatics retailers and garden centres are being invited to register for free entry.



More than 300 companies and brands have already booked stand space, and the final total is expected to be well over 400, which will be a new record high in the 16-year history of the trade show.

As well as the exhibition stands,

visitor attractions include the biggest-ever New Product Showcase; The Aquatics Zone, a dedicated area for aquatics, watergardening and reptile exhibitors; The New Starter Zone, a space hosting new businesses and

start-ups; and a series of demonstrations, workshops and talks by top groomers.

PATS 2025 is also being staged alongside BETA International, the leading equestrian trade show taking place in Hall 2 at the NEC on September 28-29. Visitors will only have to register once to visit both shows.

PATS event director Gordon Thomas said: "The demand for stand space at PATS has been phenomenal. PATS 2025 is already larger than when the doors opened on the show last year.

"Registration for visitors is now open on our website so all pet retailers and buyers can now sign up for their free show entry."

Zoomark show puts focus on pet tech

May's edition of the Zoomark international pet trade show will put the spotlight on pet technology and innovation in a dedicated exhibition area.

Next 5.0, located in Hall 16 of BolognaFiere, will offer an overview of the latest innovations in the industry and will feature start-up firms from all over the world, from seed to scale-up phase, giving

them the opportunity to present their ideas to potential investors and international pet market players.

Alongside the start-ups, the hall will also host more established pet tech companies offering solutions in sectors such as food, grooming, care, monitoring and control, and toys.

During the three days of the show, Next 5.0 will also host a series of events created for exhibitors, investors and industry professionals, including a masterclass on how pet startups can strategically position themselves in the European market, attract investments and develop partnerships with big companies by Annamaria Tartaglia, chief executive of The Brand Sitter and executive director of Angels4Women.

A panel of industry experts will also select the winner of an award for the most innovative start-up.

Zoomark takes place at BolognaFiere, Bologna, Italy on May 5-7, 2025.



Interzoo unveils new brand image

International trade show Interzoo has unveiled a new brand image for its next show in 2026.

The new brand image features fresh colours, pet motifs and a modified logo, designed to represent the many different pet product segments for the event while enhancing digital accessibility for all target groups.

The new design will be implemented gradually in all Interzoo communication channels from March this year, including the website, social media accounts and printed material.

Dr Rowena Arzt, director of exhibitions at event organiser WZF, said: "The colour green has long been associated with Interzoo. Thanks to the variation of different shades of green in the new key visual combined with the simplified logo, we are



making a strong impact with our visual language.

"With the pet silhouettes, we are also acknowledging the numerous product segments on display at our world-leading fair, given that pet products are at the very heart of Interzoo."

The 39th edition of Interzoo will take place in Nuremberg, Germany, on May 12-15, 2026.

In brief

GLADWELLS TEAMS UP WITH DELIVEROO

Gladwells Pet & Country Stores has made its products available on the Deliveroo platform.

The group is the retail division of Copdock Mill Wholesale, operating 11 stores including locations in Northampton, Cambridgeshire, Suffolk, Essex, and Kent.

Initially, six stores will be able to offer

home deliveries using the platform, with the remaining locations launching as Deliveroo expands into their respective areas. The retailer is also working with Deliveroo to offer same-day delivery of bulky items such as horse food and bedding in the future.

Copdock Mill's business development director Darrel Strachan said: "As more and more of our customers are embracing the benefits of digital technology, we have recognised the opportunity to provide fast, same-day delivery."

OSCAR PET FOODS LTD NO LONGER TRADING

Oscar Pet Foods Ltd has ceased trading.

A message on the company's website said that the head office function of the franchise operation had ceased trading with effect from January 30, 2025. Calls to the central phone number are not being answered.

A statement on the website says: "We are deeply sorry to have to share this devastating news.

"We have done everything possible to continue serving our loyal customer base and network of franchisees, but the challenges we faced were ultimately insurmountable."

Individual franchisees are still able to trade, and PBW News understands that many will continue as local pet care retailers using an alternative source of wholesale supply.

Oscar Pet Foods had been in operation for 30 years.