



That was Zoomark 2025

Zoomark 2025 has set new standards: record numbers of exhibitors, exhibition space and visitors, and a great atmosphere everywhere. Here are some impressions of the positive vibes in Bologna.



Visitors flocked to the Bologna Fiere site like never before.

Photos: Dähne Verlag, Götz-Foto



At Pawzler, Nershy, social media manager Kimberly Appelmann's dog, plays with the interactive toy, which is "like Legos for dogs".



The ladies from Lumiies shine with their luminous premium products: Marion and Kerstin Käfer.

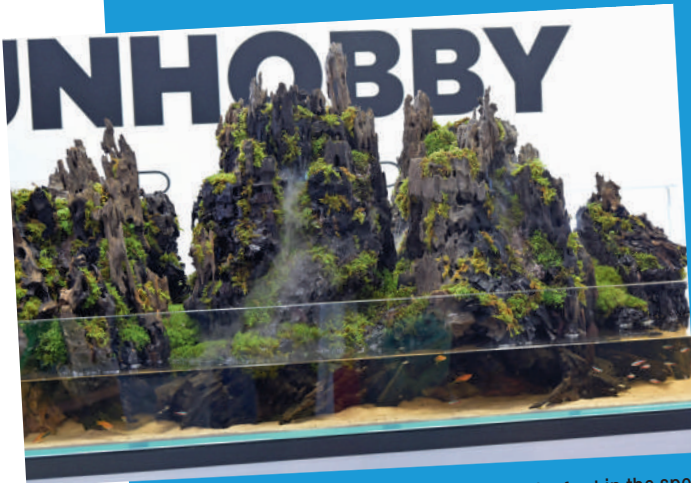
Photo: Dähne Verlag, Mengedant



Good discussions were not only held here at Bewital. Here, managing director Dr Jürgen Wigger (front left) takes time for his business partners.



The country pavilions, such as this one for Canada, were a focal point for many retailers and buyers.



An aquascaper has created this small work of art in the special Aqua Project area with roots, plants and technology.



Around 500 innovative products were on display in the Pet Vision area, from sustainable cork linen to smart accessories.



Quite big: Zoomark comprised ten fully booked exhibition halls this time.



Mirko Bretto presents his smart dog bed Carepet, with which he won the Next Award for Pet Innovators.

Over 130 journalists, bloggers and influencers visited the 21st edition of Zoomark and reported on the event.





Zoomark 2025

Highlights



flexi is very successful at Zoomark

In particular, the popular hands-on activity, which allowed visitors to make their own "Xtreme" leash at an original workstation, impressively demonstrated how much craftsmanship and precision goes into every flexi leash. But it's not just the assembly of flexi leashes that is made in Germany – many other production steps are also carried out in flexi HQ in Germany.

German craftsmanship stands for quality and is in demand internationally. With the world's first function of the length-adjustable "Select" and the "One" model, two new products were presented that received very positive reviews.

www.flexi.de



Finnern present at Zoomark in Bologna



"Zoomark 2025 was a complete success for us," says CEO Dirk Leesmann at Finnern GmbH. Almost all domestic and international business partners – as well as many new contacts – visited the Finnern stand in Bologna.

During numerous personal conversations, product innovations, category trends and market developments were discussed in depth. Alongside the successful core brand Rinti and the international rollout of Kennomeat and successful veterinary-recipes under Kattovit attracted a lot of Italian as well as International retailers.

www.finnern.de

BEWITAL made a strong impression

Visitors to Zoomark were impressed by the elaborate exhibition stand of the German pet food manufacturer. The new grain-free BELCANDO Adult-GF-Duck dog food variety was particularly popular thanks to its extra-fresh duck and added superfoods. Other highlights included the new LEONARDO cat drinks: Beauty, Mobility and Atlantic Cod – to support coat health, strengthen joint function and contain delicious cod.

www.bewital-petfood.de

