

## Zoomark has become a member of EPO

Zoomark, the international trade fair for the pet industry organised by Bologna Fiere Cosmoprof, has officially become a member of the European Pet Organisation (EPO) – the voice of the pet industry at European level. The EPO brings together relevant national associations from the pet industry across Europe and represents the interests of its members at EU level.

This important step further strengthens Zoomark's institutional role and reaffirms its commitment to responsible pet ownership and dialogue throughout the entire supply chain – from the international business world to pet owners, according to Zoomark's press release.

"Our membership in the EPO is an important step for the growth and mission of Zoomark", said

Enrico Zannini, general manager of Bologna Fiere Cosmoprof. "We are proud to support the values of responsibility, transparency and cooperation that the EPO stands for, and we are confident that this partnership will provide new opportunities for sharing expertise, addressing important regulatory developments and strengthening the voice of the pet industry in Europe."

"Italy stands out among the largest pet markets in Europe", says Svein A. Fosså, president of the EPO. "By welcoming Zoomark into the EPO, we can open new channels for dialogue and cooperation with a broad and qualified player and further advance our mission to promote responsible pet ownership, legislative coherence and sustainable development across the continent."

## Trixie sets the tone for the future

Europe's leading supplier of pet accessories Trixie intends to take further steps to implement its growth strategy 2030 in the coming months. Following his appointment to the management board, Burkhard Friedrichsen will assume responsibility for sales, marketing and human resources in the summer. Volker Haak, who is stepping down from the man-

agement board after 40 years with the company, will remain with the company as a member of the Advisory Board.

In addition, Danny Bollerey will join the management team in June as the new CFO. Bollerey has worked for Märtens Transportbänder for many years and, according to Trixie, will further professionalise management in

the areas of finance, reporting and efficient control. As part of his succession plan, company founder Bonnik Hansen also intends to sell shares in Trixie to a new partner in the medium term. The aim is to secure the company's independence and future in the long term. This will be supported by a professional team of advisors led by Deutsche Bank.

Despite all these changes, the company emphasises its intention to remain a reliable partner for its clients. This means that the stable partnerships with its business partners, which have contributed significantly to the company's success to date, will be maintained in the future. "Even in times of change, our commitment remains the same," says Trixie.

## Butternut Box secures new round of financing

Butternut Box, a European specialist in fresh dog food, announced in a company statement that it had successfully secured external financing of over 64 mio GBP from Liquidity. The company intends to use this new financing to continue its mission of promoting the health of dogs everywhere through the benefits of fresh meals by building a second production facility in Poland.

"Butternut Box has established itself as a leading provider of fresh pet food thanks to its unwavering commitment to

quality, innovation and growth," said Ron Daniel, Liquidity's co-founder and CEO. "Liquidity is the ideal partner for late-stage startups that need fast, flexible and non-dilutive access to capital. We are therefore proud to support Butternut Box in increasing its market share by expanding its production capacity in the EMEA region to drive further growth."

Founded in 2016, according to its own information, Butternut Box now provides fresh meals to hundreds of thousands of

dogs in the United Kingdom, Ireland, the Netherlands, Belgium, Germany and Poland. Further expansion plans are already in the pipeline. In 2024, the company began rolling out a fresh cat food brand and has been supplying cats with its products ever since. Since its inception, Butternut Box has raised over 380 mio GBP, most recently re-



Photo: Butternut Box

**The opening of a new factory in Poland is set to drive Butternut Box's growth.**

ceiving a 280 mio GBP investment from General Atlantic and L Catterton, the company said.