



Zoomark goes to the USA

Italian manufacturers will be presenting their wares to an American audience in an Italian pavilion at the Global Pet Expo from 16 to 18 March. The pavilion is being organised by the leading Italian trade show Zoomark International.



Imac is one of the exhibitors in the Italian pavilion. It has over 50 years of experience in the market.

The leading Italian pet fair Zoomark International is going to the USA to take part in the American pet fair Global Pet Expo 2016 (GPE) in Orlando, Florida from 16 to 18 March. One of the world's biggest pet supplies shows, the Global Pet Expo is organised by the American Pet Products Association (APPA) and the Pet Industry Distributors Association (PIDA). It attracts over 1 000 exhibitors and 6 000 buyers from more than 60 countries. In collaboration with

is organising the first ever "Made in Italy" pavilion. This will include several Italian manufacturers such as Agras Delic, Chemi-Vit, Guidolin Gianni, Imac and Oceanlife. The companies will showcase their products and take part in b2b meetings with important foreign buyers, according to Zoomark International. "Our participation in the Global Pet Expo 2016 with a delegation of Italian manufacturers is only the first of a number of actions that we are planning for the future and these will involve

other leading trade events worldwide," explains Giuseppe Pierini of Promopet, Zoomark International's managing and operating secretariat. "Indeed, one of our goals for Zoomark International 2017 is to increase the number of our international exhibitors and buyers further."

Gianni Guidolin Group Includes four companies

One of the exhibitors in the Italian pavilion is the Gianni Guidolin Group, comprising four vertically integrated companies. The group is active primarily in research, development and evolution of innovative technology in the agro-industrial and zootechnical fields. One of the companies, 2G Pet Food, manufactures various food product lines for cats, dogs, rodents and rabbits. According to the company, each line is produced from Italian raw ingredients and is steam cooked. Its products include items such as Diet Flakes to combine with paté or dry food and Diet Complete foods for dogs. The range for rabbits and rodents features products including Wafer Hay, Wafer Flakes and Muesli Flakes.

Agras Delic: 30 years of experience

The Italian company Agras Delic has been offering exclusive products for almost 30 years and is the market leader in natural pet food in Italy. With brands such as its main line Schesir, the company has achieved considerable success abroad too, with foreign markets accounting for 40 per cent of its turnover. The products are

exported to more than 60 countries worldwide. Agras Delic utilises plants that have the highest performance, safety and hygiene levels, with certified production processes guaranteed by independent international organisations. Its dog and cat food is characterised by 100 per cent natural, human-grade ingredients and is free from colourings, appetisers and preservatives.

Cliffi - Chemi-Vit: Italian tradition

Another company exhibiting in the pavilion at the Global Pet Expo in Orlando is Cliffi - Chemi-Vit. Cliffi also adheres to high technical standards in its production. "We use state-of-the-art computerised manufacturing technology guaranteeing high-level production from both the quantitative and qualitative points of view. All our manufacturing processes are ISO 9001:2008 certified," states the company. Products include dog biscuits, treats with added benefits and different ranges of complete and complementary food for birds, small mammals, fish and tortoises.

Imac: modern Italian production

One familiar name in the Italian market is that of Imac, which has been around for over 50 years and exports products such as pet cages to over 53 countries. Every production phase for the company's goods is undertaken in its plant in Tezze di Arzignano, Vicenza; thus the final product is manufactured entirely in Italy. Today the company's premises cover an area of around 12 000 m²



and it employs 60 people. Imac is constantly experimenting with new ways of increasing the efficiency of its product transportation. One solution is the new Imac flat-packed system, which enables large cages for pets to be reduced to a third of their normal size for delivery without sacrificing the simple assembly technique.

Oceanlife at home

A relatively young company also exhibiting in the Italian pavilion at the Global Pet Expo is Oceanlife, which was established in 2007. The company offers solutions for managing home aquariums and professional systems. Its first products on the market were marine supplements, and food is also an important part of Oceanlife production. The company also manufactures a line of easy-to-use test kits to help control water values as well as a complete line of filter media for breaking down pollutants and eliminating algae. The Oceanlife technical department also designs systems for aquariums, even large ones.

Agras Delic will also be represented in the Italian pavilion.