



Das Futterhaus
In the mood to party



USA
A shift in retailing



Zoomark
Major retrospective

PET

worldwide

Specialist
magazine for
the international
pet market



ZOOMARK 2019

I N T E R N A T I O N A L



Made with love in Germany

The German company Interquell unveiled a third Italian product in its successful Sensitive range at Zoomark: Happy Dog Lombardia with the delicacy anatra all'arancia and tasty risotto rice. In the Happy Cat line, the expansion of the assortment to include the new products Minkas Hairball Control, Minkas Urinary Care and pouches was highlighted. "For us and our 70 importers, Zoomark was once again a complete success," said managing director Georg Müller.

www.happydog.de, www.happycat.de


Zoomark 2019
INTERNATIONAL

Dr. Clauder's draws a positive conclusion

Participating in Zoomark 2019 was a thoroughly positive experience for Dr. Clauder's. The manufacturer of high-quality pet food and nutritional supplement products was pleased with the positive response from customers and the professional audience. This year, Dr. Clauder's presented 10 new Best Selection super-premium pouches of wet food for cats. In addition to the pouches, the country-style sausages for dogs were presented to international audiences. Responsible pet nutrition is the motto for the brand and symbolises everything that it stands for.

www.dr-clauder.com



Stop pet urine burns with Dog Rocks

With millions of packs sold worldwide, one pack of Dog Rocks in your pet's water bowl will keep your lawn in tip-top condition for up to two months. Using naturally occurring rocks found in Australia, this unique and innovative formula filters nitrates and other impurities from your pet's urine, but without changing the pH. That's why Dog Rocks come highly recommended by vets. They are completely natural with no side effects apart from a lush green lawn.

www.podiumpetproducts.com/dog-rocks

Scruffs flies UK flag at Zoomark

Scruffs pulled out all the stops on its "British Country Manor" themed exhibition stand, with notable improvements to display space and overall aesthetics at Zoomark 2019. Highlights from the show included the re-branded Tramps for Cats range, which will now be sold and marketed under the main Scruffs brand going forward. The new Santa Paws collection, designed for use during the Christmas period, was also well received by retailers and distributors around Europe.

www.petslovescruffs.com



German masterpiece delights trade visitors

The centre of attention making its debut on the big Italian stage: the new dog food line BELCANDO MASTERCRAFT containing 80 per cent fresh meat and holistic ingredients. BEWITAL petfood also presented its extensive range of high-quality recipes for dogs and cats. "We can look back with satisfaction on a number of good discussions. These reaffirm our policy of not compromising on product quality and acting as a strong partner for the speciality trade," said managing director Bernd van der Linde in summary.

www.bewital-petfood.de



The natural way of modern pet food



Landguth Heimtiernahrung is Europe's leading manufacturer of super-premium wet food. The German company is a competent partner for innovative private labels, from the idea via the recipe and graphic design to marketing support.

Handmade fillets – a complete food in 70 and 140 g tins. Landguth has now expanded its offering by developing in-house fillet production. Handmade creations are crafted here with the greatest of care: the finest fillets for cats or dogs, enriched with high-quality superfood ingredients.

www.landguth.de


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Natural food from Austria for dogs and cats

With its three brands DOG'S LOVE, CAT'S LOVE and WOW! PetCo GmbH is winning over customers with high-quality, natural products for dogs and cats. While DOG'S LOVE and CAT'S LOVE are positioned in the super-premium range and are of 100 per cent food grade "made in Austria", the latest line from the family company, WOW!, targets a more price-conscious group and contains a high proportion of meat. All brands are based on high-grade, preferably regional raw ingredients, which are processed into complete foods developed with the support of veterinarians to ensure a long, healthy life for pets.

www.wow.pet

WINNER PLUS quality always wins!

The WINNER PLUS brand has distinguished itself with the quality of raw materials, its competence and its reliability. These are all aspects that make the difference in the pet market, which is in need nowadays of solid guarantees for the professional and the consumer.

The company's new super-premium recipes for dogs, biodegradable litter, natural snacks for dogs and cats, PURE salmon oil and Pro-Turbo energy bar proved a real success.

www.winnerplus.eu





Animonda takes the positives from Zoomark

This year Animonda used Zoomark primarily to present the CARNY design relaunch, which passed its test with flying colours, the three new CARNY poultry varieties and the new CARNY 85 g freshness pouch in eight new varieties. These will all be available in the autumn. The company was especially pleased with the positive response of visitors to the exhibition stand regarding the new CARNY design. "Zoomark in Bologna always offers a good opportunity for an exchange of information with our international partners," said a spokesperson for the company.

www.animonda.de



An entire stand of new products

JR FARM was once again satisfied all round with its second appearance as an exhibitor at Zoomark International in Bologna at the start of May. Nearly 50 new products in total in the small animal, cage bird and cat categories were presented by JR FARM. As well as the expansion of the grainless line, the focus on Back to Instinct products for small animals and further Bavarian Catnip toys for cats was renewed. The BLUE TREE brand launched at Interzoo 2018, featuring a line of innovative dog chew treats, was also represented in Bologna and was very popular with the international audience under its motto "Bavarian. Genuine. Good".

www.jr-farm.de



Zoomark 2019
INTERNATIONAL



ZOLUX: driven by a constant need to innovate

ZOLUX is a French family-owned group that has been operating in the pet product business with passion and dynamism since 1933. A multi-specialist designer, manufacturer and distributor, ZOLUX makes a point of offering essentials for all pet families. Products are distributed to more than 50 countries.

Interesting new concepts include CatPark cat trees, MOOKY Bio-organic treats for dogs and cats, Retro bird/small animal cages, the ISEO aquarium and furniture range, and NEVO small animal/bird cages with furniture.

www.zolux.com

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