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ZOOMARK 2019
I N T E R N A T I O N A L

THE NEW PRODUCTS PRESENTED AT ZOOMARK INTERNATIONAL

As with past editions, ZOOMARK INTERNATIONAL has provided ample space for the new products presented by the exhibiting companies: around 420 items are on display in a new location in the Mall that connects the new pavilions 28 and 29. Around 40% of the products concern pet food, a sector in which innovation is a key factor. New formulas are ever more finely calibrated to meet animals' nutritional requirements with ingredients selected for their organoleptic characteristics, high quality and to cater to animals' specific needs (for example free from allergens, vegan, grain free, with particular functions or for nutritional purposes to treat specific pathologies). Of particular note is the development of various ranges of baked goods, such as pet snacks or dog training rewards, cakes in the shape of bones to celebrate dogs' birthdays, biscuits that are 100% natural and free from artificial colourings and flavourings, and oven-baked products made with wholemeal spelt flour.

Around 40% of new products on display are for dogs, 35% for cats and 25% for fish and ponds, a sector that is particularly encouraged by the Aqua Project initiative.

Design is becoming increasingly sophisticated, shapes and materials ever more refined and of greater quality. The technology applied to the development of products is being put to the service of animals and their owners in order to offer the utmost in comfort, for example with pet beds made in highly insulating and comfortable materials, orthopaedic beds and cushions made of memory foam, moments for recreation (interactive toys), protection and security with collars equipped with GPS and/or electronic recognition name tags, and high visibility systems for use in the dark. In the animal care section (hygiene and medical products) the focus is on delicate formulas and homeopathic and Ayurvedic approaches, while the first products made from CBD are also being presented.

In the pet litter sector new, vegetable-based solutions made from new sources that respect the environment are making headway.

In general, there is a greater interest in organic products and raw materials, sustainable production cycles and recyclable packaging.

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Hashtag ufficiale di manifestazione: #zoomark19

For further information:

Paolo Landi – cell. +39 335 7271810 press@zoomark.it / paolo.landi@creativemedia.it

Orietta Orlandini – cell. +39 333 4740462 press@zoomark.it

Product Communication and Event Manager

Isabella Bonvicini, tel. +39 051 282920 cell. + 39 335 7995370 isabella.bonvicini@bolognafiere.it

Press Office BolognaFiere SpA

Gregory Picco, tel. +39 051 282862 – cell. +39 3346012743 gregory.picco@bolognafiere.it