

# Pet Product Marketing

For independent pet retailers

March 2025

[www.petproductmarketing.co.uk](http://www.petproductmarketing.co.uk)

**4 pages of  
new products!**



**Product of  
the month:  
Exo Terra  
T5 Reptile  
UVB Bulbs**



**On the shop floor:**  
Tony's Pet and Garden  
Supplies, South Shields

## Cat special!

Be the go-to shop for kitty essentials



## Enhancing Health and Wellness for Small Pets



[supremepetfoods.com](http://supremepetfoods.com)



LET'S GET CONNECTED  
@supremepetfoods



**NEW**



MARRIAGE'S

## Introducing our new range **SMALL ANIMAL**



So much thought goes into ensuring our products are healthy, nutritious and delicious. Our Nutri Pressed® small animal feeds are rich in wholesome, tasty, real ingredients. The gentler technology used to produce them not only reduces the destruction of nutrients when compared to some other production methods, but it also helps to enhance the flavour too. They are formulated with quality ingredients to help support overall health and wellbeing and are packed full of nutritional goodness, helping to support digestive health.



T. 0845 257 0232

E. [contactus@marriagesmillers.co.uk](mailto:contactus@marriagesmillers.co.uk)

[www.marriages.co.uk](http://www.marriages.co.uk)



**T**he whole idea of *Pet Product Marketing* (PPM) is to help you with running your pet shop.

And, if I had to create a checklist of things you can get out of the issue, it would be:

- Get prepared for Christmas stock orders (page 32)
- Increase footfall and loyalty of cat owners to your store (page 20 and page 26)
- Find a new product for your shop (page 10)
- Check out the product of the month – it's revolutionary and could be a big

seller! (page 16)

- Build a new social media strategy (page 34)

- Consider having a natural treats pick 'n' mix offering (page 18)

And that's not even a comprehensive list! I only do this to highlight the practical benefits of PPM. We're here as a resource and I hope that something on the list catches your eye and you find a new way of doing things or a product to add to your offering.

Mike  
Editor, PPM.

## Contents

### 4 News

Latest news from the pet industry

### 8 BioCatolet

We've got a Q&A about how the innovative brand has become a leading cat litter

### 10 New products

Four pages of new releases that are hitting the market

### 16 Product of the month

The Exo Terra T5 VHO Bulbs

### 18 On the shop floor

We head north to visit a local pet shop

### 34 Unlocking the power of social media

Trends, tips, and tactics for 2025

### 36 Fishkeeping know-how

We look at holiday aquarium care solutions

### 41 Business advice

The AI age: the disruption to the UK workforce

### 43 Canine nutrition

Dietary fibre – friend or foe?

### 46 PPM puzzles

A mental workout for your coffee break!

### Cat special

### 20 Food in focus

How cat food purchases can be a key driver of cat lovers to your store

### 26 Pick of the litter!

How cat litter can help you become a go-to retailer for feline fans

### 32 Christmas pre-orders

The time is now to prepare for the 2025 festive season



**Follow us on social media!**

See videos of the latest products and trade news



## Pet Product Marketing

www.petproductmarketing.co.uk

Our email:  
[editorial@petproductmarketing.co.uk](mailto:editorial@petproductmarketing.co.uk)

Our address: Pet Product Marketing, Warners Group Publications, The Maltings, West Street, Bourne, Lincolnshire PE10 9PH

**Michael Hallam**, Editor (for news and product releases, contact Michael at [michael.hallam@warnersgroup.co.uk](mailto:michael.hallam@warnersgroup.co.uk))

**Nathaniel Cureton**, Junior Content Editor

For advertising queries please contact  
**Stephen Tanner** on 01778 392404

**Nigel Fish**, Design and Production Manager

**Stephen Tanner**, Key Account Manager (advertising *Pet Product Marketing*)

**Andrea Walters**, Key Account Manager (advertising *Your Dog / Your Cat*)

Printed by **Warners Midlands plc**

### Subscriptions and back issues

*Pet Product Marketing* is available free to people who qualify for our controlled terms of circulation. If you'd like to register for a free subscription, please visit [petproductmarketing.co.uk](http://petproductmarketing.co.uk)

Pet Product Marketing is published 12 times a year by Warners Group Publications. No part of the magazine may be reproduced in any form in whole or in part, without the prior permission of Warners Group Publications. All material published remains the copyright of Warners and we reserve the right to copy or edit any material submitted to the magazine without further consent. The submission of material (manuscripts or images etc) to Warners Group Publications whether unsolicited or requested, is taken as permission to publish that material in the magazine, on the associated website, any apps or social media pages affiliated to the magazine, and any editions of the magazine published by our licensees elsewhere in the world. By submitting any material to us you are confirming that the material is your own original work or that you have permission from the copyright owner to use the material and to authorise Warners Group Publications to use it as described in this paragraph. You also promise that you have permission from anyone featured or referred to in the submitted material to it being used by Warners Group Publications. If Warners Group Publications receives a claim from a copyright owner or a person featured in any material you have sent us, we will inform that person that you have granted us permission to use the relevant material and you will be responsible for paying any amounts due to the copyright owner. We cannot accept responsibility for unsolicited manuscripts, images, or materials lost or damaged. While every reasonable care is taken to ensure accuracy, the publisher is not responsible for any errors or omissions, nor do we accept any liability for any loss or damage, however caused, resulting from the use of the magazine.



# PPM News

March 2025



## Wilson's Pet Food receives £1m investment

Scottish-based Wilson's Pet Food has received £1 million of investment from The Investment Fund for Scotland (IFS), managed by Maven Equity Finance, delivered by the British Business Bank.

Sold through retailers nationwide, Wilson's is one of the UK's leading producers of natural cold pressed dry dog food, with two established manufacturing facilities, while also producing raw meals, treats, and a range of supplements.

Craig Wallace, Managing Director at Wilson's, said, "This investment from Maven Equity Finance, in partnership with the British Business Bank could not come at a more exciting time for Wilson's. Following our successful rebrand, this investment will be used to enhance production further, helping us complete the installation of a new cold pressed facility. This will enable us to more than quadruple our current production capacity. It will also support the launch of a brand-new range of food, be invested in some incredible new team members, and help increase our support and advertising for our independent pet trade customers.

"As ever, we remain committed to making Wilson's available to more dog owners across the UK and encouraging pet owners to feed a natural nutritious diet. With our cold pressed being named 'Best Dry Dog Food 2025' by *Your Dog* magazine and the investment, it's set to be a busy year ahead."

To find out more about Wilson's, visit [trade.wilsonspetfood.co.uk](https://trade.wilsonspetfood.co.uk) or contact [trade@wilsonspetfood.co.uk](mailto:trade@wilsonspetfood.co.uk)

## Supreme celebrates success of 'Scan, Enter, Win' campaign

Supreme Petfoods has announced the success of its 'Scan, Enter, Win' campaign. The promotion encouraged thousands of participants to scan QR codes on product packs to enter monthly draws for exciting prizes, including luxury gift vouchers, memorable family experiences, and high-end accessories.

This innovative promotion was designed to engage and reward valued customers while boosting brand visibility in store. The campaign, which ran across both the Science Selective and Tiny Friends Farm brands, continues to deliver significant consumer engagement. The 'Scan, Enter, Win' campaign uses on-pack QR codes to create a seamless entry process, where customers are directed to an interactive online portal. The playful graphics and engaging design are aimed to appeal to both young families and individual pet owners.

Claire Hamblion, Marketing Director at Supreme Petfoods, said, "We have seen increased customer engagement across all our key markets. The campaign has boosted the visibility of our brands, driving higher product trial, and increased repeat purchases.

"Based on the campaign's success, we will be exploring more added-value promotional initiatives in 2025 to continue engaging customers, while reinforcing our position as a leader in pet care."

For more information about Supreme Petfoods, visit [supremepetfoods.com](https://supremepetfoods.com)



**THINK  
PARROTS  
2025**

## Exhibit at Think Parrots 2025

Tickets are selling well for the biggest parrot event in the country, so there is an opportunity for brands to connect with these eager shoppers, ready to spend money on their beloved feathered friends. Think Parrots 2025 is open to the public on Sunday 8 June, 2025 at Kempton Park Racecourse between 10am and 5pm.

The venue offers flexible trade stand spaces at reasonable prices and the organisers will work with you to meet any reasonable requests. Plus, it is situated close to a mainline train station and the M25, with ample free parking.

Join the confirmed exhibitors, which represent a cross section of the parrot community.

To become an exhibitor, email [info@thinkparrots.uk](mailto:info@thinkparrots.uk) or call 0330 164 1904.

# Grain Free Mixers

## The perfect dog happy mixer meal!

We pride ourselves on using ingredients sourced directly from our family farm, reducing the environmental impact of long-distance transportation and supporting sustainable farming practices. We are one of the few dog food producers who make all our dry foods, mixer meals, and treats right here at our farm.



For more information visit  
[laughingdogfood.com](http://laughingdogfood.com)



Freephone  
0800 098 8057

## Don't put out pet fur for nesting birds, charity warns

Pet owners looking to help birds this nesting season should avoid leaving out dog or cat fur, warns independent charity, SongBird Survival.

Research from the University of Sussex, funded by the charity, has found high levels of harmful chemicals from pet flea treatments in birds' nests lined with animal fur, leading to increased chick mortality rates.

Instead of putting out pet fur for birds, SongBird Survival is urging the public to install nest boxes to provide songbirds with a safe space to raise their young and shelter.

Susan Morgan, Chief Executive of SongBird Survival, stated, "Pet fur may seem like a cosy nesting material for birds but, if pets have been treated with flea or tick drugs, it can be seriously harmful. Instead, support songbirds by installing a nest box and give them natural nesting materials by planting long grasses or leaving out piles of grass clippings, twigs, and leaves."

SongBird Survival's top tips for nest boxes:

1. Choose the right box and location:
  - Boxes with small holes (25mm) attract blue tits, coal tits, and marsh tits; larger holes (32mm) suit pied flycatchers, great tits, and tree sparrows. They need to be 2-4 metres off the ground on a wall or tree
  - Open-fronted boxes, which help robins and wrens, should be low to the ground, well hidden behind shrubs
  - 'Terrace-style' boxes with multiple entrances should go under eaves, helping sparrow communities
2. Face nest boxes north or east to avoid overheating in the sun
3. Plant shrubs beneath nest boxes, ideally spiky ones like gorse or roses, to provide safe landing spots for fledglings and keep away predators



4. Keep feeders and nest boxes separate to reduce predator attacks
5. Make boxes predator-proof, adding a metal hole restrictor that stops predators being able to widen the entrance and get in. Make sure your nest box doesn't have a perch on the outside allowing easy access for predators
6. Provide natural nesting materials by leaving out grass clippings, twigs, moss and leaves. You can also plant ornamental grasses like Molinia, Miscanthus, or Cortaderia

For more tips and a step-by-step guide on helping baby birds if you see one on the ground, visit [songbird-survival.org.uk](https://songbird-survival.org.uk)



## Whiskas launches new campaign 'Purradise'

Whiskas has launched a creative promotional campaign called 'Purradise'.

The idea behind the global campaign, launching first across European markets, is that the purr is the ultimate sign of

happiness in cats and that Whiskas can take cats and their parents to the ultimate destination of feline satisfaction.

Featuring six lands, each Purradise territory satisfies the different needs of cats, through highly nutritious and delicious Whiskas meals. The campaign shines a spotlight on classic favourites and exciting new offerings such as the Whiskas Aromatic Selection range, a delicious new 2025 addition to the Whiskas product family.

In a bid to engage consumers, the Whiskas brand has also worked with Waltham Petcare Science Institute to create six cat personality types. Each personality type is then matched with the ideal Whiskas product and its corresponding land in Purradise:

- **The Inquisitive Cat (Aroma Island):** Curious, explores the world through senses
- **The Independent Cat (Gravy Lake):** Prefers own company, likes peace and quiet
- **The Easy-going Cat (Surf and Turf Land):** Agreeable, open to trying new things
- **The Active Cat (Feather Valley):** Quick, energetic, chases and runs
- **The Playful Cat (Mount Crunch):** Loves playing with laundry, toys, and games
- **The Pampered Cat (Pampered Plains):** Enjoys being pampered and loves human interaction

For more information on the campaign, visit [whiskas.co.uk](https://whiskas.co.uk)

# PATS 2025

THE PET & AQUATICS TRADE SHOW

**28-30 SEPTEMBER**  
**NEC BIRMINGHAM**

Where the Pet & Aquatics  
Trade meet to do business



**CENTRALLY LOCATED IN THE UK WITH FANTASTIC TRANSPORT LINKS**

**HUNDREDS OF EXHIBITORS SHOWCASING NEW PRODUCT LAUNCHES & TRENDS**

[patshow.co.uk](https://patshow.co.uk)

Scan to see all  
the exhibitors





# BioCatolet

We get the inside story how one brand has been at the top of the cat litter game for over a generation...

8

**F**ounded back in 1990, BioCatolet cat litter, in its distinctive green packs quickly became a leading brand in UK and all over Europe. Thirty-five years on and it's still the cat litter of choice for thousands of discerning cat owners. Here, Paul Adams, Managing Director of BioCatolet's UK distributor Macromin, provides some insights into this household brand's success story.

## How did BioCatolet begin?

"The brand was conceived in the early 90s by German company, Catolet GmbH, to make good use of high-quality paper materials which at that time were often going to waste. Catolet developed innovative technologies to take this clean, pre-consumer paper (especially offcuts from hygienic paper product manufacturers) and cardboard from the packaging industry and turn it into ultra-high-performance cat litter.

"BioCatolet was one of the very first high-quality litter brands to appeal to the rapidly increasing number of environmentally conscious consumers. Minimising environmental impact is a constant preoccupation for us, reflected not just in the careful choice of raw materials and suppliers, but also in the manufacturing process itself, which aims to further reduce waste and energy consumption. The factory

makes use of solar panels and wood waste from the local forestry industry for heating the factory and drying the cat litter."

## How is BioCatolet different to other brands?

"Making use of clean, recycled paper is a big part of what we do, but it cannot be the whole story. From the beginning, there was an ambition to make a really high quality, high-performance product.

"BioCatolet is more than 30% lighter than wood litter and 60% lighter than most clay litters, so it is super-convenient to carry and to pour into the litter tray. Its light and spongy pellets are very soft and gentle on little paws, too.

"BioCatolet has an extraordinary absorbency of over 250% But it is not just the volume it absorbs ... it is the speed! One hundred percent of the liquid is bound up inside the paper pellets within five or so seconds, preventing any from seeping through to the bottom or the edges of the litter tray. The speed of action really reduces the development of troublesome odours.

"We are fortunate to enjoy a tremendous loyalty to the BioCatolet brand among our long-standing customers. And today, we find the growing numbers of younger cat owners are strongly attracted to the sustainability of a product like BioCatolet.

"BioCatolet benefits from being a flexible

litter, appropriate not just for all cats and kittens, but also for small pets such as rabbits, ferrets, rats, and mice. For multi-pet families, this has always been appealing."

## Value for money

"Paper cat litter may cost more upfront, but its super absorbency means you use less and save money over time. With a competitive price and long-lasting performance, BioCatolet offers great value."

## The future...

"We've witnessed the cat litter market undergoing considerable evolution over the years, as pet owners have become more discerning about the products they choose. Increasingly aware of the environmental impact of their purchases, the eco-conscious consumer is turning away from litter products made from non-renewable resources, which can contribute to damaging land practices and landfill waste.

"This year will see several innovative product developments, designed to attract an even broader customer base. This will only help drive the growth of organic and eco litters, so we hope to be a household name for many years to come!"

Paul Adams was speaking to Liz Stout at Nobull Agency ([nobullagency.co.uk](http://nobullagency.co.uk))

# NOBULL

## At Nobull, we're passionate about pets.



We're animal-loving  
marketing creatives, who  
transform great ideas into  
commercial success,  
whatever the pet care angle.

Are you a brand needing  
marketing support, or an  
independent pet shop  
owner looking to connect  
with a wider audience of  
animal lovers?

### Let's Talk



Get in touch: [hello@nobullagency.co.uk](mailto:hello@nobullagency.co.uk)



[nobullagency.co.uk](http://nobullagency.co.uk)

# New products

## Hyper Pet exciting new dog toy lines

Hyper Pet has announced an extension to its innovative pet toy range. It features durable and high-quality toys crafted using reinforced plush, EVA foam, ballistic material, and firehose fabrics, all designed to elevate playtime, wellness, and convenience for dogs and their owners.

The Hyper Pet range extension includes nine new toys that dogs will love, with RRP's ranging from £6.99 to £24.99, ensuring there is something for every pet and every budget. The new range includes the Fire Hose Friends Frog, a vibrant bright-green toy crafted from durable fire hose canvas with an internal squeaker for added excitement. The Grab Tabs Beaver, Duck and Soccer Ball are all crafted with durable nylon tabs for easier gripping while chasing, tugging, and retrieving. The Kettlebellz Gorilla is crafted with soft, ballistic material and a durable braided nylon rope, making it perfect for tugging, and an internal super squeaker. Finally, the FetchH2O range features four Chewz Eva toys – a bone, stick, ball and bumpy ball – all created for water play.

These new innovative toys are available to the specialist pet trade exclusively through Pedigree Wholesale. Each product has been created with fun in mind while providing a diverse toy range and high profit margins for retailers.



Visit [petproducts.co.uk/hyper-pet](http://petproducts.co.uk/hyper-pet) or speak to your Business Development Manager for more information



## Silver Honey Mud Defense Spray

Silver Honey Mud Defense, from Absorbine, is the first mud defence spray to combine the natural power of manuka honey and MicroSilver BG. Specially formulated for skin challenges often seen around the pastern and heel bulbs, this innovative spray supports the skin barrier and protects skin integrity in wet, muddy conditions. Regular exposure to wet and mud can make the horse's skin vulnerable.

The natural powers of MicroSilver BG and manuka honey work together, supporting the skin's natural microbiome. MicroSilver BG is a powder of micro-sized pure medical-grade silver particles. Unlike colloidal silver, micro-sized particles provide the highest level of safety for silver used in topical healthcare, resulting in effective cleansing barrier action that clings to the skin and hair follicles. MicroSilver BG plays an important role in supporting the skin's natural defences and maintaining the skin's beneficial flora.

Silver Honey has an impressive 5+ UMF or 'Unique Manuka Factor' rating, meaning it uses genuine manuka honey gathered exclusively from the pollen of the manuka tree of New Zealand. Manuka honey has exceptionally high cleansing activity and maintains a hydrated and healthy wound environment. It also allows debridement or shedding of dead tissue from the wound. The balanced skin environment created from the signature compounds of manuka honey aids the management of wounds for healthy outcomes.

The unique formula in Silver Honey Mud Defense also includes essential oils to soothe and support skin comfort. It also incorporates RapidSorb technology that allows the ingredients to be more easily absorbed into the skin surface, even through thickened skin and scabs. RapidSorb technology works to ensure the absorption of manuka honey and essential oils to help soothe and support skin comfort. The powerful formula is also very gentle and can even be used on sensitive or damaged skin.

The Silver Honey range is available from your usual Absorbine supplier or visit [absorbine.co.uk/silverhoney](http://absorbine.co.uk/silverhoney)



# PIONEERS IN THE US, HIMALAYAN PET SUPPLY LAUNCH EXCLUSIVELY WITH KENNELPAK IN THE UK

CREATORS OF THE ORIGINAL HIMALAYAN DOG CHEW™



HANDCRAFTED IN THE USA

WITH THE WORLD'S  
FINEST INGREDIENTS



**Kennelpak**  
Trusted pet specialists since 1974

Tailored marketing and distribution solutions with Kennelpak

For sales, enquires or marketing material please email [sales@kennelpak.co.uk](mailto:sales@kennelpak.co.uk)



## FRONTPRO Chewable Tablets

Boehringer Ingelheim has launched FRONTPRO, a new flea and tick treatment for dogs. FRONTPRO is the first flea and tick treatment available as a chewable tablet in the over-the-counter (OTC) market, sold through a suitably qualified person (SQP). FRONTPRO is an innovative expansion of the well-known FRONTLINE product family, which Boehringer Ingelheim produces.

FRONTPRO delivers a fast and lasting effect, protecting dogs from

fleas and ticks for one month. It kills fleas within eight hours, before they lay eggs, which prevents household infestations. FRONTPRO is recommended for all breeds aged eight weeks or older (weighing 2kg or more) and can be given with or without food.

"This new beef-flavoured, chewable tablet offers our customers an effective new option to protect their dogs from fleas and ticks and supports proactive pet health management," said Sarah Page-Jones, Lead Veterinary Surgeon at Pet Drugs Online.

Visit [uk.frontline.com](http://uk.frontline.com)

12

## Supreme launches new range of supplements

Supreme Petfoods has launched its new range of Science Selective Care supplements.

These new functional treats have been specifically designed to help support the health of rabbits, guinea pigs, and chinchillas. The innovative new products address key health priorities, including digestive, urinary, and skin health, supporting general well-being in small pets.

Maintaining optimal digestive health is essential for small herbivores and Digestive Care is formulated with mint and chamomile, plus natural prebiotics and fibre to support gut flora balance and aid digestion.

Urinary Care blends dandelion, cranberry, and Vitamin C. These

ingredients help reduce the risk of urinary issues, such as bladder sludging, and help maintain a healthy urinary system. To help support healthy skin and coat condition, Skin and Coat Care is formulated with antioxidant-rich spinach, Vitamin C, and linseed.

Finally, Vitamin C Care supports immune function and overall vitality. While Vitamin C is essential for guinea pigs, the supplement is also suitable for rabbits and chinchillas that require additional support.

Retailers can expect comprehensive marketing support, including promotional materials and educational resources, to help them effectively communicate the benefits of these new supplements to their customers. Available in 100g packs, the supplements have an RRP of £6.99.

Each chew is available in 50 and 100-chew tubs, offering flexibility for pet owners looking to support their pet's health consistently.



The new range of Science Selective Care Supplements is now available to order. For more information, email [experts@supremepetfoods.com](mailto:experts@supremepetfoods.com)



**WE HAVE A TREAT IN  
STORE FOR YOU AT CRUFTS**

COME TO SEE US:

**HALL 5 - STAND 114**

**VITALIN**

VITALINPETFOOD.CO.UK

## Natures Menu launches raw freeze dried treats range

Natures Menu has launched a brand-new range of Raw Freeze Dried Treats and Rewards and expanded its existing range of Complete & Balanced Raw Freeze Dried Dinners.

Formulated by vets and using all natural ingredients, the 'raw with no thaw' format means Raw Freeze Dried is the best alternative to raw when owners don't have access to a freezer – ideal for when owners and pets are on the go. Using the closest technology to raw feeding, freeze drying is a minimally processed option that removes almost all of the water content without cooking. The process subsequently locks in the flavour and nutrients of the raw ingredients, for an intense mouth-watering taste.

### The new products include:

#### Complete and balanced meal options

The existing Raw Freeze Dried range of Complete & Balanced Dinners has expanded to include a 625g pack, ideal for longer stays away from the freezer and offering best value – adding to the 120g and 250g pack sizes. Available in four flavours (beef, chicken, turkey, and lamb), the Raw Freeze Dried Dinners are a complete and balanced 80:20 meal option – 80% meat and offal with 20% fruits, vegetables, vitamins and minerals, offering your pet a delicious and nutritious meal – for when you're away from the freezer.



#### Raw Freeze Dried Toppers: 40g and 15g

Adding enrichment to feeding times, the new Raw Freeze Dried Toppers are perfect for mixing – simply pour over your dog's regular food and serve. With three delicious flavours to choose from (chicken, turkey and lamb), the Toppers are made from 80% meat and offal with 20% fruits, vegetables, vitamins and minerals for a natural boost of nutrition and taste. The chicken option is also available in a smaller 15g pack size.



#### New Treats and Rewards range

#### Raw Freeze Dried Meat Bites (15g) and Raw Freeze Dried Meat Chunks (40g)

The new Treats & Rewards range offers nutritious snacks with intense and delicious flavour, adapted to your dog's needs – with different sizes available. A tasty addition to the Raw Freeze Dried range, the new 100% Meat and Offal Bites are a smaller snack that comes in four flavours (beef, chicken, turkey and lamb), while the larger 100% Meat and Offal Chunks are perfect for bigger dogs, and come in two flavours (chicken and turkey).

Natures Menu specialises in raw and natural dog food made with quality meats and fish, blended vegetables, fruits, and healthy carbohydrates. The range helps to support digestive well-being and a shiny coat. Crafted by experts in Norfolk, Natures Menu uses British suppliers and ethical product sources wherever possible.



To access the Natures Menu trade portal,  
visit [trade.naturesmenu.co.uk/login](https://trade.naturesmenu.co.uk/login)  
or to contact Natures Menu, call 0800 018 3770  
or email [trade@naturesmenu.co.uk](mailto:trade@naturesmenu.co.uk)

## Nutriment Nuggets – Nutriment's newest raw pet food range

Nutriment, a leader in the development of high-quality raw recipes and natural feeding solutions, has announced the launch of an exciting new portfolio of innovative raw pet food solutions: Nutriment Nuggets.

Nutriment Nuggets – available in five varieties (Chicken, Lamb, Beef, Puppy (mixed protein) and Senior (mixed protein)) – feature the high-quality ingredients Nutriment customers are accustomed to in easy-to-portion, quick-to-defrost, complete meals, in handy 20g individual nuggets. Each variety is raw, grain-free, filler-free, and composed of a minimum 84% high-quality meat, complemented by vegetables and superfoods such as broccoli, pumpkin, blueberries, salmon oil, and kelp. The Senior variety also includes joint-friendly ingredients such as green-lipped mussel for supporting optimal joint and bone health in ageing dogs.

With many years of market expertise and customer insight, Nutriment has introduced this range to its portfolio to provide yet further convenience for time and effort-conscious pet owners. All pet owners need to do is portion out the number of nuggets required, defrost and serve, to deliver first-class nutrition for their pets in a delicious format.

The launch of Nutriment Nuggets follows the successful launch of Nutriment's Gently Steamed range earlier this year. Gently Steamed is a seven product range of high-quality, natural, balanced, shelf-stable meals, which do not require freezing and are simply stored in the fridge once opened.



Nutriment Nuggets are available now.  
Speak to your Nutriment contact for more  
information on pricing,  
support and POS materials or visit  
[nutriment.co.uk](https://nutriment.co.uk)

## Mikki Doodles Harness and Doodle-Do Lead



Mikki has launched two innovative products tailored specifically for Doodle crossbreeds and other curly-coated dogs – the Doodles Harness and the Doodle-Do Lead. Designed to address the unique needs of these popular dogs, these high-quality accessories offer both comfort and control.

The Mikki Doodles Harness features a smooth inner lining that minimises friction, along with a stylish design that limits the amount of a dog's coat covered by the harness. Curly-coated dogs often develop knots and tangles around the armpits and chest due to regular harness use, and the Doodles Harness has been specifically designed to help prevent the formation of these.

The Doodles Harness is suitable for all dogs that enjoy comfortable walks. The 'Y' shaped design ensures a snug fit across the chest without exerting pressure on the body, thus preventing interference

with the scapula and elbows, and allowing unrestricted movement.

The harness features adjustable buckles that always ensure a comfortable fit, as well as dual lead attachment points (one on the back and one on the chest), which offers greater versatility for training and handling. The Doodles Harness is available in four sizes (XS, S, M, and L).

The new Doodle-Do Lead is available in two sizes (S/M and M/L) and complements the Doodles Harness. Key features of the lead include:

- A soft neoprene padded handle that easily converts into a hands-free waist lead or cross-body belt lead
- A convenient quick-release clip on the padded handle for effortless tethering to tables, posts, etc
- An easy-release clip that separates into a seatbelt clip to secure your dog in the car with a harness
- A bungee section to minimise jolts and pulling during walks
- An easy-slide adjustable buckle to customise the lead's length to your liking
- A reflective trim for improved visibility in low light conditions
- An additional soft neoprene padded control handle near the buckle for close handling
- A carabiner clip on the handle for attaching poop bags or extra accessories



**The Doodles Harness and Doodle-Do Lead ranges are available to order now, with an optional FSDU. Visit [trade.interpet.co.uk](https://trade.interpet.co.uk)**

## Natures Zest launches four new cat products

Leading preventative supplement brand, Natures Zest, is expanding into the world of pets, and has launched four brand-new products for cats.

After establishing itself as a market leader in human natural preventative care, Natures Zest is launching a Natures Pet range, and its first four products are aimed at helping to alleviate common feline ailments. The new feline range consists of FlexiPaws for Cats, LiverEase, UTICalm, and RenalRelief.

FlexiPaws for cats is a unique vet-strength formula designed to keep your feline friend active and comfortable by supporting joint structure, mobility, and overall well-being. The product is packed with premium ingredients like green-lipped mussel, glucosamine, hyaluronic acid, manganese, Vitamin C, Vitamin E, and calcium.

LiverEase for Cats is an advanced liver care supplement that is designed to help support healthy liver function in cats and is sold as a 120ml liquid. The product is packed with premium ingredients like milk thistle, lecithin, vitamins B5, B1, B2 and B6, B12 and alpha-lipoic acid to naturally maintain healthy liver function. It is available in a liver and bacon flavour liquid for easy administration.

UTICalm for Cats is an advanced UTI care supplement. This advanced formula features premium ingredients such as N-Acetyl D-glucosamine, hyaluronic acid, L-tryptophan, and L-theanine, working synergistically to naturally maintain and support optimal urinary health. For ease of administration, UTICalm comes in a palatable liver-flavoured sprinkle capsule, ensuring a stress-free

experience for both you and your cat.

RenalRelief is a specialised urinary support supplement designed to support and maintain optimal kidney health in cats of all ages. This advanced formulation features a blend of premium, high-quality ingredients renowned for their supportive and detoxifying properties. These ingredients work synergistically to support healthy kidney function, enhance detoxification processes, and support your cat's long-term health and overall well-being.



**To find out more, visit [natureszestnutrition.com/collections/pet-health](https://natureszestnutrition.com/collections/pet-health)**



The Exo Terra T5 VHO Bulbs are the culmination of years of research between Exo Terra and reptile keeping and lighting expert Tomaskas, and features a unique phosphor blend, allowing it to replicate UVA and UVB rays in sunlight much more closely than was previously possible. To that end, this new phosphor blend effectively eliminates shorter wavelengths in order to match natural sunlight much more closely in the regions of UVB and UVA 2. These bulbs are manufactured in Germany, to a medical-grade standard, and are held to the highest possible quality standards.

#### A step forward for animal care

These new T5 fluorescent UVB bulbs take the next big step forwards in safe reptile husbandry by eliminating short wavelengths that could still be found in other T5 bulbs, for an even more true-to-life UV Spectrum, and a more realistic environment in a terrarium.

UVA rays help stimulate appetite, activity, and reproductive behaviour in reptiles, while UVB helps prevent metabolic bone disease and helps promote healthy Vitamin D3 synthesis and calcium absorption.

#### The range for all reptiles

The Exo Terra T5 Reptile UVB range covers a wide range of wattages, from 8W to 54W, which makes them easy to integrate into any existing fixtures. The range is split further down into UVB100, UVB200 and UVB300, to closely match the needs of specific reptiles.

The relevant UV percentage and Ferguson Zone information is clearly printed on each bulb, making it easy for anyone to transition to this range from another brand.

#### Tested and proven

The meticulous approach to spectrum development is what really makes this new range position itself as next level, with independent tests showing that the Exo Terra T5 Reptile UVB Bulbs replicate UVB rays closer to sunlight than any other existing market leaders. The differences are obvious when looking at the spectrum graphs, with the Exo Terra T5 Bulbs matching the natural spectrum of UV in sunlight more closely than ever before. Exo Terra's scientific commitment to accuracy really shines through, and should give keepers the confidence that their reptiles are receiving the highest possible quality of care.

#### At a glance

Who is product for? **All reptile keepers that use linear fluorescent bulbs**  
Price point: **RRP £21.99 - £27.99**

What makes it stand out in the marketplace? **The brand new unique phosphor blend, developed in close cooperation with Tomaskas, is the most sun like UV light spectrum ever created – it's a true evolution in reptile lighting**



# Exo Terra T5



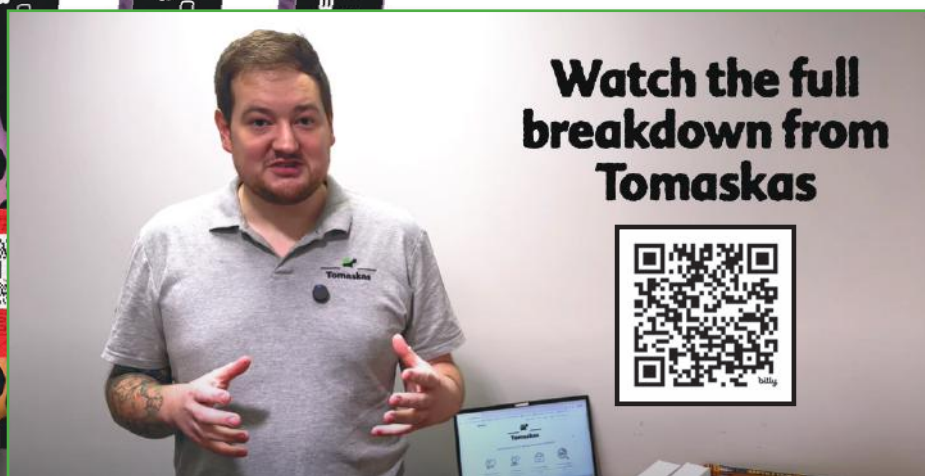
### Easy to install

While the Exo Terra T5 Very High Output Bulbs are compatible with any existing fixtures on the market, Exo Terra is also releasing a new T5 Terrarium Top High-Performance Reptile UVB Fixture, specially designed to enhance the bulbs' performance and integrate them with no fuss in any terrarium setting. This new terrarium top comes with many new features, including a high-output reflector, which will increase light penetration in taller and mesh top terrariums. It's also equipped with a high-quality electronic ballast, which will greatly increase the overall performance and lifespan of any Exo Terra T5 Bulb installed. Its linkable design allows for the control of multiple fixtures with only a single timer, and the grounded plug ensures top-notch safety and durability. Finally, the fixture is an ideal choice for a wide range of setups, with its optional mounting clips allowing it even more flexibility than just placing it on top of a terrarium mesh, for installation within a wooden vivarium.

### Summary

Overall, these new T5 Reptile VHO Bulbs show an incredible step forwards in faithfully recreating a reptile's natural environment in captivity, with some zoos and private collections already adopting the new range to maximise their animals' welfare. Exo Terra shows once again that they are committed to pushing the envelope in what is possible in reptile keeping, and recreating a reptile's natural habitat as closely as possible, which should instill confidence in any reptile keeper on the market.

17



# 5 VHO Bulbs

### Become a stockist

Contact your Hagen Sales Manager for more information or visit [exo-terra.com](http://exo-terra.com)

The shop in South Shields



# On the shop floor

We head up north to chat to a store manager who believes customer service is the secret to success...

18

**M**andy Hood is the manager of Tony's Pet and Garden Supplies in South Shields, Tyne and Wear.



Mandy and Tony

## Give us a bit of background about the shop

We've been going for seven years this year. I used to be a pet shop years ago and then the

guy retired and just left it and it was empty for a while. Tony actually owns the Premier shop over the road. As a customer going in there, I suggested that he opened the empty shop back up as a pet shop and I'd come and work for him. Lo and behold, he actually did that!

We started off as just a very small shop. The back of the shop used to be a storeroom, which we had to knock through and open up because it just took off a lot bigger than we thought it would. People come in and just think it's like a tiny little shop, but then they realise once you get to the back of the shop, it's actually doubled in size.

## Before becoming shop manager, did you have any history working with pets?

I've always been in the dog industry and wanted to do something like this, because of my passion for animals. I've got five dogs of my own and I used to work in a dog day care centre. I've also done dog walking. I was known in the doggy world locally because I used to foster and take in strays and scan for lost dogs. I think that kind of helped build the business quicker.

## You're a raw food stockist. What's that like?

We are massive advocates of raw feeding. I feed raw, the girls that work here feed raw, and because you see the health benefits for

the dog long-term, we always push towards a raw diet. When people come in, I think they trust our judgement. So, we'll say what is best for the dog.

## What are your best-selling lines?

Obviously, raw. We also have nearly 100 different varieties of natural treats. We don't sell anything that's not natural. So, anything from a pig's snout up to a cow's nose, to an ear or a foot. We don't have any rawhide in the shop.

We sell a lot of fleece suits that cover the dog completely so they don't get dirty. We'll sell 10-15 of them a day. I own Spaniels so know how dirty walks are, so they came from my own personal experience of walking the dogs. We've got quite a big range of jumpers and harnesses, and we fit everything. We never let anybody leave the store unless we fitted it correctly. And every dog that gets something new, whether it be a harness, a collar, a lead, a toy, has their photo taken.

## You've got a pick 'n' mix style presentation of natural treats. Has that been a hit?

Yes, it has, because the dogs can tell the owners what they like. If it's in a packet and you're just choosing a packet, you might pick treats that your dog doesn't like. Whereas if they tell you what they like with their nose, the dog does their own shopping!

## Customer service is really important to you, isn't it? How do you make sure that they keep shopping with you?

You always greet the customer, regardless of whether you like them or not, you always greet the customer. But, if they're coming in with a dog, we don't always greet the customer, we greet the dog, and our customers like that. Every dog that comes in is welcomed with a treat and they all know that because the dogs will stand exactly where the counter is so that you can't get out and they won't move until they get that treat. When customers are getting served, the dogs will jump up at the counter, if they can reach, knowing they're going to get a treat. I think it's just little things like that, and such as knowing the dog's name every time they come in. Then if grandparents bring them in, we don't know the grandparents, but we know exactly what that dog likes. So, it's all about the dog, every time it's about the dog.

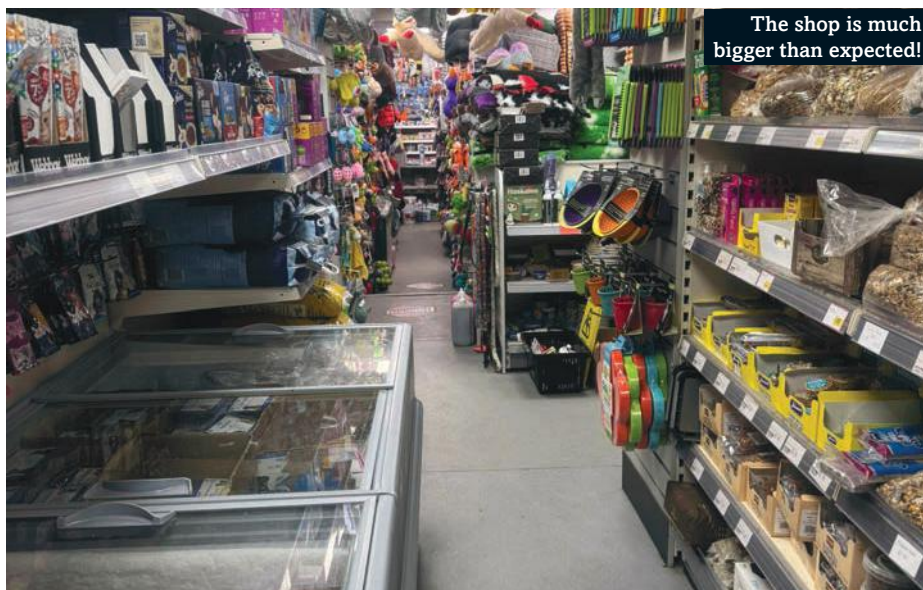
## Is your marketing mainly social media?

It's all social media and word of mouth. Word of mouth is huge for us. South Shields is quite a small seaside town. We have

visitors that will come from Durham and Seaham, which are about 10 miles, maybe eight miles out. Further afield, we've got somebody that comes from Amsterdam across on the ferry! We have a guy that lives in America, comes across every couple of months and comes here. People travel to us for a reason, and I think one reason is because of the customer service that we give. And I think we're quite a unique store because of the size of the shop. If you were to come and see how much is rammed into this store, you'd completely understand where I'm coming from. There's so much variety for all animals, not just dogs. It is mainly dogs, but there's so much variety.

### You won a Dog Friendly Award – how was that experience?

We won that two years in a row. They sent us a QR code and you basically get all of your customers to scan the QR code and leave a bit of feedback. We got over 600 comments. I cried when I got the results, I was so happy. It just means all that hard work that I've done in the last seven years has actually paid off. Yeah, because you're having a massive impact on people's lives. It's not just selling products. It's actually, you're a source of people's pet care. I think we have the most genuine, lovely customers. I'm so passionate about my job.



The shop is much bigger than expected!

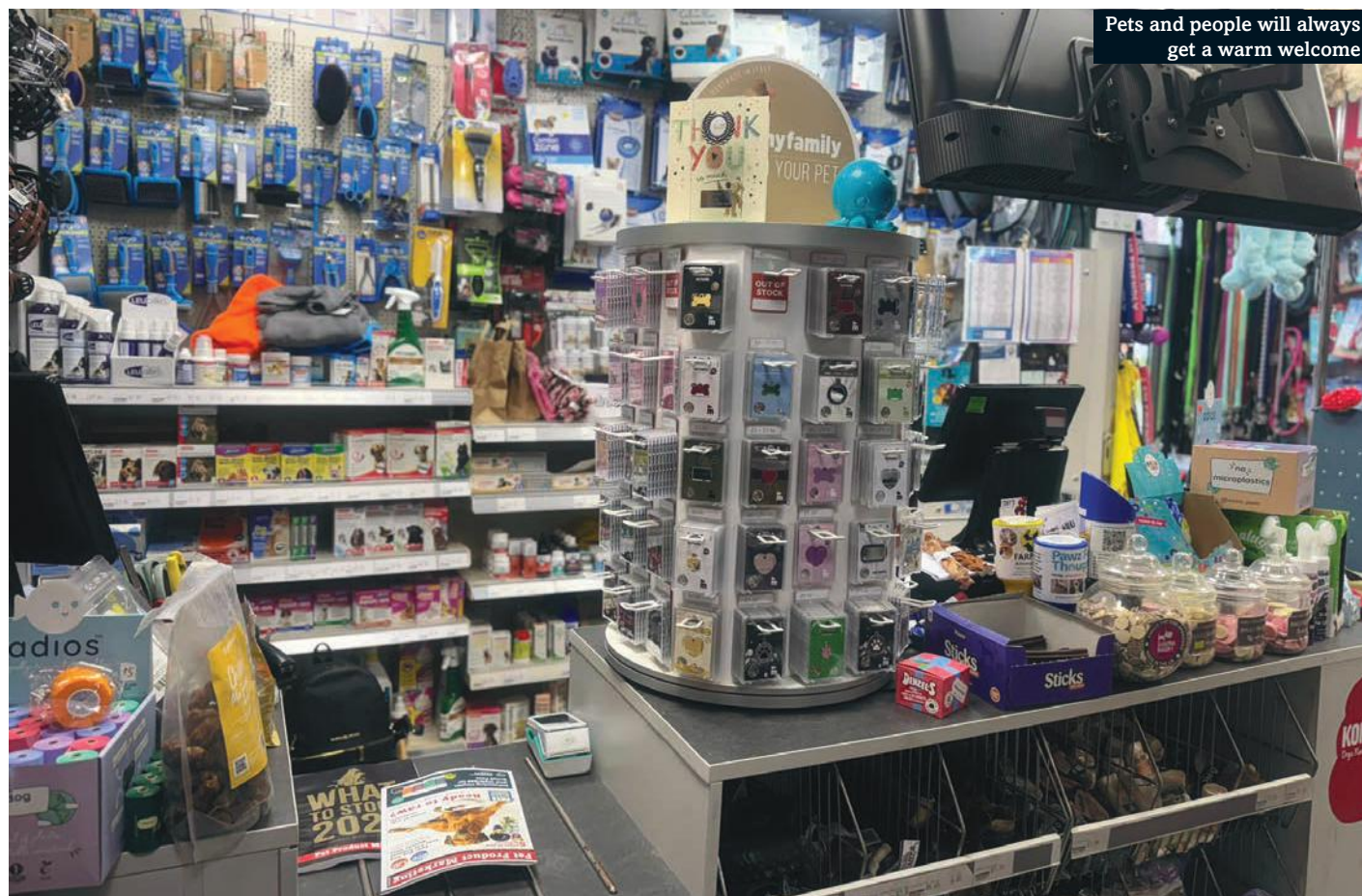
### What is the secret to running a successful independent pet shop?

Having a good customer base, 100%. For us, being here seven years and not having to advertise once, there's a reason why people are talking about us on the beach, on the streets.

One of our ex-customers opened a pet shop within about five minutes of here. She's just announced that she's closing down. Even through Covid, we built our

extension, so that says it all. We've just grown from strength to strength and it's because we've got such amazing customers that are willing to introduce new customers to us. They're talking about us all the time and there's a reason to come back. I think to have a successful business, you have to have customers to rely on to advertise for you.

Tony just lets me and the girls get on with the shop. But I think he's super proud and a bit shocked at how successful it's become.



Pets and people will always get a warm welcome



20

## Food in focus

**Understanding what buyers are looking for is key to securing their regular custom of cat food purchases**

**F**ood is always the essential offering for any species for which your shop caters. Cat lovers will keep coming back to your store and buy a host of products, if they buy their cat food from you. In this feature, we answer some of the key questions you will likely get asked and take a retailers' view of what needs to be on the shelves when it comes to cat food...

### Do cats prefer dry food?

With dry food, you can expect your cat to chew it more actively and take longer to eat; to drink more water; and to return regularly to the food rather than eating it all at once. Dry food is convenient in that it will stay fresh all day, so it can be left out for your cat to eat whenever it wants. Dry food must, however, be stored in a dry, clean environment.

You can feed your cat on wet or dry food, or a combination of both. Some cats prefer to be fed wet food in the morning, for

example, but have dry food left out during the day to snack on. Unlike many dogs, cats prefer to crunch on their dry food and generally find it less attractive when soaked, so keep it dry.

### What are the benefits of dry cat food?

Dry complete diets have some specific plus points – they are convenient, easy to measure and use, easier to store, and have a longer shelf life once opened than wet foods. Some may also help to remove plaque from the teeth.

Bear in mind that cats at certain life stages may prefer softer foods, for instance elderly cats or weaning kittens. Wet food will work well on these occasions and there are also some dry diets which have been specially designed to be soaked.

### Do cats prefer wet food?

With wet foods cats tend to eat more in one sitting rather than going back and forth,

### Retailers' view: what's in a cat food?

Long gone are the days of feeding poor-quality foods or unhealthy scraps from our own plates. Owners want foods that are good quality and contain ingredients that promote well-being. You'll likely notice that brands now will signpost elements such as protein levels, omega oils, pre and postbiotics, antioxidants, and foods with benefits for specific parts of the body. Cats need high levels of protein and this will often be the first thing buyers resonate with. Understanding what the brands you stock promise to deliver will really help you promote them to your customers. It is also often recommended that your shop offers a good, better, best strategy. This is a tiered pricing structure with three levels of service. Good, which is the basic option, better has more features at a higher price, and best provides the most comprehensive product at the highest price.



# catit®

## – CUISINE –

NATURALLY TASTY

Available in  
10 varieties



Up to **25%**  
more food in the  
box\*, good for an  
extra serving



(\*) as compared to a can, containing 75g on average.



# catit®

## – RECIPES –

HEALTHY AND DELICIOUS

Available  
in 400g &  
2kg bags

Irresistible, highly  
digestible, and packed  
with natural goodness



(\*) as percentage out of total protein content



and will drink less as there is higher water content in wet food than in dry food. Serve the food at room temperature to ensure your cat can taste and smell it properly.

Warming up an opened can may take up to two hours from being taken out of the fridge; microwaving canned foods for a short time is always an option, but ensure a consistent temperature throughout and be careful of hot spots. In general, avoid serving food for your cat that is either too hot or too cold.

Don't keep wet food opened for longer than 24 hours as it will go off and cause upset tummies.

### What are the benefits of wet cat food?

Some cats simply prefer wet food's aroma and texture, and it can still be very convenient with single-serve formats ensuring a fresh, easy-to-serve meal each time.

The amount of water intake is particularly important for cats prone to constipation

or the formation of urinary crystals/stones, or if they have diabetes or kidney disease – therefore feeding a wet food can be especially beneficial for cats with these conditions.

### Should I mix up wet and dry cat food?

When given a choice, many cats seem to prefer a mixture of both wet and dry foods compared to dry or wet only. Wet food is shown to increase enjoyment and add variety to a diet because of the wide selection of textures. On the other hand, dry food satisfies a cat's natural desire to eat many small meals throughout the day.

While dog owners tend to feed wet food as a topping, cat owners tend to feed either wet or dry separately. However, there are no hard and fast rules – ultimately it is for each owner to decide what to feed their pet. However, if feeding a mix of wet and dry pet foods, be careful to feed only the total amount of food that your pet needs so as to minimise any undesirable weight gain.

### Retailers' view:

**Cat food is a competitive market and anything you can do to make your product range stand out will help. Here are some ideas to make your brands connect with owners:**

- **Point of sale (POS) materials** – brands will very often provide a host of POS merchandise for free. It can have a huge impact on store experience and promoting the benefits of your chosen foods
- **Money-off deals** – offering a great discount can be a good way to encourage customers to try a new food
- **Samples** – some brands will offer free samples which can provide shoppers with a 'try before you buy.' These can be really powerful at convincing buyers to adopt a new brand, as they know their cats will like the new food
- **Product training** – extra knowledge you can share goes a long way and this definitely applies for cat food. Brands commonly offer product training so you can get to know your products inside out
- **Convenient pick-up** – cat food can be bulky and heavy; offering to carry it to the car or even a delivery service can go a long way

*On the other hand, dry food satisfies a cat's natural desire to eat many small meals throughout the day*





## ProFleece Pet & Vet Bedding

### The Purr-fect Choice for Cat Comfort

Cats love comfort, and ProFleece delivers the ultimate cosy experience. Whether it's for a peaceful afternoon nap or a warm and secure spot to curl up, our ultra-soft fleece provides unbeatable insulation and support.

Perfect for home use, catteries, or veterinary recovery, ProFleece is durable, machine washable, and irresistibly inviting - even for the fussiest felines!



#### Easy Care

Machine washable • Quick drying  
Non-fraying



#### Extra Hygienic

Resists stains • Inhibits bacterial growth  
Allows liquids to drain through



#### Ideal For

Post-surgery • Disabled & elderly pets  
Whelping/Kittening • Puppies & kittens



#### Healthier Sleeping

Helps prevent joint pain & pressure sores  
Non-allergenic • Non-toxic • Non-irritant



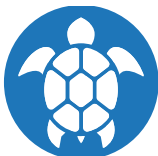
#### Recycled Material

Fibres made from recycled plastic bottles  
Locally made in Yorkshire



#### Vet Approved

ProFleece is recommended by Vets,  
Catteries and Kennels



#### Doing our bit

We donate 10p from every UK sale of ProFleece to Jakarta Animal Aid Network (JAAN) an animal charity who have helped set up a sea turtle hospital in Jakarta, they actively combat the illegal turtle meat trade and safeguard hatcheries, while educating local communities and fishermen. We also make sure that every part of the rolls of ProFleece are used, donating offcuts to charity, and using even the smallest of bits as packaging material.



[www.simply2pets.com](http://www.simply2pets.com)



**Drop Ship  
Available**



**No MOQ**



**FREE Delivery  
Over £60.00\***



\*Excludes orders that include ProFleece and ANIGENE

## Did you know?

### Cats need to eat meat to survive

Remember that cats are confirmed meat eaters and cats will go blind, suffer other debilitating conditions, and ultimately die if fed on a vegetarian diet. Meat is the only major source of arachidonic acid, and cats lack the ability to synthesise niacin from protein. Cats need meat to survive!

### Does my cat need to drink water as well?

Whether your cat eats wet or dry food, it's imperative that your cat has access to clean, fresh drinking water at all times, preferably in a large ceramic bowl. Plenty of water is especially important if you are feeding dry food. If your cat is reluctant to drink, try a bigger bowl – some cats don't like it when their whiskers touch the sides – or a water fountain.

Metallic bowls can put a cat off drinking, too, as they see reflections and shadows when they put their head down to drink.

Ideally, water should not be positioned directly next to food as cats prefer some separation between their various resources. If cats go outdoors, a bowl to collect rainwater may be more popular than the clear, fresh water indoors.

And remember, milk is not a substitute for water. Cats don't need milk after weaning and many are intolerant of lactose, which can cause diarrhoea.

Even specially formulated 'cat milk' should be treated as a food, not a drink, with food intake adjusted accordingly.

### What type of cat food bowl is best?

Stainless steel or ceramic bowls are usually preferred as, unlike plastic bowls, these are not likely to get scratched or worn. Bacteria is harboured in these scratches, and odours tend to sit in plastic bowls.

Any plastic bowl that looks visibly scratched or worn should definitely be replaced, and all bowls – of any material – should be washed daily. Ensure you provide clean, fresh water in a large bowl, this will help to keep the kidneys healthy, and reduce the risk of urinary infections.



Cats usually favour shallow bowls so that their whiskers do not brush against the sides of the bowl, so this is definitely an important consideration to make when choosing a bowl.

It's also crucial to bear in mind that separate bowls are usually preferable over double bowls – cats dislike having their water next to their food bowl as it can become contaminated with bits of food.

It is worth bearing in mind there are also cat feeders available which can be ideal for multi-cat households or for encouraging your cat's natural hunting instincts.

Finally, where you choose to place your cat's bowl will make a huge difference to your cat. It's always a good idea to feed on a surface that is easily cleaned, like a tiled floor or a mat. If you have two cats, keep the bowls a reasonable distance apart to avoid confrontations or bullying. Put it somewhere your cat feels safe and secure, away from busy areas of the home and away from your cat's litter tray – cats are very clean creatures and won't eat near where they go to the toilet!

### Retailers' view: product offering

While food is an essential purchase, there is a whole host of products that you can upsell or offer when buyers are looking for cat food. These include:

- Bowls
- Easy to clean and non-slip mats
- Scoops
- Automatic feeders
- Water fountains
- Puzzle feeders
- Toppers
- Storage containers for food
- Treats





# SU-BRIDGE

## PET SUPPLIES

*Family-Run, Pet-Focused*



Nationwide  
Delivery



18,000  
Products



Fixturation  
& POS



National  
Sales Team



# Pick of the litter!



26

## How can you be a go-to retailer for cat litter... and more

**C**at litter is a key purchase for those with feline companions – and a key part of your store's offering to cat owners. Here, we look at tips that you can share with cat owners to help get cats using the litter tray and how you can maximise the opportunities for sales with these customers...

### Litter tray training tips

#### Top 10 tips on how to litter train a kitten:

- 1** Provide one tray per cat, plus one extra
- 2** Remove waste frequently and do a complete change at least once a week
- 3** Position trays in quiet, private places away from other pets and noise
- 4** Use a tray with lower sides for kittens and older cats
- 5** Use the litter type that your kitten is used to (used in his breeder's or rescue home)
- 6** Fill the litter tray with enough litter for your cat to dig and bury his faeces
- 7** Avoid cleaning trays with strong-smelling disinfectants and those containing phenol, which is toxic to cats
- 8** Place your kitten in his tray every time he has eaten or woken up as this is when he's most likely to need to use it.
- 9** If you see your kitten sniffing at the floor, place him in the tray as it's likely he needs to 'go'
- 10** If your kitten has an accident, mop or pick it up with a piece of tissue and then place it in the litter tray. Clean the soiled area thoroughly

### Retailers' view: a key purchase

Why can cat litter be a key part of your offering to cat owners?

- It's a regular purchase, bringing shoppers back in store time after time
- There are upsell opportunities for products related to litter tray use
- You have an opportunity to share expertise
- Shoppers may be tempted to buy all their regular care products from you
- Cat owners may have other animal species to buy for, too
- Litter can be heavy so you can build customer loyalty and rapport by offering a delivery service or even just to carry bags of litter to the car

### Retailers' view: what's in a litter?

Picking the right litter is essential for cats to be happy in using their litter trays. As we know, cats can be fussy and if they don't like the litter, they'll often decide to go elsewhere! So, as a retailer, what are the key considerations of buyers when it comes to cat litter?

- **Does it work?** Litter needs to lock in odours and make it convenient to take away the mess

- **Clumping vs non-clumping:** clumping litter forms clumps around urine and faeces. This makes it easier to remove clumps, so owners have to change the whole tray less frequently and use less litter. However, some owners will prefer non-clumping types as their cat finds it more comfortable or it might be made of a recyclable material which appeals to the eco-conscious consumer

- **Eco-credentials:** there has been a big movement in litters to make them more sustainable. Clay litters that would go straight into landfill are becoming less popular, as owners want to protect the planet and use litters that are greener. There is a whole range of products out there, from litters made from recycled paper to waste plant materials from other processes

- **Does the cat like it?** You can have the best cat litter going, but if the cat doesn't like it, then it's a non-starter. It needs to feel comfortable for cats to move around and dig in



27

### "My cat has stopped using the litter tray"

If a cat normally uses a litter tray but has recently started to go elsewhere in the house, there may be an obvious reason. Here are the most common reasons why cats stop using litter trays:

**Dirty litter trays:** Cats don't like using a tray if it is heavily soiled. Litter trays should be cleaned out completely at least once a week and topped up with fresh litter daily once the solids and clumps are removed. If the litter is a non-clumping variety, it might need a complete change more regularly (solids removed daily) since the build-up of odour from the urine passed can become extremely unpleasant for the cat.

**Put off by the tray:** Using scented litter, deodorants, or disinfectants with strong smells may put off the scent-sensitive cat from using the tray. Use a mild detergent and hot water or disinfectant specifically recommended for tray cleaning, and rinse

the tray thoroughly before use.

Avoid disinfectants that turn cloudy in water as these usually contain phenols which are toxic to cats. Cats learning to use the tray initially may need to establish it as an appropriate toilet site and too-frequent cleaning may weaken the association. Polythene litter liners can occasionally catch in the cat's claws as it scratches and cause litter to spray upwards; if they are used, it may be worth experimenting with no liner to see if the problem resolves.

**Wrong type of litter:** Changing the consistency or type of litter may put



*“Some cats prefer the security of a covered tray while others prefer an open tray...”*



28

off the cat from using it. Hardwood-based pellets may have been acceptable as a kitten but as cats get heavier, there are some that object to walking on the uncomfortable surface. Cats prefer fine-grain litter with the consistency of sand with no scented deodoriser. If you want to change the type you use, mix the new one in gradually over a week to gauge the cat's reaction.

**Position of the litter tray:** If the tray is positioned in the open where the dog, children or other cats disturb it, the cat may feel too vulnerable to use it. Instead, it may seek a more secure spot behind the television. Cats may not like to use a tray if it is next to a noisy washing machine or tumble dryer. Place the tray in a quiet corner where the cat only has to watch in one or two directions at once rather than in the open or in a thoroughfare. Placing food near the tray will put the cat off using it, so place feeding bowls elsewhere.

**Type of litter tray:** Some cats prefer the security of a covered tray while others prefer an open tray as it offers more options for escape. If you normally use an open tray, it may be worth purchasing one with a lid or vice versa. An inverted box with one side cut out or careful positioning of house plants may provide the necessary privacy. Some covered trays have flaps over the entrance and these can be one obstacle too many for the more insecure cat.

**Bad associations:** Occasionally a cat decides not to use a tray because it has

had a bad experience there. Giving medication or touching a cat while it is using the tray may be sufficient to create a bad association. Repositioning the tray to a quiet spot may help.

**Early training:** Kittens will often soil in the house when they are young if they are given immediate access to large areas. When kittens first arrive in their new home, they are only weeks away from their original litter training by their mother. Their bladder and bowel control are not as developed as an adult's so it is important that the young kitten has easy access to the litter tray at all times. It is advisable to confine the kitten to one room initially, with increasing periods of time to explore other areas after a few weeks. Every time the kitten uses the tray, it is establishing an entrenched behaviour that will be maintained throughout its life.

### Medical problems

A cat that has started to urinate inappropriately in the house should be taken to the vet for a check-up. Cystitis may cause the cat to strain and pass small amounts of urine frequently. A form of urinary tract disease that is stress-related is less obvious in its presentation, but one common symptom is urinating outside the litter tray. Any urinary tract infection or irritation can make the cat urinate when standing rather than attempting to go outside or to the litter tray. Urination in this way can sometimes be confused with spraying. Cats often benefit from increased fluid intake if they suffer from recurrent cystitis. This may require your cat to change from a dry diet to a wet one but your veterinary surgeon should be consulted regarding any dietary management. ►

### Retailers' view: useful products

- Cat-safe litter tray cleaner
- Litter tray liners
- Cleaning cloths and gloves
- Litter dispensing system – units for dispensing waste litter are becoming more popular. These systems are used to deposit waste litter in and lock in the odours until the unit itself is emptied. The systems can save time constantly taking waste litter to an outside bin and make it easier to trap waste smells. This can help avoid the house smelling or animals being attracted to feline waste in the main bin!

### ● Tray cleaning tools – items such as scoops and rakes





# BREEDER CELECT AWARD-WINNING CAT LITTER



We are so excited to announce that Breeder Celect has been named 'Best Cat Litter' AGAIN in the 2025 Your Cat Product Awards AND it's also been Highly Commended as a 'Product You Can't Live Without' for 2025!



## Our Range

Breeder Celect .....10L  
Breeder Celect .....20L  
Breeder Celect .....25L  
PLUS Probiotic .....10L  
PLUS Probiotic .....25L  
PLUS Kitten .....10L  
PLUS Kitten .....25L

- ✓ 99% recycled paper
- ✓ An all-natural recycled product
- ✓ Natural odour control
- ✓ High absorbent paper pellets
- ✓ Suitable for all cat breeds and kittens
- ✓ Contains no nasties
- ✓ Biodegradable
- ✓ Made in the UK
- ✓ Natural probiotics for extra odour control (PLUS range only)
- ✓ Low dust

To find out more and for exclusive BOGOF offer, contact:

✉ [enquiriesuk@fibrecycle.com](mailto:enquiriesuk@fibrecycle.com) ☎ (+44) 01724 282 182

## Celect Better. Celect Ginger.

[breedercelectcats.co.uk](http://breedercelectcats.co.uk)

**Top tip**

You can upsell litter tray cleaners by asking any customer who buys litter if they would like cleaner, too.

**Cleaning the litter tray**

The majority of cat owners will have a litter tray for their cat's daily use, but how do we ensure it's kept clean? Here's our step-by-step tips on how to clean a cat's litter tray, and some handy products to have when cleaning it.

**1 Clean daily**

Cats are very clean creatures and most

hate using a soiled litter tray, so make sure you take out soiled litter daily, and thoroughly clean the tray completely at least once a week.

**2 Use disinfectant**

Use a safe but effective disinfectant – those that turn cloudy in water are toxic to cats – so either use a hot water and detergent solution, or buy a cat-friendly disinfectant, using it according to the manufacturer's instructions. Cats can also be put off by strong-smelling disinfectants.

**3 Rinse and dry**

Make sure the tray is rinsed and completely dry before litter is replaced. Rinsing and drying will ensure that your cat isn't put off by any lingering smells.

**4 Tray liners**

Using litter tray liners helps to keep the tray clean, but some cats may be put off by the plastic surrounding their tray. Don't forget to clean the area around the litter tray using the same cleaning solution. And wash your hands immediately after cleaning!

# litter genie®

## Love your cat but hate the constant litter box clean up?

Litter Genie is a convenient cat waste disposal system that helps keep homes smelling fresh. Keeping you- and your cat- happy.



Ultimate odour control



No more daily trips to the outside bin



Multi-layer refill film with odour-locking barrier technology

Contact UK Sales

Chris Grech-Cini at  
[cgrech-cini@angelcaregroup.com](mailto:cgrech-cini@angelcaregroup.com)

31

# Red Gorilla®

PRACTICAL, EASY TO CLEAN, MULTI-USE PET PRODUCTS FOR FEEDING, CLEANING AND GENERAL MAINTENANCE.



Sedex registered



UK Made/Fast lead times



Designed for indoor and outdoor environments



Tough and easy to clean



Versatile pet care products

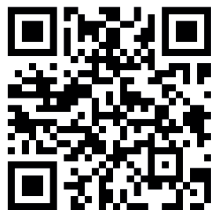


POS available



On the road sales support

OPEN A TRADE  
ACCOUNT TODAY!



SUPPLYING INDEPENDENT  
UK RETAILERS SINCE 1981

email us on  
[sales@redgorilla.red](mailto:sales@redgorilla.red)

call us on  
01455 848184

order online  
[trade.redgorilla.red](http://trade.redgorilla.red)



32

# Christmas pre-orders

**Believe it or not, preparation for the 2025 festive season is already underway...**

**I** know, mentioning the C-word at this time of year seems wholly inappropriate. It feels like we've only just had Christmas and *Pet Product Marketing* is already raising the festive season 2025. But forgive us, it is for good reason! It's a gentle reminder to put Christmas pre-order deadlines in your diary.

As you'll know, sourcing Christmas stock happens well in advance of the festive season so you need to be prepared. Here's our three-step plan to make sure it all goes smoothly...

## Get deadlines in the diary

Wholesalers, manufacturers, and distributors work way in advance to source and develop seasonal products. While you were receiving your seasonal stock last year, teams around the country will have already been working on their lines for the 2025 season. It takes a lot of planning and organisation!

Different companies will have different deadlines for pre-ordering Christmas stock. It's a really good idea to get these dates in

your calendar. The deadlines often range from March to August, so being organised will help it be less stressful and you can get all the seasonal products you will need. Ask your sales representatives for the deadlines and when you can expect to receive Christmas brochures to see the ranges.

## Analyse performance

It is worth reviewing your festive sales from last year to give you an idea of the stock levels you will need and which lines performed well, and which maybe didn't live up to expectations.

Taking stock (pardon the pun!) could also be useful if you're considering checking out new suppliers of products. Other companies may have earlier deadlines for pre-orders, so it could be worth checking out the market and asking any potential new suppliers when their deadlines are and when you can expect product information and brochures.

## Order early

Once you've got the deadlines in the diary, don't leave it until the last minute. For

suppliers, it can be very similar to your own situation, once the stock is gone, it's gone! Wholesalers and distributors will have limited stock levels, so order early to avoid any disappointment. You don't want your favourite lines to be out of stock!



# Stock the Happy Pet Christmas Range - A festive must-have for your customers!

**E**xclusively designed by Happy Pet, this brand-new Christmas 2025 range is a must-have collection to delight pets and owners alike! With toys, apparel and treats for dogs, cats and even small animals. Featuring traditional Christmas characters, such as Santas, Christmas Trees, Reindeers, Christmas Puddings, Chestnuts and more, plus a variety of engaging textures and features, this is the perfect selection to your Christmas range this year. Some of this year's hero products include the Christmas Hot Digits Dog Toy, Kendall the Christmas Tree Dog Toy, Festive Highland Cow and the Christmas Pudding Tug of War Rope Dog Toy.

The Happy Pet Christmas 2025 range includes dog toys with squeakers for playful engagements, crinkly textures to stimulate interests, durable rope ideal for tug-of-war,

unstuffed toys for mess-free fun, and festive food-themed toys such as the Christmas Rope Turkey Dog Toy, Christmas Hams, Rope Mince Pies and more adding a unique seasonal twist! Another new addition to the Happy Pet collection this year is the Burrow & Hide toys which are great for mental stimulation as well as enrichment.

Happy Pet also has a wonderfully festive offering of cat toys, perfect for keeping feline friends entertained throughout the Christmas season and beyond. This collection features an exciting mix of engaging and stimulating toys, designed to cater to a cat's natural instincts, encouraging play, exercise, and mental enrichment. From cat teasers to interactive toys and more, some favourites from this year's collection include the Shooting Star Cat Teaser, the interactive Shaking Terry Turkey Cat Toy, and the Catnip Carrot Cat Kicker!

This year, Happy Pet is also introducing a festive apparel collection as well as a brand-new dog and cat treat biscuit range! With super fun designs, our Christmas pet clothing offers style and comfort, making every pup picture-perfect for Christmas celebrations. With plenty of designs to choose from, our delicious seasonal dog biscuits provide a tasty and wholesome treat, perfect for rewarding pets during the festivities.

Don't forget about small pets! This Happy Pet range offers festive-themed small animal toys helping to keep your small pets engaged and entertained during this festive season. These toys are made from all natural products and therefore are completely safe for small pets to play with and even ingest!



## Pre-Order Now for Guaranteed Stock!

There is everything you could need this Christmas! Ensure you are fully stocked this season by pre-ordering the Happy Pet Christmas 2025 range today! Pre-orders must be placed by 21st March 2025 to secure stock. You can order via the Online Trade Portal at [trade.happypet.co.uk](http://trade.happypet.co.uk). Not a stockist? Sign Up today by visiting [happypet.co.uk/trade](http://happypet.co.uk/trade)





# Unlocking the power of social media: trends, tips and tactics for 2025

**W**e live in a digital world where smartphones are an extension of ourselves – 94% of us own one, and we spend an average of nearly four hours a day on these devices. Like it or not, a significant portion of that time is dedicated to scrolling through social media. But it is not just about consuming content – it is about community and connection, too. Pet owners use social media to find care tips, discover the latest products, or just engage with a community of like-minded people. Retailers who tap into this digital landscape can not only showcase their products but also build meaningful relationships with pet owners, turning casual scrollers into loyal customers.

With pet ownership at an all-time high, the demand for pet products has never been greater. Social media offers pet retailers a unique opportunity to engage pet parents where they spend much of their time online,

all from the comfort of their own home. There is no doubt that social media is one of the most effective ways to capture attention and drive sales. Love it or loathe it, it can't be ignored.

## Choosing the right platform

The first step in getting your store's social platforms up and running is to think about your target audience and where they are 'hanging out' online. There is little point in creating great content if your audience is not going to see it.

Of the nearly 70% of pet parents who engage with small pet-related content on social platforms, more than 80% use Facebook and YouTube as their information source and over 60% use Instagram.<sup>1</sup> And when it comes to pet store social media, different platforms serve different purposes:

- **Facebook:** a great place to build a community through engaging posts, live videos, and customer interactions

- **Instagram:** visually driven, making it ideal for showcasing products, pet care tips, and behind-the-scenes insights
- **TikTok:** known for its fast-paced and trend-driven content, it offers an opportunity to create fun and relatable videos that resonate with pet owners
- **YouTube:** allows for more in-depth content, such as pet care tutorials and product demonstrations
- **Pinterest:** a discovery-driven platform where users search for pet care inspiration, DIY ideas, and product recommendations



## Creating engaging content

To stand out on social media, whatever the platform, content must be engaging and shareable. A good strategy is to follow

the 80/20 rule – 80% of content should be educational, funny or informative, while only 20% should be promotional. And always think about the ‘why’. Why this content, why now, and what are you hoping to achieve?

It is also important to keep up to date with the latest trends – not just petcare related, but social media trends, too. Social media is continually evolving and retailers who stay ahead of the curve will be best positioned to capitalise on these changes. Video content is set to dominate the landscape and the shift towards more dynamic, engaging, and visually compelling formats will be one of the most significant trends in 2025. Consumers are increasingly favouring short-form video content, particularly on platforms like TikTok, Instagram Reels, and YouTube Shorts, where quick, bite-sized videos are consumed at a rapid pace. Short-form video is also popular with the algorithms now, although these preferences do change frequently.

In addition to video, another trend to watch in 2025 is the continued rise of user-generated content (UGC). Pet owners love sharing their experiences, whether it's a cute photo of their pet enjoying a new product or a video of their pet performing a fun trick. Encouraging UGC not only builds trust but also helps create a community. You can incentivise this content by running competitions or offering rewards, turning your followers into ambassadors for your store.

## 5 top tips for social media success

1. **Set clear goals:** are you aiming for brand awareness, website traffic, or sales?
2. **Consider a mix of organic and paid-for content**
3. **Post candid, ‘behind the scenes’ moments to give your store a face**
4. **Stay on trend:** short-form video and carousels are popular
5. **Give back to your audience through likes, comments and reposts**

## Tap into seasonal events

Seasonal events and awareness days can also be used to provide inspiration, while also offering opportunities to celebrate key moments in the pet calendar, raise awareness of important causes, and tap into the emotional connection between owners and their pets. Whether it is a Valentine's post series to highlight the importance of companionship in rabbits and guinea pigs, a fun campaign for the summer holidays, or a giveaway for Christmas, leveraging these

Month	Theme	Month	Theme
January	<b>New Year:</b> health, wellness and nutrition	July	<b>Summer holidays:</b> pet travel tips and essentials
February	<b>Valentine's Day:</b> companionship, pet-owner bond	August	<b>Hot weather:</b> keeping cool, summer safety
March	<b>Spring:</b> young pets, introducing new pets, essential products	September	<b>Back to school:</b> adjusting routines, puzzle feeders and interactive toys
April	<b>Easter:</b> chocolate safety and treats	October	<b>Autumn:</b> housing, bedding, cold weather care
May	<b>Get summer ready:</b> fly strike, heat stroke, warm weather care	November	<b>Bonfire night:</b> reducing stress, calming products
June	<b>Summer fun:</b> outdoor activities and pet hydration	December	<b>Christmas:</b> gifting, pet care over the festive season

moments can help strengthen your store's relationship with your audience.

## Striking a balance: paid vs organic

But great content is not always enough. While organic growth on social media is possible, it is becoming increasingly challenging without some level of paid investment. The organic reach of posts has been steadily declining due to the algorithmic changes on major platforms like Facebook and Instagram, which prioritise paid content over organic posts. To make it even more challenging, the algorithms are continually evolving.

This means that even if you create compelling, shareable content, only a fraction of your audience may see it. One way to break through the noise and ensure your content reaches a broader, more targeted audience, is through paid ads. Even a small amount of spend can make a big difference.

However, this doesn't mean that organic efforts should be neglected. The most successful social media strategies combine both paid and organic content. Paid ads can help you target specific pet owner demographics such as age, location, and interests. They can also be used to promote offers or expand the reach of seasonal campaigns. Organic content allows you to build community, establish trust, and maintain ongoing engagement with your audience. A balance between the two ensures that you are not only reaching new potential customers but also nurturing lasting relationships with your existing followers.

## Join the conversation

Engaging with other businesses and joining relevant conversations is another great way to expand your reach. A prime example is Supreme's impactful social media presence, which consistently keeps its Science Selective and Tiny Friends Farm brands front and centre.

In 2024, Supreme hit a significant milestone for its YouTube channel, **@SupremePetfoods**, surpassing 100,000 subscribers and earning the prestigious YouTube Silver Play Button award. With over 27 million views on YouTube and similar success on its other platforms, which include Facebook, TikTok, Instagram, and Pinterest, Supreme's digital content continues to build a community of engaged and loyal followers.

So, what are you waiting for? Now is the time to harness the power of social media. Stay ahead of the curve with the latest trends and adapt your content to resonate with your audience. Whether through engaging videos, user-generated content, or timely seasonal campaigns, there are endless possibilities to spark meaningful connections with your customers.



**Claire Hamblion**  
Marketing Director at  
Supreme Petfoods

## Reference

1. Data source: Independent survey of 1,000 small pet owners



36

# Holiday aquarium care

Holidays are supposed to be relaxing getaways, but not if you're fretting about your fish. Here's how your customers can avoid stress on their break

**P**reparation, preparation, preparation. Whether it's two weeks in the sun, or skiing in the alps, the last thing you want is to be panicking about an aquarium a thousand miles away. But simple preparation will put your mind at ease.

### Feeding

This is the one thing that fishkeepers worry about the most – how to ensure adequate feeding while you're away. Basically, you have four options: fasting, holiday food, automatic holiday feeders, or a fish sitter. Which you choose will largely depend on how long you're away for.

Fasting is the easiest option. Pending the fish you have, you might be able to get away with just a few days, or perhaps a week or two – for constantly grazing fish, like

pipefish or Indostomus, it might be a stretch to leave them for even a long weekend, while a big piscivore might only feed once a week anyway.

For the typical community, around five days without food isn't going to hurt unless you already have undernourished, skinny fish. If everything is plump, healthy and happy, five days is safe. Just avoid the temptation to feed the fish more than usual in the run up to leaving – this will only increase the pollution risk in the tank.

Holiday food varies wildly in quality and capability, and will even behave differently in different conditions. The white holiday blocks, for example, are designed to slowly dissolve and release pellets of food as they do. However, experience has shown that they can dissolve rapidly in very soft water, or barely at all in very hard water. If using a



Classic holiday blocks

block, it's worth trying one out many, many weeks in advance to see how it behaves over a week or two. If it burns out in two days, it'll be no good, and likewise if it doesn't budge for a fortnight!

Other options include gel-based foods like those from Tetra. These are exhausted as the fish graze on them, so lifespan will depend on your fish's gluttony. These foods tend to have a relatively low protein level, so they sustain fish without running the risk of polluting.

Automatic feeders are something I have a love/hate relationship with. When they work well, they work really well, but when they work poorly, they don't really work at all.

The idea behind an automated feeder is that you pre-fill a large chamber (or smaller individual chambers) with your choice of fish food, and then set a timer built in the device to feed every X number of hours. The problem is that once on top of the tank, and subject to moisture, it's not unknown for the food to congeal inside within a couple of days, leaving your fish hungry and your food chamber fetid. The other issue is that they can sometimes be awkward to install if you have a fitted hood.

It's worth getting to know your automated feeder well in advance, so buy it some months before your holiday and see how it behaves, and what types of food it

### Consider some liquid essentials



Automatic drum style feeders

Expect some additional 'green' on your return



A Seneye can monitor in your absence



works best with. Pellets are usually much better than flakes for resisting the damp and turning to sludge!

A fish sitter is the dream, as long as it's someone who knows about fish. If you're relying on a friendly neighbour to come in every day (or every few days), then show them what to do rather than just tell them. And never leave a non-aquarist with an open tub of food—your fish will be overfed to heaven and back down to hell.

One way to ensure the right amount of food is going in is to measure it out yourself ahead of time, and put each day's worth of food into a small, sealed bag (like a sandwich bag). That way any overfeed is your fault and not your fish sitter's!

### Cleaning and maintenance

Sort everything ahead of time, and when you return your worst woes will be some excess algae on glass, and maybe some dirtier than usual substrate and filter pads.

Don't be tempted to clean the tank the day before you're set to travel. For one you could break something and not have time to replace or fix it, but you also run the risk of disturbing the tank's ecosystem.

Instead, carry out a waterchange of your usual volume a week before you're due to leave, and make sure that any mechanical filters (foams and pads) have plenty of life still in them. As long as the tank isn't overfed in your absence, and as long as the tank isn't overstocked for the filter you have, it will cope fine for a fortnight.

### A little automation, maybe?

If you have a tank full of plants, the problem remains: light on, or lights off? One way you might come back to an algae nightmare, while the other way may see your weakest plants shrivelling right back.

If your lights don't have built-in controls, the easy fix is to get a plug-in timer. But remember, unless you have plants, then the lighting is almost exclusively for the viewer's benefit. The fish will be more than happy with just ambient light.

Another worry when away is whether water quality is behaving. Chances are you've barely taught your neighbour to understand how to feed the fish, let alone test your parameters. For peace of mind, it

would be prudent to invest in a real-time monitor like the Seneye. While a Seneye doesn't cover everything, it will at least keep you remotely advised as to ammonia levels, pH, temperature, and whether the tank still has water in it!

## HOLIDAY FOODS

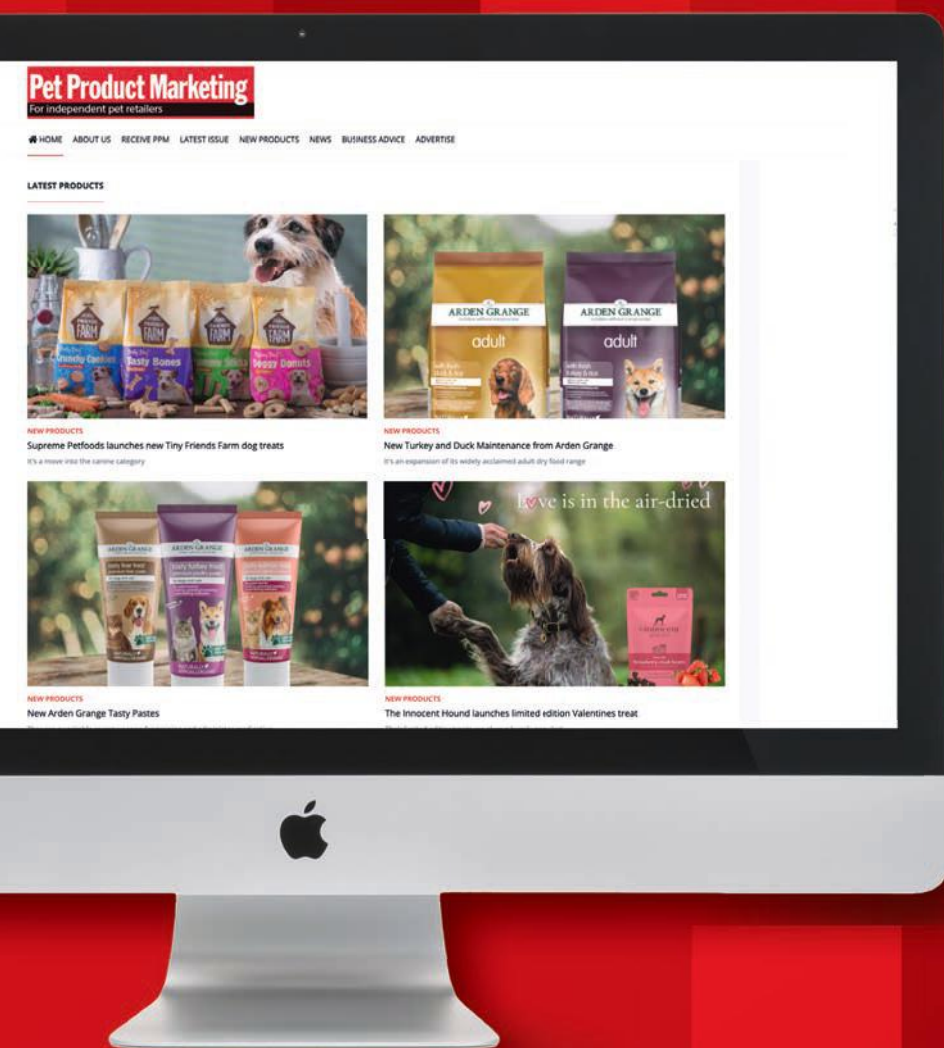
**My own choice of holiday food comes down to three: Tetra TetraMin Holiday, Fluval Bug Bites Holiday Food, and Dupla Gel-O-Drops Holiday. These will comfortably feed a tank for a seven-day period, but if you're away for longer, then you'll need someone to add more.**



# Pet Product Marketing

For independent pet retailers

Visit: [www.petproductmarketing.co.uk](http://www.petproductmarketing.co.uk)



- **New products** — shared as soon as we have them
- **Trade news** — the very latest industry news
- **Read each issue for free online**
- **New product videos**
- **Pet shop interviews**
- **Sign up to the newsletter to receive a weekly update**



**Woof The Yorkshire Dog Shop**  
In The Shop Floor interview: Woof The Yorkshire Dog Shop  
We meet a couple who set up a pet shop for particularly personal reason

[Click here to read the latest issue.](#)



**LATEST PRODUCTS**



**NEW PRODUCTS**  
Supreme Petfoods launches new Tiny Friends Farm dog treats  
It's a move into the canine category



Pedigree Wholesale have launched People Magazine

There's a brand new style for the new year

**Check out the website!**

*One way to ensure the right amount of food is going in is to measure it out yourself ahead of time, and put each days' worth of food into a small, sealed bag*

#### Stock up on medications **WARILY**

Avoid adding any new fish to your tank in the weeks running up to your holiday, and you eliminate any risk of adding diseases like whitespot.

However, you can still experience some diseases – especially finrot or Saprolegnia – if the fish nip each other and infection sets in.

Consider a good, generic medication that your fish sitter can use in your absence – I'd advise either NT Labs Disease Solve or Interpet Disease Away+ – and keep it somewhere accessible with details of exactly how much to dose. If your fish sitter reports a poorly looking fish, ask for a photograph, and if you see frayed fins or furry bits, get them to run a course of treatment for you.

Also, if you don't have some already, purchase a fresh bottle of biological filter supplement like Seachem Clarity or Aquarium Systems One and Only. If there's a powercut, or if the filter stops for a while when you're away, your fish sitter will be able to add some to help keep the filter plodding along until your return.

#### On your return

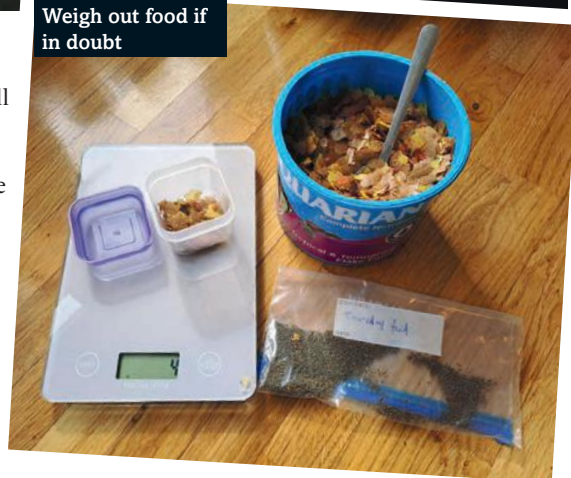
You might be tempted to reach straight for the tubs of food on your return, but show some restraint. Before you do that, test for ammonia and nitrite – if overfeeding has occurred, either of these pollutants will be present and need fixing before business as usual.

Next, hunt around for any uneaten bits of holiday food. If these have been nudged into a cave, they might sit there pumping out

Don't clean too much before you go



Weigh out food if in doubt



pollution without you knowing it.

Then, conduct a partial waterchange (your usual volume will do) and get your filters cleaned up, paying extra attention to any foam pads. Even if the water is flowing, the pads may be squashed down inside, with water flowing around, not through, them.

Lastly, make sure to reward your fish sitter generously for looking after your fish. Non-fishkeepers are extremely nervous about messing things up in a tank, and if their first fish-sitting experience is stressful, they're likely to find any excuse not to do it again!

## PUZZLE ANSWERS

### CROSSWORD

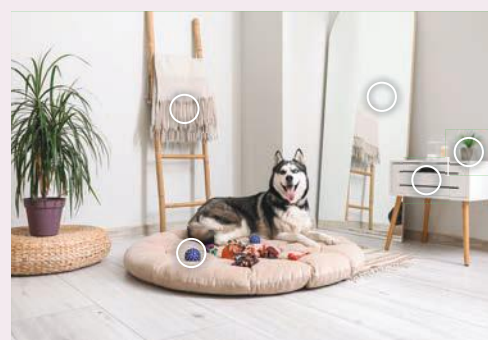
**Across:** 1 Colombo, 5 metre, 8 memento, 9 swoop, 10 carry, 11 slicker, 12 delude, 14 editor, 17 stylish, 19 intro, 22 in-law, 23 takeoff, 24 rayon, 25 opposed

**Down:** 1 comic, 2 lemur, 3 moneyed, 4 oboist, 5 Masai, 6 tool kit, 7 emperor, 12 dossier, 13 loyalty, 15 drink up, 16 ghetto, 18 Iowan, 20 trots, 21 offed

### WORDSEARCH



### SPOT THE DIFFERENCE





# The AI age: the disruption to the UK workforce

**I**n today's world, artificial intelligence (AI) is no longer the stuff of science fiction, the UK job market stands on the cusp of a monumental shift.

With the International Monetary Fund (IMF) forecasting that 40% of global jobs will be 'disrupted' by AI, it's time for British businesses and workers alike to brace for impact. But what does this disruption really mean for the UK's workforce, and how can we navigate these testing times?

According to David Banaghan, Co-Founder and Interim CEO at Occupop, recruitment software experts, "We're witnessing a seismic shift in the job market. AI isn't just automating routine tasks; it's beginning to encroach on roles that we once thought were uniquely human. The key for workers is to stay ahead of the curve and focus on skills that complement AI rather than compete with it."

## The AI revolution: which sectors will be disrupted the most?

The impact of AI is likely to vary from industry to industry. According to a recent report by Goldman Sachs, administration, legal professions, architecture, and engineering are among the sectors likely to be worst affected, with up to 46% of tasks in administrative sectors potentially replaced by AI.

In contrast, more practical sectors involving manual labour, such as construction (6% of jobs affected), and cleaning (1% of jobs affected), are predicted to be less impacted.

## Jobs at risk of automation: a nationwide retraining initiative

As AI continues to evolve, a significant portion of the UK workforce will need to adapt. The Office for National Statistics

(ONS) estimates that up to 1.5 million jobs in England alone are at high risk of automation. This staggering figure underscores the urgent need for a nationwide retraining initiative.

David says, "The next decade will see a massive shift in the skills required by employers. We're looking at potentially millions of workers needing to retrain or upskill to remain competitive in the job market. It's a challenge, but also an opportunity for those willing to embrace change."

## Salary shake-ups: winners and losers in the AI economy

The integration of AI into the workplace is likely to have a polarising effect on salaries.

On one hand, workers with AI-complementary skills could see their value – and wages – soar. According to a study ►

from researchers at the Oxford Internet Institute and the Center for Social Data Science, University of Copenhagen, workers with artificial intelligence skills command salaries 21% higher than average, and potentially up to 40% higher.

On the other hand, those in easily automated roles may face downward pressure on wages. A recent report by PwC suggests that AI could contribute up to £232 billion to the UK economy by 2030, but the distribution of this wealth will largely depend on how well businesses and workers adapt to the new paradigm.

### The new currency: skills for the AI age

As traditional roles evolve or disappear, certain skillsets will become increasingly valuable. The jobs of the future will likely prioritise:

1. Emotional intelligence and interpersonal skills
2. Creative problem-solving and innovation
3. Data literacy and analysis
4. AI management and ethical oversight
5. Adaptability and continuous learning

David explains, “The most valuable employees of tomorrow will be those who can work alongside AI, leveraging its capabilities while providing human insights. Demand is growing for ‘AI trainers’ and ‘AI-human collaboration specialists’ – roles that didn’t exist just a few years ago.”

### The human touch: job satisfaction in the age of AI

As AI reshapes the job market, it’s crucial to consider the impact on employee well-being and job satisfaction. While some fear a dystopian future of human obsolescence, others see AI as a tool to enhance job quality by eliminating mundane tasks and allowing workers to focus on more fulfilling aspects of their roles.

A survey by Accenture found that 61% of workers believe AI will have a positive impact on their work. However, this optimism comes with a caveat: the transition must be managed carefully to avoid exacerbating inequality and job insecurity.

PwC’s 2023 Hopes & Fears survey shows that many workers believe AI will have a positive impact on their work and

career, with 31% foreseeing that AI will increase their productivity/efficiency and 21% anticipating the creation of new job opportunities.

### Conclusion

The AI revolution is not a future prospect – it’s happening now. For the UK to thrive in this new landscape, a concerted effort from government, businesses, and educational institutions is crucial. We need robust retraining programmes, forward-thinking policies, and a shift in our educational focus to equip the next generation with AI-ready skills.

David concludes, “The future of work in the UK will be defined by our ability to adapt and innovate. AI is not the enemy; it’s a powerful tool that, if utilised properly, has the potential to increase productivity, new job creation, and enhanced job satisfaction.”



David Banaghan,  
Co-Founder and  
Interim CEO  
at Occupop

Follow us:



*Natures Grub*

**British manufacturers of innovative pet retail brands & private label products.**

Natures Grub Ltd is one of Europe’s largest manufacturers of specialist pet and wildlife feedstuffs offering unique formulations for dogs, cats, small animals and wild birds.



Scan Me



**Get in touch!**

01485 517177 | sales@naturesgrub.co.uk | www.naturesgrub.co.uk

Both animal and plant-derived dietary fibre is largely indigestible by our dogs, such as grass



43

# Dietary fibre – friend or foe?

**Jacqueline Boyd explores the role of dietary fibre in dogs' diets, examining its types, benefits, and whether it should be considered a crucial component for canine digestive and overall health**

**D**ietary fibre is well recognised to be an important component of our own daily food intake. It is known to have many health and digestive benefits, and you might make a concerted effort to include sources of fibre in your regular meals.

Species including cattle and horses eat a diet that is naturally high in fibre because they consume large amounts of plant material. This is critical for their overall health and to support the normal functioning of their digestive system. Indeed, these animals have highly evolved and specialised digestive systems that are capable of dealing with such high-fibre diets and permit efficient use of them as a source of nutrients.

What about our dogs, though? Do dogs need dietary fibre, and is it useful for their

digestive and overall health? And should we be more aware of the fibre in our dogs' diets?

Firstly, it is important to know what fibre is and what different types might be found in our dogs' diets. This can help us understand why fibre might be useful and when to consider it as a key dietary component.

## What is dietary fibre?

Dietary fibre is material from the structural part of plants. Fibre largely consists of the large molecule, cellulose, which is one of the most abundant substances on the planet. Think about seeds, grains and even grass – these are all rich in cellulose, the fibrous carbohydrate material that provides shape, strength and structure to these plant parts.

Our dogs' diets sometimes are also sources

of 'animal-derived fibre' in the form of hair or feathers. These are not carbohydrate in their chemistry, but are actually proteins. However, what both animal and plant-derived dietary fibre does have in common is that it is largely indigestible by our dogs.

This means that our dogs have a very limited ability to break these complex materials down in their digestive systems and, in most cases, such fibre will pass through our dogs largely unchanged in shape, size and colour. If you have ever had the misfortune to have to help your dog after they have consumed some long grass or even a furry animal-based chew treat, you will be very aware of this fact!

## Is fibre useful?

If fibre is not digested or broken down, is it really beneficial for our dogs? While you

might see information about the 'crude fibre' content of your dog's food on the label (if you feed a commercial diet), fibre is not actually classed as one of the six nutrients. However, this does not mean that dietary fibre is not a useful component of our dogs' meals. Indeed, fibre is acknowledged to be beneficial for the overall health and well-being of both us and our dogs. Fibre can help the digestive system work effectively, 'feed' the beneficial microbes living in the gut and perhaps even help our dog's behavioural health, too.

### Fibre in dog food

Where fibrous material is included in commercially produced dog food, it is often pre-processed to reduce its appearance and size, but it will still contribute to digestive and faecal bulk. Many diets formulated to support weight management will have higher levels of dietary fibre included than typical adult dog diets.

This is because the fibre may help dogs feel 'fuller' for longer, and can also make the amount fed look more acceptable to both dog and caregiver! The benefit is that the fibre adds bulk without lots of calories. Sometimes this fibre is referred to as a 'filler' in a negative way – in actuality it can be really useful for nutritional, satiety, food processing and preparation reasons.

### Fibre found in dog foods

We have already mentioned that fibre can be animal or plant-derived, but it is also important to recognise that there are actually different types of dietary fibre. These different types have different properties, and this is important to support our dogs' digestive health and function. Increasing the amount of fibre in your dog's diet is often recommended to bulk out stools and aid natural emptying of the anal glands. In many cases, this is easily achieved by occasionally including some bran or similar material in your dog's food. This type of fibre is typically called 'insoluble' fibre and is not modified significantly



Dietary fibre is material from the structural part of plants, think about seeds, grains and even grass

during transit through the digestive system. Insoluble fibre is essentially excreted in the same form as it entered. In some cases, this is really helpful for digestive health and faecal quality; although, if your dog has ongoing issues with their digestion or anal glands, a chat with your vet is always recommended.

For some dogs, however, this type of fibre can significantly increase the movement of material through the digestive tract, and result in large stools and frequent defecation. If this is a concern, then reviewing your dog's food might well be in order, and assessing the amount and type of fibre it contains, based on included ingredients, could be useful.

### Prebiotic fibre

On the other hand, 'soluble' fibre is material that is not digested by the dog themselves, but rather is food material for the beneficial microorganisms that live in your dog's digestive system, especially in the small and large intestines. This type of fibre is

usually in the form of substances, such as FOS (fructooligosaccharides), or MOS (mannanoligosaccharides) which you might see on food labels.

Soluble fibre is often described as having prebiotic benefits. This means that it feeds and supports the health of your dog's digestive microbiome – the population of microorganisms that live in their intestines. It is increasingly recognised that there is a strong link between gut and behavioural health, too, so fibre might have many more benefits for our dogs than originally thought.

Prebiotics can also help support the health of the cells lining the intestine, and can limit the potential of potentially nasty microorganisms becoming established. Prebiotics are often fed at the same time as probiotics – living microorganisms that can replenish the gut population. This can be useful after digestive upset, illness, or after treatment with dewormers or antibiotics that can upset the normal digestive balance.

Fibre might not be the most attractive or exciting part of our dog's food, but it is most definitely a dietary friend for them.



Beetroot, beet pulp and chicory are all good sources of prebiotic fibres in dog food

### Did you know?

- Not all fibre is the same – dietary fibre can be plant or animal-derived
- Fibre is not a nutrient because it is not digested or absorbed, but it is still an important component of food
- Beetroot, beet pulp and chicory are all great sources of prebiotic fibres in dog food
- Digestive fibre helps the overall health and function of your dog's digestive system

# Pet Product Marketing

For independent pet retailers

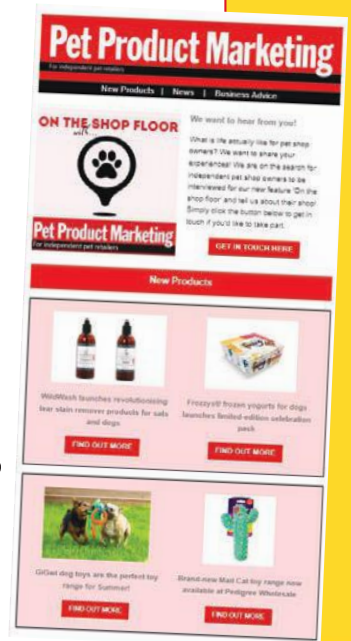
[www.petproductmarketing.co.uk](http://www.petproductmarketing.co.uk)

## HAVE YOU SIGNED UP FOR THE PPM

## newsletter?

### WHAT YOU GET...

- Regular update
- New products straight to your inbox
- Latest pet industry news
- Useful resources you can use on social media



Visit <https://bit.ly/ppm-newsletter>

Or scan the QR code!



# PPM Puzzles!

Take 10 minutes out your day to have a fun, mental workout! We've got a series of puzzles to get those little grey cells working!

## WORDSEARCH

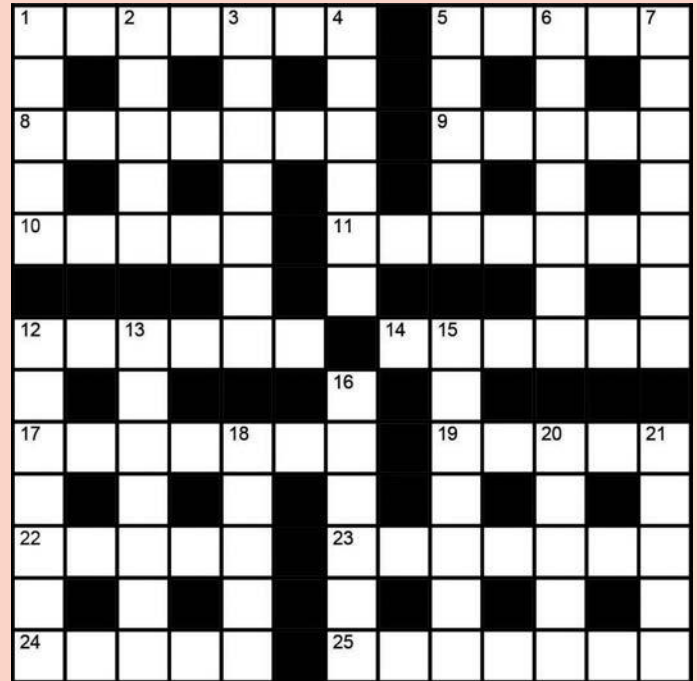
A	V	T	K	L	S	W	R	I	B	E	R	T
L	P	M	I	L	L	O	M	C	R	Y	H	O
E	T	P	F	L	S	C	C	C	H	R	Y	W
D	E	A	L	B	B	L	A	I	R	A	F	E
D	U	D	L	E	Y	U	U	F	R	V	Y	R
G	M	N	U	R	B	O	R	J	I	E	D	O
P	Z	F	D	K	F	Y	R	Y	N	N	U	F
P	O	O	L	E	N	B	Z	K	G	S	N	L
U	I	X	O	L	E	H	M	A	Y	B	L	O
D	V	E	W	E	W	R	R	O	O	U	U	N
N	B	A	L	Y	A	L	A	E	J	R	C	D
Y	I	B	B	H	R	Q	H	I	D	G	E	O
D	O	Z	D	J	K	M	O	Y	T	H	W	N

Acre  
Appleby  
Berkeley  
Blair  
Deal  
Dudley  
Dundee  
Dunluce  
Hay

Ludlow  
May  
Millom  
Moy  
Newark  
Piel  
Pool  
Rait

Ravensburgh  
Red  
Riber  
Ring  
Tilbury  
Tower Of London  
Udny  
York

## CROSSWORD



### Across

- 1 Largest city in Sri Lanka (7)
- 5 Unit of measurement (5)
- 8 Token (7)
- 9 Descend like an eagle (5)
- 10 Cash and \_\_\_ (5)
- 11 Raincoat (7)
- 12 Deceive (6)
- 14 Newspaper bigwig (6)
- 17 Fashionable (7)
- 19 Opener (5)
- 22 Acquired relative (2-3)
- 23 Leave (7)
- 24 Dress material (5)
- 25 Offered resistance (7)

### Down

- 1 Animated magazine (5)
- 2 Primate of Madagascar (5)
- 3 Well off (7)
- 4 Woodwind player (6)
- 5 Kenyan tribesman (5)
- 6 Mechanic's set (4,3)
- 7 Kind of penguin (7)
- 12 File (7)
- 13 Allegiance (7)
- 15 What you do at closing time in a pub (5,2)
- 16 Presley hit, "In the \_\_\_" (6)
- 18 An inhabitant of the Hawkeye state in the US (5)
- 20 Moves quickly (5)
- 21 Rubbed out (5)

## SPOT THE DIFFERENCE

Can you spot the five differences between these two pics?



See page 40 for solutions.

# Dogmatic®

Automatically leading the way



## Start stocking Dogmatic's award winning products TODAY!

Excellent Profit Margins with Low Minimum Orders

*Your customer deserves the **BEST** so call today*



**NO MORE PULLING • NO MORE RIDING UP • NO MORE RUBBING  
NO MORE COMING OFF • NO MORE DISCOMFORT**



**Recommended by Trainers, Vets, Behaviourists & Rescue Centres.**

Available in Original Leather and Padded Cushioned Webbing all in various colourways.  
Matching collars and specialised leads also available offering added security  
and confidence throughout the winter months.

**Call to join the ever growing number of Retailers changing to  
Dogmatic on 01952 245330 or visit us at [www.dogmatic.org.uk](http://www.dogmatic.org.uk)**

**Endorsed by Dr David Sands BSc PhD CFBA Fellow of the Canine & Feline Behaviour Association**

**AWARDED 'Best Dog Collar Manufacturer 2020-21 - UK' and Most Innovative Dog Collar Manufacturers 2019**

# DIAMOND NATURALS®

UNCOMPROMISING QUALITY AND PERFORMANCE, NATURALLY



SUPERFOODS



TRUSTED NUTRITION



FRUITS & VEGETABLES



ANTIOXIDANTS

## PET FOOD FOR DOGS & CATS AT ALL AGES & STAGES

From active kitten or puppy to ageing senior, Diamond Naturals has a formula with holistic, balanced nutrition to match.



MADE IN THE  
**USA**

FAMILY-OWNED  
*Since 1970*

**Kennelpak**  
Trusted pet specialists since 1974

**Tailored marketing and distribution solutions with Kennelpak**

For sales, enquires or marketing material please email [sales@kennelpak.co.uk](mailto:sales@kennelpak.co.uk)