

Pet Product Marketing

For independent pet retailers

April 2025

www.petproductmarketing.co.uk

3 pages of
new products!



Product review:
**Pet Genie dog waste
disposal system**

Dog travel focus

As seen on TV!
Licensed pet products



Dog toys special

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I am convinced that after reading this month's issue you will add a new product to your store. From dog waste disposal systems, Hagen's leading brands, dog toys, licensed pet products from hit TV and films, and travel products, we've got lots of inspiration of products that could be a great fit for you. And that's before we even mention we've got three pages of new products hitting the pet market.

Our special topic this month is dog toys. We look at the types of toys you

can offer and how you can maximise their appeal to buyers. While our in focus theme is travel. It's the perfect time of year to start thinking about how you can help people take their pets in the car as holiday season is fast approaching.

I hope business is going well for you all!

Mike
Editor, PPM.

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PPM News

April 2025

Visitor registration now open for PATS at the NEC

PATS 2025 – the Pet & Aquatics Trade Show – will stage its biggest-ever show as it moves to its new home of Hall 1 of the NEC, Birmingham. The three-day event will take place from Sunday, 28 September to Tuesday, 30 September 2025, with pet and aquatics retailers and garden centres being invited to register for free entry.

More than 300 companies and brands have already booked stand space, and the final total is expected to be well over 400, which will be a PATS record.

“PATS 2025 is already larger than when the doors opened on the show last year,” said PATS event director, Gordon Thomas. “Registration for visitors is now open on our website so all pet retailers and buyers can now sign up for their free show entry.”

Here’s a quick summary of the popular visitor attractions:

- The biggest-ever New Product Showcase
- The Aquatics Zone, a dedicated area for aquatics, water



gardening, and reptile exhibitors

- The New Starter Zone, a space hosting new businesses and start-ups
- Top groomers giving insightful demonstrations, workshops, and talks
- Unrivalled show offers and competitions
- Free entry and free show catalogue

PATS 2025 is also being staged alongside BETA International, the leading equestrian trade show taking place in Hall 2 at the NEC on Sunday, 28 September and Monday, 29 September 2025. It means that retailers and buyers will be able to visit both shows, and to make things simple, visitors will only have to register once, with BETA International visitors being given access to PATS and vice versa.

To register, visit patshow.co.uk

Mars launches study on pets' contribution to human well-being

Mars is to undertake the world’s largest international study into the human-animal bond and the role of cats and dogs in human mental health and well-being.

The leading pet care business has announced the launch of the Pets and Wellbeing Study (PAWS). PAWS is set to become the world’s largest, multi-year research programme exploring the impact of cats and dogs on mental health and well-being, deepening our understanding of the mutual benefits of the human-animal bond. The study will span over 35,000 people across more than 20 countries, and launches at a time of growing awareness of the global mental health crisis affecting millions.

Mars has also unveiled a unique research and content partnership with Calm, a leading mental health company, to highlight the role of pets in human health and well-being.

Loïc Moutault, President of Mars Petcare, said, “We’re aiming to deliver on our purpose: A Better World for Pets, because we believe pets make our lives better, and through this study we aim to provide deeper, science-backed understanding of the mutual bond between people and pets.”



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.



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London Pet Show announces London Olympia event



London Pet Show Live is the exciting all-pet consumer event coming to the capital.

London Pet Show Live opens at Olympia, London on 20 and 21 September 2025 to combine an engaging, family-focused mix of pet-related retail opportunities, as well as animal shows and performances, dog demonstrations in the Dog Activity Arena, have-a-go events, competitions, and interactive workshops from celebrity vets and animal experts.

There will also be plenty of opportunities to meet a wide range of different popular pets, including dogs, cats, small furries, reptiles, indoor birds, and fish, in some amazing aquariums!

For more information about London Pet Show Live, please email sales@eliteevents.live

Book now for a 15% early-bird ticket discount, using the code: ALLPAWS15 when checking out, visit londonpetshowlive.com

Pedigree Wholesale boosts customer margins

Pedigree Wholesale has announced new lower prices on over 150 best-selling products from its customers' favourite brands. The wholesaler has taken feedback on board and invested in dropping prices on the products their customers sell the most of.

With savings on trade prices, RRP's, or both, these reductions are here to support independent pet stores. These lower prices help boost margins and stay competitive, as Pedigree Wholesale helps shop owners to maximise profits.

You can stock up your shelves with over 150 of the industry's top products and enjoy the benefits of new lower prices. Pedigree Wholesale is regularly checking its prices to ensure it brings you quality products at the best prices.

Visit petproducts.co.uk to shop now or contact your Business Development Manager, Telephone Account Manager, or its friendly customer services team for more information.

A promotional banner for Pedigree Wholesale. It features a yellow background with red and white text. On the left, it says 'Helping you BOOST your margins' and 'New LOWER prices on your best-selling products'. In the center, there are two circular price tags: one for 'SKINNER'S' (was £24.27, now £23.53) and one for 'Chappie' (was £15.48, now £15.16). On the right, a large red starburst graphic says 'OVER 150 LINES ADDED'. At the bottom right, there is a red button that says 'SHOP NOW'.

A display of various TropiClean pet care products, including shampoos, sprays, and dental products, arranged on a green surface. The background shows a city skyline at night.

Stock **TROPICLEAN** and be entered to win a **TRIP TO VEGAS**

SHOP NOW

Win a trip to Las Vegas with TropiClean

TropiClean has launched its Race to Vegas contest exclusively for Pedigree Wholesale customers. Shop owners who stock 15 of TropiClean's top-selling lines will be entered in a draw to win a trip of a lifetime to the Superzoo Pet Expo in Las Vegas, Nevada.

Stocking the core 15 items qualifies you for one raffle entry in the winning pot, and there are also multiple opportunities for bonus entries, including engaging in social media activity, point of sale placements in your store, and listing further items from the range.

The core 15 items include best-selling grooming and dental lines from across the TropiClean range. These lines are TropiClean's best sellers worldwide. TropiClean's dental health range includes water-based solutions, which the brand reports attracts far more retention and repeat customers than traditional toothbrush solutions. TropiClean's shampoo range includes formulas for everyday functions such as hypoallergenic, deep cleaning, and 2in1s. The TropiClean OxyMed range is also one of its top sellers with pet owners who are looking for itch solutions when purchasing grooming products.

Visit the Pedigree Wholesale website to find out more about the competition and order the core 15 qualifying lines. Sign up to the competition on the official TropiClean Race to Las Vegas website and receive exclusive contest updates by visiting tropiclean.com/contest Terms and conditions apply; you can see the TropiClean website for the full list of terms and conditions.

TropiClean is available exclusively to the specialist pet trade through Pedigree Wholesale. Speak to your local Business Development Manager, Telephone Account Manager or its friendly customer services team to order, or visit petproducts.co.uk

PATS 2025

THE PET & AQUATICS TRADE SHOW

28-30 SEPTEMBER
NEC BIRMINGHAM

Where the Pet & Aquatics
Trade meet to do business



Scan to see all
the exhibitors



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100'S OF EXHIBITORS SHOWCASING NEW PRODUCT LAUNCHES & TRENDS

Registration is now open, register at patshow.co.uk



New ZIWI point-of-sale suite creates impact

Su-Bridge Pet Supplies is proud to have launched the ZIWI point of sale (POS) suite, designed to help retailers showcase ZIWI's premium pet products and boost in-store sales.

This comprehensive suite provides everything needed to create impactful displays that capture customer attention. It is one example of the investment being made into the brand this year to build awareness among consumers of the brand.

What's included in the POS suite?

FSDU standing unit: designed to accommodate up to four large bags or six small bags per shelf, with a convenient built-in leaflet holder to support customer engagement. Made from 10mm foam PVC, this stand is built to last, providing retailers with valuable extra fixture space. Ideal for high-traffic areas, it offers a versatile solution for showcasing products outside of traditional shelving, encouraging consumer consideration and boosting in-store visibility.

Branded header cards: these eye-catching additions help capture customer attention and draw focus to premium product displays. Ideal for making your displays more engaging and impactful.

Shelf edge strips: complete the branded look of your fixture with these custom strips, helping to create a cohesive brand block effect.

Peak process circle shelf clips: a valuable tool for educating customers about ZIWI's innovative Z-MicroSteam process. These clips help communicate how Steam & Dried food is made, explain the unique benefits of the Z-MicroSteam process and highlight why it stands apart from any other dry food product available on the market.

Aisle fin 2 pack: designed to enhance visibility, they help direct customers to ZIWI products, reinforcing brand presence and encouraging impulse purchases. Perfect for creating eye-catching displays that draw shoppers in and increase engagement.

Steam & Dried leaflets and shelf hanging holder: provide customers with information about ZIWI's products and offer them something to take home.

ZIWI is a premium brand that Su-Bridge believes will attract more footfall to stores and boost sales. To learn more about the new POS suite or to stock ZIWI products, get in touch with your local Area Sales Manager or contact Su-Bridge on **01953 882485** or email **info@su-bridge.co.uk**

Staff news

Pedigree Wholesale appoints Kirsty De'pledge as Business Development Manager

Pedigree Wholesale has announced the appointment of Kirsty De'pledge as its new Business Development Manager for the South West region.

Kirsty brings a wealth of industry expertise, having previously managed the pet store at Prior Park Garden Centre, and also worked for Pets Corner. With years of hands-on experience in the pet industry, she also holds a National Diploma in Animal Management, further strengthening her understanding of the industry.

Neil Carver, National Sales Manager, said, "Our sales team is at the heart of our business, and finding the right people to support our customers is essential. Kirsty brings a vast amount of pet retail experience, having walked in our customers' shoes. Her first-hand knowledge and industry insight are invaluable, allowing her to truly understand and meet the needs of our customers. She is already settling in fantastically, and we wish her every success in her new role."



Want to share your news? Got a story or new product?

Pet Product Marketing shares your stories and new product launches for free!

Simply email **michael.hallam@warnersgroup.co.uk**

For all the latest news and new products, head to **petproductmarketing.co.uk**



Pet food supply business for sale in Harrogate

A long-standing family-run pet food supply business in Harrogate is up for sale. Pharmall Ltd has come to the market as the owners plan for their retirement. The business is for sale through specialist business property adviser Christie & Co.

Located on Moorlands Farm since 2000, Pharmall Ltd is positioned at one of the busiest junctions on the outskirts of Harrogate, benefiting from significant local and passing trade. Additionally, the business is adjacent to a large residential development area offering substantial potential for increased local sales.

Pharmall Ltd is currently owned by Robert Harper and family. Robert, who is now selling the business as he plans to retire, comments,

"After 34 wonderful years running Pharmall Ltd – the family business – I have decided to sell up. This decision has been incredibly tough to make. The staff I've employed over the years and the wonderful customers have made coming to work a pleasure. However, due to the recent passing of my father who established the business 40 years ago, I feel the time is right to step back to enjoy retirement with my wife while we are both still in good health.

"It has been an incredible journey, and I am immensely proud of what we have achieved. I am confident that a new buyer will bring fresh energy and ideas to take the business forward, and continue to serve our loyal customers with the same dedication and passion."

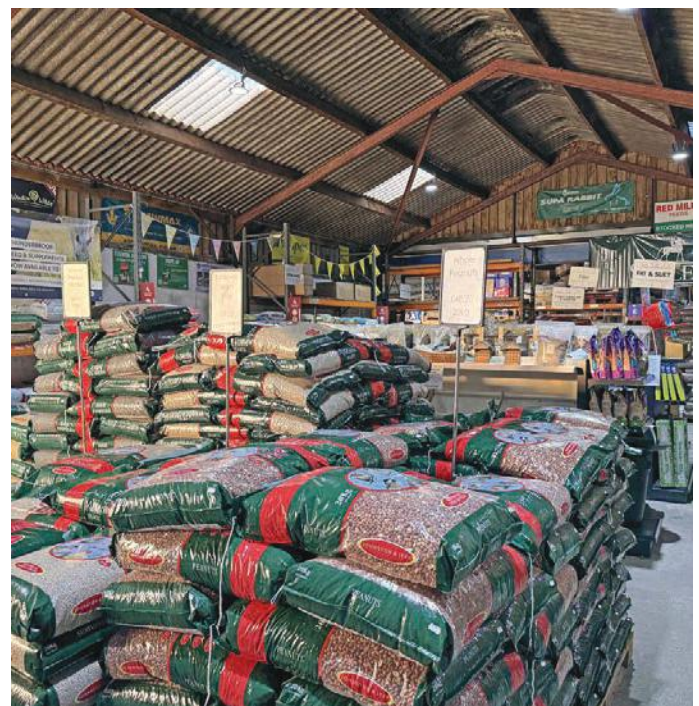
Originally rooted in the farm supply industry, the business has evolved under the second generation of ownership into a more consumer-focused enterprise, offering a variety of pet food and accessories, wild bird food, equine feed and bedding, smallholder supplies, and veterinary and farm products. The business also offers a delivery service, both locally via its own vans, and nationally through couriers.

Steve Riley, Business Agent at Christie & Co who is handling the sale, comments,

"This is an exceptional opportunity for a new owner to acquire this well-regarded, family-run business in the bustling town of Harrogate. The business enjoys a brilliant reputation and is heavily relied upon by locals due to its needs-based nature, and it offers an ideal platform for an existing operator to take the business forward and build upon the excellent current trading position."

There is significant scope for a new owner to expand the business, through Pharmall Ltd's active company online shop, or a new warehouse extension to accommodate additional stock, which has already received planning consent.

To find out more, visit christie.com/5417042



You may have seen on the news that the first pet food using laboratory-grown meat has been sold in the UK. Meatly, one of the leaders in cell-cultivated meat, saw its Chick Bites go on a limited release sale at Pets at Home.

On the back of all the media coverage of lab-grown meat being used in pet feeds, UK Pet Food, which represents both pet food manufacturers and suppliers, speaking on their behalf to the Government, the media and other stakeholders, as 'the responsible voice of the industry,' has released a factsheet all about cell-cultivated meat...



**UK
PET
FOOD**

Cell-cultivated products in pet food

10

A new protein source for complete and complementary pet diets

The most important factor in feeding our pets is giving them a complete and balanced diet, appropriate for their species and life stage. In this factsheet, we discuss a novel protein source which can be used as a pet food ingredient.¹

When used as a pet food ingredient, cell-cultivated products can contribute to nutritious and palatable products. While not yet available at scale, cell-cultivated products could eventually offer an alternative for pet owners who prefer to feed their pets animal proteins without the use of conventional livestock production.

What are cell-cultivated products and how are they made?

Cell-cultivated products are a type of animal tissue that's grown from cells rather than obtained from conventionally

farmed animals. Instead of feeding animals to grow and produce meat and other animal tissues, the nutrients are fed directly to the animal cells in a controlled environment, allowing them to multiply and grow independently.

The production of cell-cultivated products for pet food applications involves three key phases:

1 Sourcing: The process begins by collecting cells from a living animal or a fertilised egg to start the production.

2 Expansion: The cells are grown in a controlled sterile container filled with rich

Cell-cultivated products, such as cultivated chicken, will be a new addition to an already diverse portfolio of highly sustainable protein ingredients that pet foods are made of

nutrients (known as media) which are typically from plant-based ingredients.

3 Harvesting: Once the cells reach maturity, they are separated from the media using techniques like centrifugation – a process that spins the mixture at high speed to separate solid cells from the liquid. The result is a pâté-like product made of cultivated cells, which is then used in the final formulation of pet food.

Types of cell-cultivated products and regulatory approval

In 2024, the UK became the first country worldwide to approve the use of a



cultivated chicken product for pet food. It is likely that in the future cultivated animal tissue of a range of species will become available for use in pet food (eg, pork, beef, fish, etc). As with all pet food ingredients, any new material will require regulatory approval before being used in pet food.

Like all meat and animal by-products in pet food, cell-cultivated products that have received regulatory approval are listed on the GB Register of Feed Materials, and the production facilities are subject to Animal and Plant Health Agency (APHA) inspections in the same way that conventional meat manufacturing facilities are.

Cell-cultivated products made from animal cells are sometimes called lab-grown meat, along with other terms like cultured, cultivated, cell-cultured, or cell-based. However, they are not currently classified as meat but are instead considered products of animal origin.²

Format of pet foods with cell-cultivated ingredients

Cell-cultivated products for pet food should be considered as a category of raw ingredients, just as with traditional meat, and fish. After the harvest, cell-cultivated products have a pâté-like consistency and can be adapted to different processing methods for different types of products, including kibbles, wet pet food, fresh pet food, and treats.

Nutritional profile

The nutritional profile of cell-cultivated products can vary significantly based on the type of cells used because different cell types contribute different sets of nutrients. The nutritional profile of each product will also be strongly influenced by the composition of the media, as the nutrients fed to the cells determine their macro and micronutrient composition. Macronutrients include proteins and fats and micronutrients like vitamins and minerals.

This means that the nutrients in cell-cultivated products can be adjusted by changing what it's grown in. So, when talking about its nutrition, it's important to consider the specific type of cell-cultivated product being used. Based on publicly available data, which can be found in safety dossiers

and scientific papers, cell-cultivated products have a nutritional profile, and an amino acid composition, similar to their conventionally produced counterparts, but with a slightly higher moisture content.

Environmental benefits

Although further research is needed, preliminary studies suggest that large-scale cell-cultivated production could potentially reduce environmental impacts, including lower greenhouse gas emissions and reduced land usage, compared to some conventional livestock productions such as cattle farming.³

Although research is currently limited, some evidence suggests that the sterile, antibiotic-free production of cell-cultivated products may offer public health benefits, including a reduced risk of antimicrobial resistance.⁴

Consumer attitude and acceptance level

According to Oven et al (2022), 81% of UK respondents who were willing to eat cell-cultivated products themselves would also feed them to their pets. Among those unwilling to consume cell-cultivated products, 56% of vegans

As the demand for dietary proteins continues to grow, along with the increasing pressure on environmental resources, innovative products such as cell-cultivated products and other novel proteins are timely and highly anticipated

and vegetarians were open to feeding them to their pets, whereas only 10% of meat eaters would do the same. However, more research is needed to understand pet owners' perceptions fully, as many seek more information about the safety, sustainability, and benefits of cell-cultivated products in pet food.⁵

Further information on pet food ingredients can be found at ukpetfood.org



References

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New products

Danish pet food brand unveils new sustainable dog treats

Innovative pet food brand, Globe Buddy, has unveiled its latest sustainable dog treats, Luxx Rewards and Luxx Dental Sticks.

Crafted with premium French-sourced insect protein, these treats deliver a nutritious, delicious, and eco-conscious alternative to traditional meat-based snacks, proving that great taste and sustainability can go paw in paw.

The premium insect protein in Luxx Rewards and Luxx Dental Sticks is nutritious, easily digestible, and packed with essential nutrients. While Luxx Rewards are perfect for training and daily rewards, Luxx Dental Sticks are designed to support oral health with their special texture and high-quality ingredients. Additionally, the insect protein used in these products has a carbon footprint of just 3.20kg CO₂e per kg of protein, compared to 55.16kg CO₂e for beef used in pet food.

Globe Buddy is a Danish pet food brand dedicated to making it easier for dog owners to choose healthy, sustainable nutrition for their pets.



For trade enquiries, visit globebuddy.dog
or email bgj@globebuddy.dog

The Little Birdhouse wild bird food

Harvest, a leading British manufacturer of high-quality wild bird food with over 125 years of expertise, has proudly announced the launch of its new premium brand, The Little Birdhouse.

Phase one, featuring nine meticulously crafted seed mix variations, has been unveiled. These include Supreme Mix, Robin and Songbird, Blue Tit, Garden Finch, Table Mix, Fledgling Mix, No Mess Mix, Garden Delights, and Daily Mix. Phase two, coming later this year, will expand the range to include straights and suet products.

The Little Birdhouse embodies Harvest's unwavering commitment to quality and nutrition. Utilising traceable ingredients and a unique on-site cleaning process, the seed mixes are packed with essential nutrients, ensuring a balanced and healthy diet for garden birds.

"We are incredibly excited to introduce The Little Birdhouse to the market," says Phil Kent, Key Account Manager at Harvest. "We recognise that feeding wild birds is more than simply scattering seeds; it's about providing optimal nutrition to support their health and well-being. The Little Birdhouse reflects our dedication to crafting premium bird food that caters to a wide variety of species, fostering thriving garden ecosystems."

The Little Birdhouse joins Harvest's established portfolio of successful wild bird food brands, including The Wild Bird and Suet Shop. As a family-run business nestled in the heart of rural Lincolnshire, Harvest is deeply committed to sustainable practices. Holding a BRCGS Food Safety A+ Certification, the only UK wild bird food manufacturer to achieve this prestigious level, and a Sedex certification, Harvest demonstrates its unwavering dedication to quality, ethical practices, and responsible sourcing.



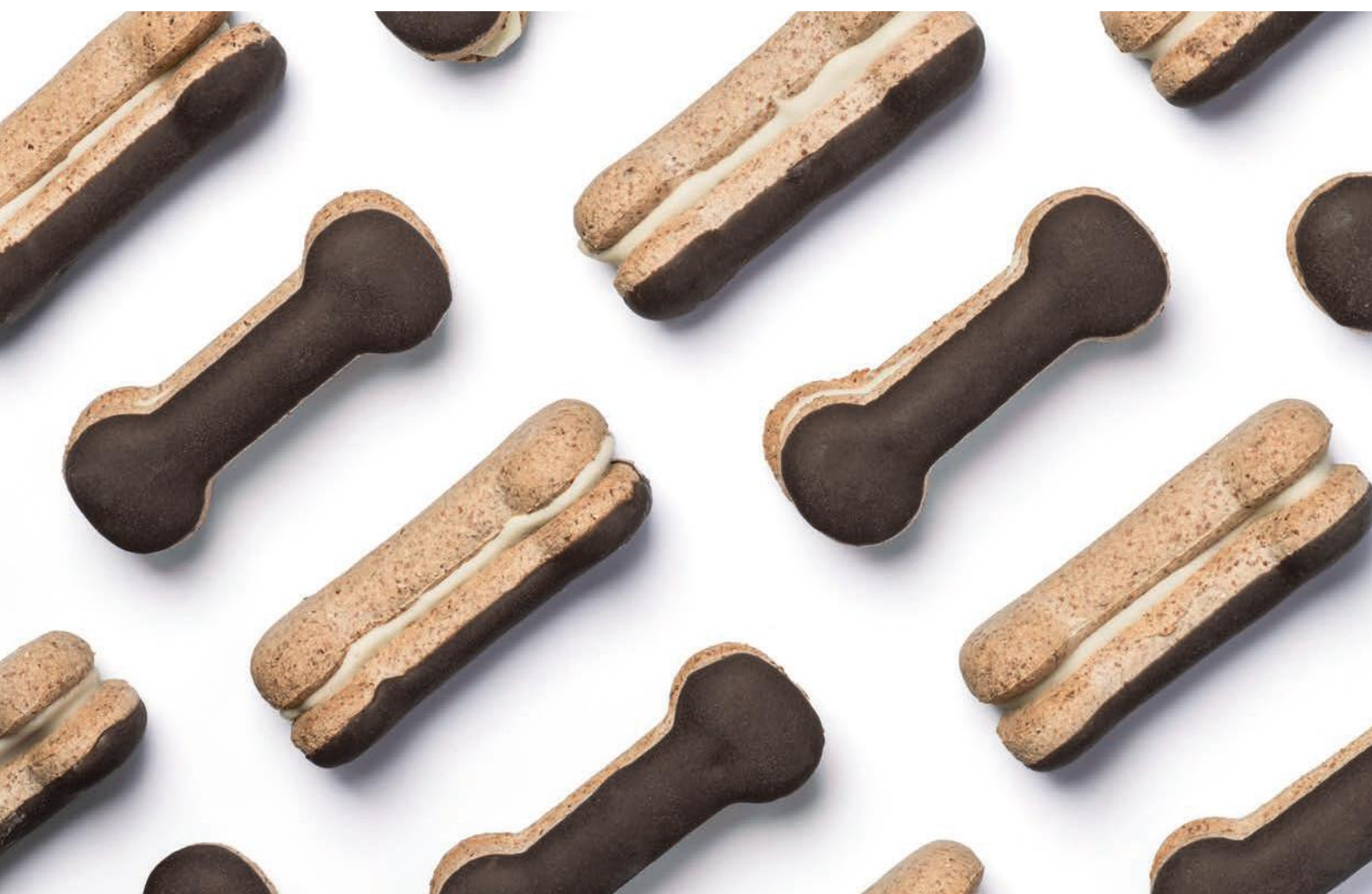
To find out more about The Little Birdhouse, visit harvestpetproducts.com/the-little-birdhouse or for trade enquiries, email sales@harvestpetproducts.com

Ruffingtons



Bringing luxury to your customers

Why settle for ordinary dog treats when you can stock a gift that is truly special? Discover the Ruffingtons range and bring a little extra joy to your customers and their canine companions. Your customers will thank you!



Visit www.ruffingtons.co.uk or contact info@ruffingtons.co.uk

Go beyond treats. Give Ruffingtons.

Trixie three-headed toothbrush

Trixie's new toothbrush for dogs helps to ensure optimal oral hygiene and protect against dental issues.

Its specially designed shape allows you to easily get to even hard-to-reach areas, ensuring a thorough clean. The toothbrush effectively removes plaque and helps prevent tartar build-up.

The lightweight plastic material makes it easy to handle, so brushing a pet's teeth is comfortable for owners, too. Best of all, this toothbrush is not only for dogs but also works for cats – providing clean, healthy teeth for all your furry friends.



To find out more and or for wholesale pet supplies, visit trixie.de/en

Pawd Drinks launches new canine wellness drink

London-based pet health supplement company, Pawd Drinks has added a new variety to its successful and growing range of liquid supplements for dogs.

Pawd Drinks Wellness contains 100% natural active ingredients such as L-leucine, L-isoleucine and L-valine, as well as yeast extract. These ingredients are designed to aid muscle recovery, support the immune system, and improve cognitive health. The new product is suitable for all breeds of dogs and life stages.

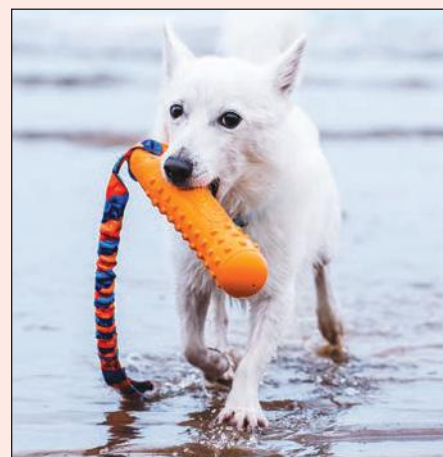
The Pawd Drinks range of liquid health supplements are scientifically crafted to target the common health issues faced by dogs and contribute to the overall well-being of our four-legged friends. Pawd Drinks are pH neutral and contain no acidifiers or preservatives.

Founded by young entrepreneurs and old friends, Rory Hanna and Archie Wilson, who were looking for an easier way to administer supplements to dogs other than in pill or powder format, their innovation made the finals of the PIF Innovation Awards last year where they met and were accepted onto the NatWest Accelerator Programme. They were also finalists at the PetQuip and PIF Awards.

Other supplements in the range include Pawd Drinks Joints which has been formulated to address stiffness and joint mobility. Pawd Drinks Calming will help to relax and soothe your dog in any anxious situations.



To find out more, visit pawddrinks.com or for trade enquiries, email hello@pawddrinks.com



Tug-E-Nuff launches new three-in-one water toy

Tug-E-Nuff, the interactive tug toy company exclusively for dogs, has launched a new three-in-one toy for fetching, tugging, and floating.

Designed for water-loving dogs who love to tug and retrieve, BOB is 100% waterproof and perfectly weighted to stay afloat. The new toy from Tug-E-Nuff also boasts a robust bungee handle that's expertly stitched for strength and has a puncture proof bite area with textured grooves for easy carrying.

Danny Nelis-Rouse, Managing Director at Tug-E-Nuff, commented: "This dog dummy's a genius! BOB's not just a water toy for splashing fun, but an all-weather dog toy that's been made for fetching, floating, tugging fun – all in one."

For trade enquiries, visit tug-e-nuff.co.uk/pages/wholesale

Bramble & Co unveils new dual dog training leads

Bramble & Co, the Yorkshire dog accessories brand, is excited to announce the launch of its latest product – dual training leads. Designed for versatility, control, and ease of use, this UK strength-tested double-ended dog lead is an essential tool for both training and everyday walks.

The new dual dog training lead offers a range of features tailored to meet the needs of modern dog owners:

Dual control: Attach to two points for enhanced guidance and better handling.

Adjustable length: Easily shorten for close heelwork or extend for more freedom during walks.

Versatile design: Adapts seamlessly to your dog's needs, whether for training sessions or relaxed strolls.

Available in three stylish colours, the dual training leads are crafted to combine both functionality and fashion. Phoebe, the brand owner of Bramble & Co, shared her enthusiasm for the launch, "We've been collaborating with dog influencers on Instagram to showcase the adaptability of our leads. Their feedback highlights how practical and beneficial these leads are for both training and everyday use."



For more information or to become a stockist, visit brambleandcodogwear.co.uk or for trade enquiries, visit brambleandcodogwear.co.uk/pages/wholesale

The Hurtta Spring-Summer 2025 collection

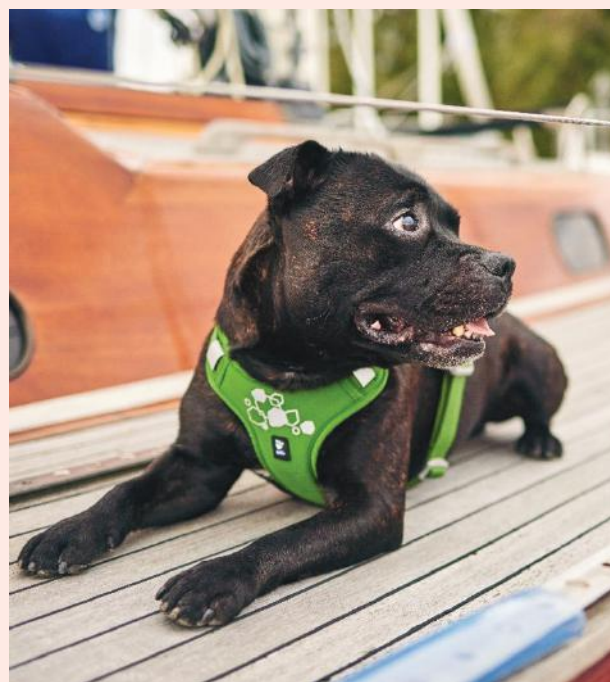
The Hurtta Spring-Summer 2025 collection is now available and it features upgraded designs in fan-favourite lines and exciting new additions. The new products include:

The Hurtta Weekend Warrior Harness II ECO is an upgrade to the Weekend Warrior collection. The new upgrades run across the best-selling Raven colour and new Parsley and Eggplant colours. The new design features more inclusive sizing, an updated design with slimmer front padding designed to fit more breeds and redesigned back padding, eliminating chafing or discomfort.

The Safeguard Harness ECO is a completely new style addition for Hurtta; this harness is available in two colours and multiple sizes. Ideal for rescue dogs, clever dogs prone to slipping out of their harness, and young pups still mastering leash manners, the Safeguard Harness ECO will make this worry a thing of the past. This harness style is sometimes called an escape-proof or a three-strap harness thanks to its third attachment point – a distinct difference from standard harnesses. Thanks to this unique design, the harness provides a snug, slip-free fit for dogs of all sizes (even those with narrow waists or deep chests).

Another new addition for Hurtta is the **Expedition Pack ECO**. Crafted to provide both functionality and comfort, the lightweight and soft Expedition Pack ECO is perfect for everyday walks, lunchtime jogs, or epic hikes in the wilderness. This clever dog backpack has ample space for all necessities.

All products in the Spring-Summer collection are made with recycled materials. Hurtta want to be mindful and take responsibility for its products' effects on the environment.



Hurtta is available exclusively through Pedigree Wholesale to the specialist pet trade. Visit petproducts.co.uk/hurtta or speak to your local Business Development Manager, or Telephone Account Manager to order, or visit petproducts.co.uk/register to set up an account

Grow your business with Hagen in 2025

Hagen celebrates 70 years in the pet industry this year, marking a legacy that began in 1955 when German-born Rolf Hagen emigrated to Canada and began trading bird seed. Since then, Hagen has grown into a global leader in pet care, offering an extensive range of high-quality products across multiple categories. With brands like Fluval, Exo Terra, Catit, Bionic, and Zeus & Zoe, Hagen ensures that independent retailers can cater to all aspects of the pet care market, from aquatics and reptiles to dogs and cats.

What sets Hagen apart in 2025 is the brand's commitment to not only offering superior products but also providing unmatched retailer support. Hagen's strong brand recognition and global presence also mean that retailers are aligning with a trusted name in the pet care industry.

By stocking Hagen brands, retailers can be confident they are offering products that are in high demand. With dedicated support from the company, retailers can stay ahead of the competition and meet the ever-growing needs of today's pet owners.

FLUVAL
fluvalaquatics.com



Fluval: excellence in Aquatics for 2025

Fluval celebrates 50 years as a pioneer in aquatics, trusted by hobbyists and aficionados worldwide. Known for its superior filtration systems, aquariums, and water care solutions, Fluval remains committed to innovation and sustainability. From freshwater to saltwater aquariums, filtration, lighting, and water conditioners, Fluval ensures vibrant aquatic environments for all levels of fish keepers.

Fluval has recently entered the aqua-scaping

market with the launch of its pristine 'Visi White' aquariums, designed to meet the growing demand for aesthetically pleasing and functional aquariums.

Fluval's digital presence and online community deliver unparalleled reach to retailers looking to connect with fishkeeping communities. Fluval's continued commitment to innovation positions it as a key partner for retailers looking to meet the growing demand for quality aquatics products in 2025.

catit®



Catit: innovation and design for cat owners

As the demand for cat products continues to grow, Catit has emerged as a leading brand offering innovative solutions that cater to both the practical needs and emotional desires of cat owners. Known for its interactive toys, health-driven products like water fountains, smart feeders, and their phenomenally successful cat treats and snacks, Catit offers a wide range of products designed to enhance the lives of both cats and their owners. One

example is Catit's award-winning, 5-star rated sustainable litter range made from pea husk waste reclaimed from the food production industry. Cat owners who have tried it rarely switch back and in-store POS support is available, so if you haven't listed it yet there's no time to lose!

In 2025, Catit will be further expanding its food range with new and innovative wet food lines, set to launch in the summer.

Catit's strong brand story resonates with cat lovers, thanks to its engaging social media campaigns, educational content, and influencer partnerships. These marketing efforts help build trust and loyalty with customers, which translates into increased sales for retailers.

Catit is not just about products; it is about creating a lifestyle that cat owners continue to embrace, driving continuous sales growth in 2025.

ZEUS & ZOë®

GEAR AND ACCESSORIES - FOR DOGS - FOOD AND TREATS

Zeus and Zoe: versatile solutions for dog owners

Zeus and Zoe cater to the diverse needs of today's dogs and dog owners, offering a wide range of products that enhance their daily lives. Zeus is known for its durable toys, accessories and stylish, practical items like drinking fountains and bowls. Zoe, on the other hand, focuses on providing healthy, natural treats with options such as their incredibly popular range of Licky Snacks treats, rawhide-free chews and wholesome snacks. Together, Zeus &

Zoe offer complementary products for a complete dog care solution.

Zeus recently introduced ChewChasers rubber toys, alongside their innovative Nitro dog toy range – the perfect addition to your toy selection now that spring is upon us!

Zeus & Zoe's commitment to product quality and customer satisfaction

makes them a powerful addition to any retailer's dog care range. Whether focusing on functional accessories or health-conscious treats, these brands cater to a wide range of dog owners.

With their emphasis on both practicality and wellness, Zeus & Zoe are poised to improve on their reputation for being strong sellers in 2025.



Unleash the dragon: Watch the latest Zeus Nitro toys in action



Exo Terra: creating natural habitats for reptiles

Exo Terra has been a leading brand in reptile and amphibian care for over 25 years, providing innovative habitat solutions that allow pet owners to recreate natural environments for their pets. The brand's product range includes terrariums, heating and lighting systems, habitat accessories, and feeding solutions designed specifically for reptiles and amphibians. In early 2025, Exo Terra proudly launched their groundbreaking T5 lighting range featuring a unique sun-simulating phosphor mix, representing a true leap forward in reptile lighting technology.

With a strong focus on aesthetically-pleasing, naturalistic, and ergonomic designs, Exo Terra products enable pet owners to create comfortable, healthy environments for their reptiles.



Scan the QR code to watch our game-changing T5 lighting in action.



Retailer support

Hagen is firmly dedicated to supporting retailers with a comprehensive range of resources designed to enhance store visibility, drive customer engagement, and boost sales. Retailers benefit from high-quality POS materials, branded displays, and promotional support, all aimed at creating an attractive and engaging shopping environment.

In addition to physical marketing materials, Hagen provides a suite of online marketing resources to help retailers amplify their promotional efforts. Educational resources and product training are also available, empowering retailers with the knowledge needed to offer expert advice and build strong customer relationships.

Hagen's support extends to creating impactful promotional campaigns that drive traffic and increase sales. By leveraging Hagen's reputation and extensive resources, retailers can effectively engage with their customers, whether they are pet owners, aquarium enthusiasts, or reptile lovers.

Hagen takes great pride in offering the tools and support necessary for independent retailers to build a loyal customer base and sustain healthy, long-term growth.

BIONIC®



Bionic: durable pet products for tough chewers

Bionic offers pet owners an ultra-durable solution for tough chewers, specialising in high-performance dog toys that are built to last. Made from an advanced polymer, Bionic's toys are highly-durable, designed to withstand the strongest chewers. The brand's range includes products like the Bionic Bone and Bionic Ball, which are not only durable but also eco-friendly, made from FDA-approved, food-grade rubber.

Retailers can also rely on Bionic's strong product performance to meet the needs of dog owners seeking durable, safe, and sustainable toys. With its unmatched durability, Bionic continues to be a must-have brand for retailers in 2025.



Product demo



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ILLUMINATION'S

minions

Bringing beloved characters to playtime: Happy Pet's licensed toy collection

Licensed pet toys have become an increasingly popular choice among pet owners, offering a delightful mix of familiar characters and thoughtfully designed, pet-friendly features. Bringing beloved franchises to owners who enjoy sharing their favourite characters with their furry friends, Happy Pet, known for its commitment to quality and innovation, holds exclusive distribution rights for a selection of iconic brands such as Minions, Lamb

Chop, Paddington Bear, Paul Frank, Breeze Ball, and more to come in the near future.

Why licensed pet toys are so popular

Licensed pet toys bring a sense of familiarity and joy to pets and their owners alike. Many pet owners are naturally drawn to characters they recognise and love, whether from childhood memories or popularity. These toys create a fun and engaging experience

for pets and offer a comforting connection for their owners, making playtime even more meaningful.

Beyond sentimental charm, licensed pet toys also stand out in stores and online. Their well-known designs catch the eye, making it easier for pet owners to choose a toy they trust. With their strong appeal and high-quality craftsmanship, these toys often become go-to favourites, encouraging repeat purchases and making them a great addition to any pet store's selection.

Happy Pet's exclusive licensed range

Happy Pet's thoughtfully designed ranges of licensed pet toys bring some of the most beloved characters to life in a way that both pets and their owners can enjoy. With exclusive distribution rights, Happy Pet ensures each toy is made to the highest standards, offering a wonderful mix of quality, fun, and familiarity that makes them a trusted choice for pet owners.

Minions: fun meets durability

These mischievous Minions have made their way into the world of pets with a range designed for fun and durability. The Minion Double Tug Small (featuring Bob, Stuart, and Kevin) and Minion Double Tug Large (available in Bob, Stuart, and Kevin) are perfect for dogs who love interactive play and tugging games. Made from high-quality, durable fabric, each toy features strong rope running through the entire body for added strength, ensuring long-lasting fun. Embroidered detailing and built-in squeakers add to their playful charm. For even more durability, the Minions Gru Rope Scarf dog toy is crafted from tough Oxford fabric, making it a great choice for energetic pets who enjoy a good tug game. All toys feature squeakers and crinkle material for extra added fun.

Lamb Chop: a comfort classic

The Lamb Chop dog toy, a beloved childhood favourite, is now reimagined to be pet-friendly with a super-soft design that dogs adore. Available in three sizes to suit different breeds, this plush comfort toy offers a sense of security and warmth for dogs. With several squeakers in its feet, it becomes an engaging companion for dogs to snuggle with, carry around, and play with. Perfect for dogs who enjoy a softer toy.

Paddington Bear: a British icon

Paddington Bear has been a beloved character for decades, and now dogs can enjoy their own version of this British classic. Made with high-quality materials and intricate detailing, this toy captures the charm of the iconic bear. It also features a squeaker inside for added fun, making it an engaging playtime toy for dogs. Pet owners can also appreciate this timeless, delightful, and meaningful toy.

Paul Frank: playful and cheeky

Paul Frank's cheeky monkey design adds a fun and different touch to dog toys,

bringing both style and joy to playtime. Crafted from soft, high-quality plush material, these toys are gentle on your dog's mouth while offering hours of entertainment. Available in three sizes to suit different breeds, each toy features a squeaker inside, encouraging interactive play. Ideal for trendy pet owners, this collection is a charming and stylish choice for dogs who love to have a little fun with their toys.

Breeze Ball: the ultimate durable ball

The Breeze Ball is a wonderful addition to Happy Pet's licensed collection, designed to keep dogs entertained in the most enjoyable ways. Made with Bevel Tech technology, it offers exceptional durability, making it perfect for dogs who love to bounce and chew. Its ability to float in water also makes it an ideal choice for beach and poolside fun. Crafted from non-toxic materials, the Breeze Ball is gentle on dogs' mouths and allows them to breathe easily while carrying it. This versatile toy is perfect for high-energy dogs in need of a sturdy, fun, dog ball toy.

The competitive advantage of Happy Pet's exclusive rights

Having exclusive rights to certain licensed products gives Happy Pet a unique edge in the pet toy market. These partnerships allow the company to offer pet owners special toys featuring their favourite films, TV shows and more – products you can't find anywhere else! This exclusivity helps build brand loyalty, as retailers and customers can rely on Happy Pet for these one-of-a-kind products. It also reinforces Happy Pet's company's reputation for providing high-quality, officially licensed toys that stand out.

Conclusion

Happy Pet's licensed toy collection brings together quality, familiarity, and fun, making playtime even more special for pets and their owners. By offering exclusive designs featuring beloved characters, Happy Pet continues to set itself apart as a trusted name in the pet industry. These thoughtfully crafted toys not only provide entertainment and comfort for pets but also create a great bond and connection for owners who love sharing with their pets. As Happy Pet expands its range with more iconic brands, pet owners can look forward to even more exciting options, ensuring every tail keeps wagging with joy!



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The Pet Genie dog
waste disposal system



Product review:

Pet Genie waste disposal system

Product testers

With one of our resident testers, Indie!



We sent the Pet Genie to Caroline, who has two dogs, German Shepherd Isaac and Cocker Spaniel Indie. She has never used a waste disposal system before and would usually dispose of the bags in the outdoor wheelie bin.

The product

Developed by The Angelcare Group – known for its 25-year legacy in innovative care solutions for humans, like the Diaper Genie, the Pet Genie dog waste disposal system is designed to make cleaning up after your dog easier.

It allows poos to be deposited into the bin and it falls into an odour-locking liner, meaning no lingering smells. When it is time to empty the Pet Genie, the film can be sliced and tied, allowing the full liner to be deposited in the main bin, while the liner inside the bin is tied at the bottom to create a new bag.

How easy is it to set up and use?

“It is very easy to set up. The instructions are clear and it's simple to place the liner inside. It is ready to use in a matter of seconds.

“The whole thing is lightweight, meaning it is easy to handle and carry around. So,

when it is time to empty the system, you can easily carry it to the main bin and deposit the used liner. It is easy to cut the odour-locking film and start a new bag inside the system.”

The crucial question, does it lock in the smell?

“Yes, it does! Being a sealed unit, it locked in the odour and you can fit quite a few poo deposits in there, too.”

Would you consider using the Pet Genie all the time?

“We would normally bag poos up and put them in our normal refuse bins. However, in summer heat, when there are two weeks between bin collections, this can cause maggots, which is obviously disgusting. The Pet Genie system might be very useful for dealing with that, as it is a sealed unit. We will need to test it more during the summer but it could be a solution for avoiding a maggoty wheelie bin.

“You can definitely see why the Pet Genie would be popular with dog owners. It does deliver on making it easier to clean up after your dog. It could also reduce the number of poo bags you use as you could deposit the poo straight into the system, even carrying it around the garden with you if you're doing a bit of a clear-up.

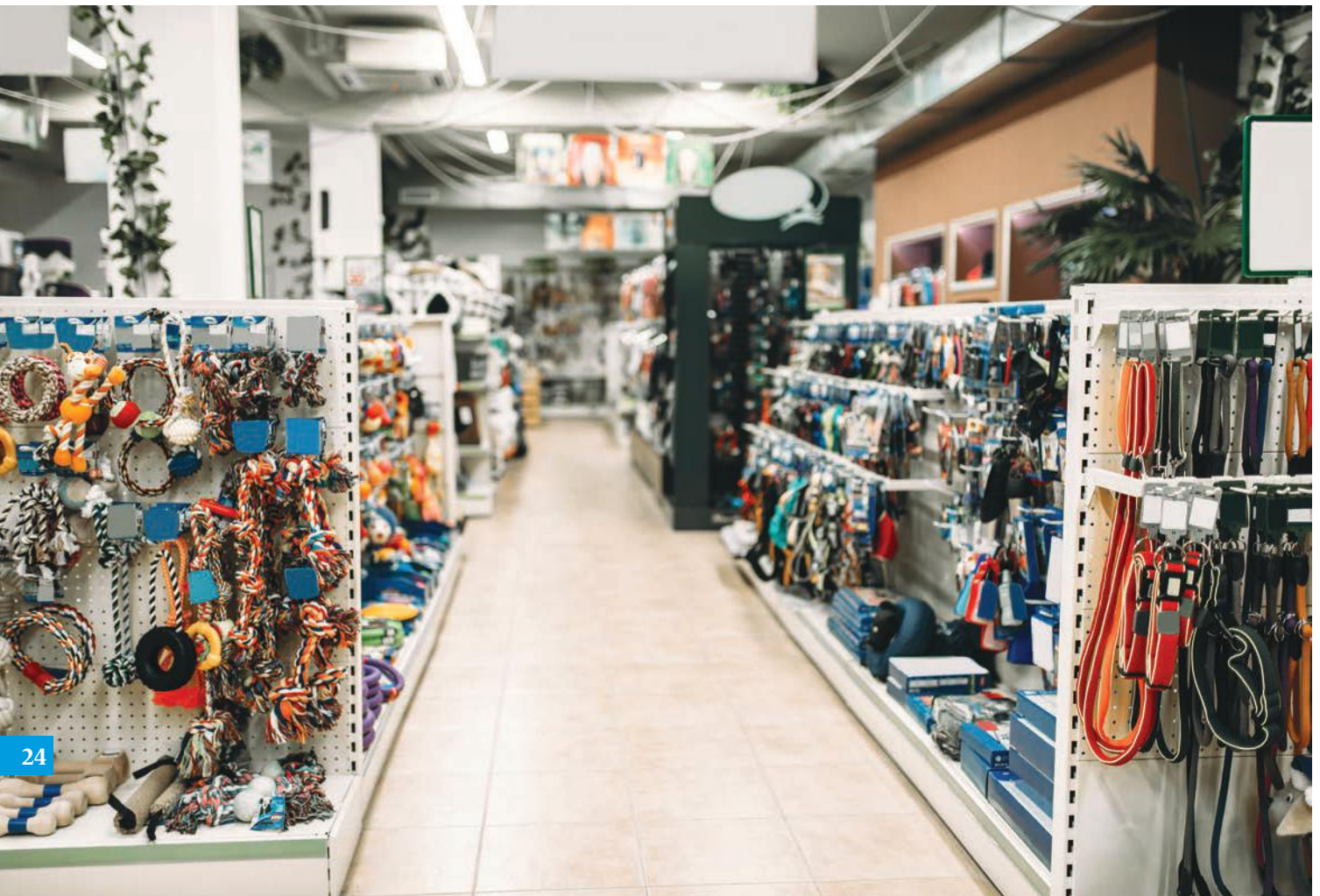
“Using a waste management system is not something we had thought about, but I think it could be a good addition and make one of the not very nice jobs that bit easier. You just need to factor in that you will need to buy refills of the odour-locking film which usually last around two months, so there is an ongoing cost.”

Retailers' view

The Pet Genie provides an opportunity for retailers as it helps to solve a problem of smelly dog poos in our refuse bins. From a practical point of view, the systems are lightweight and not too big or cumbersome, meaning they could be stocked in the shop relatively easily. It also provides potential for repeat purchase as owners will need to purchase refill liners.

Find out more...

To find out more about Pet Genie, visit petwastegenie.com/en-uk or for trade enquires, contact cgrech-cini@angelcaregroup.com



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All fun and games!

Is your selection of dog toys inspiring owners and their pets?

Dog owners need to purchase so many different products to help them care for their canine companions. Of all the things dog lovers can potentially buy from your store, nothing should be as fun as toys!

Play time is an essential part of caring for our pets. It may sound frivolous but it is really valuable for a dog's health and well-being, just think about the things you enjoy doing to relax. And of course, that can include us playing with our pets. Toys are key to that as they are the source of excitement and provide the basis of the type of play that will be enjoyed. The role and benefits of dog toys are hugely diverse:

Retailers' view:

Key selling points of dog toys

- **Exercise** – toys provide an outlet for physical exercise, helping keep them in shape

- **Mental stimulation** – the right toys will give your dog a mental workout, which can be even more tiring than chasing after toys!
- **Reward** – not all dogs are food motivated (honest, it's true) but playing with their favourite toy can be the perfect motivator when it comes to training
- **Distraction** – providing a toy can be handy at providing a distraction. For example, if a dog is doing an unwanted behaviour, providing a toy as an alternative can move dogs away from the behaviour or even prevent it
- **Bonding** – enjoying playing together is a great way for to bond with your dog
- **Reduces stress** – play with toys can release hormones which reduce stress
- **Natural behaviours** – toys can be a great outlet for natural behaviours such as chewing, sniffing, and running

- **Dental health** – some toys help to clean dogs' teeth
- **Solo play** – when you need to leave your dog alone, leaving a toy can be a great way to occupy them

Retailers' view:

Impulse purchase

Dog toys are often an impulse buy. They are not bought on a regular basis in the same way dog food is. Owners may buy new toys if their dog's old ones are looking a bit tired. On the other hand, there is no limit to how many toys an owner may want to provide. If something catches their eye and they think their dog would enjoy it, they might just put it in the basket!

This is where promoting the selling points of toys can really connect with customers. Highlighting the different uses of toys can bring them to the attention of owners. ►

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For example, you might set up a display for toys that are good for solo play to help stave off boredom for dogs who are home alone. An owner might purchase one of these because it helps solve a problem. That problem might be that they worry about their dog being left or maybe their dog is using their energy for destructive purposes. Or you could promote the dental benefits of chew toys. It could be a good idea to promote treat-dispensing toys to customers who are buying treats, explaining that making the dog work for it can make the treats even more rewarding.

The idea is that toys can connect with buyers' impulses in different ways. Toys can help solve problems, provide health benefits, or just be jolly good fun! Tap into this and sales are sure to rise.

The types of toys you can offer

Chew toys – chewing is a natural behaviour for dogs that brings pleasure, reduces stress, and can help clean teeth.

Benefits:

- Helps soothe teething pain for puppies
- Satisfies the natural instinct
- Can prevent damage to household items by directing dogs to something they're allowed to chew
- Can help to reduce plaque and tartar build-up

- Can provide sustained, solo play, reducing boredom and providing stimulation

Puzzle toys – toys which dogs have to work out to receive a treat can be so rewarding for dogs. They tap into dogs' ancestral instinct of having to hunt for their food. It gives them a mental workout and the high of making the 'catch' when the food comes out.

Benefits:

- Stimulates mental activity
- Slows down fast eaters when used as treat-dispensing toys. It can be a good idea to feed some of their dinner through puzzle feeders
- Can reduce boredom and destructive behaviour, particularly when left alone
- They can be increased in difficulty as your dog gets good at solving them

Plush toys – the good old soft toy is still as popular as ever with dogs enjoying the comfort of carrying them around.

Benefits:

- Provides comfort and security, especially for puppies and anxious dogs
- Satisfies a dog's natural instinct to carry or shake prey
- Available in a variety of shapes, sizes, and textures
- Ones with squeakers can be popular for added excitement and games together
- They have wide appeal

Rope toys – these can be great for tug of war or for dogs to have a good chew on.

Benefits:

- Encourages interactive play such as tug of war
- Can help clean teeth and gums through natural chewing action
- Chewing releases endorphins

Retailers' view:

Key times for toys

While toys are all-year-round sellers, there are certain times that can be key for driving toy sales:

● **When someone gets a new dog** – this is likely one of the only times a consumer is looking to buy a host of dog toys. They want to provide their new puppy or dog with a range of different options that will keep them happy and help them settle into their new home. You can tap into this by having a designated puppy toy

● **Christmas** – toys are always great sellers at Christmas as owners want their canine companions to be part of the festivities. It can be worthwhile getting seasonal toys in to really tap into that Christmas spirit

● **Birthdays** – more owners are celebrating their four-legged companion's birthday or 'gotcha day' to mark when the dog became part of the family. Promoting the idea of getting a toy for your dog's birthday on your social media can add extra sales

● **Seasonal changes** – when the weather turns, different types of toys can become more appropriate. So, toys for indoor play or glow in the dark options during the winter or more outdoor and water toys for the warmer months. Think about how your offering can tap into the seasons

● **When owners take their dogs on holiday** – taking your dog away on holiday can be a time when owners buy toys as they're in a mindset of thinking 'What does my dog need?' Toys will undoubtedly be on that list and getting a new toy can add to the excitement of an impending getaway





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Fetch toys – fetch toys are still one of the most popular toys in the dog market. From launchers and frisbees to the simple tennis ball, retrieve toys are a key offering. The market has got an extensive range with brands pushing the boundary to create

better toys, including glow in the dark options, gun-style launchers, and toys which bounce unpredictably.

Benefits:

- Provides excellent physical exercise
- Strengthens the bond between dog

and owner, giving opportunities to practice recall and get your dog checking in with you

- Encourages natural retrieving instincts

Water toys – many dogs enjoy splashing around and, with doggy pools becoming a more accessible facility for owners, water toys are growing in popularity.

Benefits:

- Designed to float for water-based play
- Ideal for dogs that enjoy swimming
- Can enhance exercise and social playtime at the beach or lake
- Can be used with paddling pools in the garden
- These toys can provide a novelty factor as they are not used all the time

Squeaky toys – enduringly popular, squeaky toys are great for heightening the senses and getting the excitement flowing. Ideal for play together, some dogs enjoy them solo, too, if they can bite to set the squeaker off.

Benefits:

- Taps into a dog's natural prey drive



Fetch toys are still one of the most popular toys in the dog market

- Opens the auditory sense for added excitement
- Can encourage independent play
- Squeakers can come in different styles of toy, including plush and rubber toys
- Some manufacturers are now producing toys that have the ability to turn the squeaker off

Retailers' view:

Social media

Many pet shops are getting into the habit of sharing videos of dogs playing with toys that have been bought from their store, on their social media. Using your current customers as ambassadors is a great way to promote your toy ranges and gives them a seal of approval. It's also an easy way to generate compelling content. Ask shoppers if they could share a video and tag in your account. Most owners will love that you're sharing a cute video of their dog and you get easy promotion!

Dental toys – concerns around pet dental health is growing and providing solutions that require little effort are popular with shoppers

Benefits:

- Promotes oral health by reducing tartar and plaque
- Freshens breath with special materials and designs

Interactive toys – battery-operated toys that use motion sensors to kick into life or can be set to spark into life at a certain time, can provide hours of fun. These can be really helpful for when dogs are home alone.

Benefits:

- The unpredictable movement can be really exciting for dogs
- Can be a boredom buster for dogs left alone
- Good for solo play

Eco-friendly toys – with sustainability becoming a priority for many consumers, there are a host of green dog toys hitting the market. From recycled plastic bottles to rubbish cleaned from the ocean, a variety of materials can be used.

Benefits:

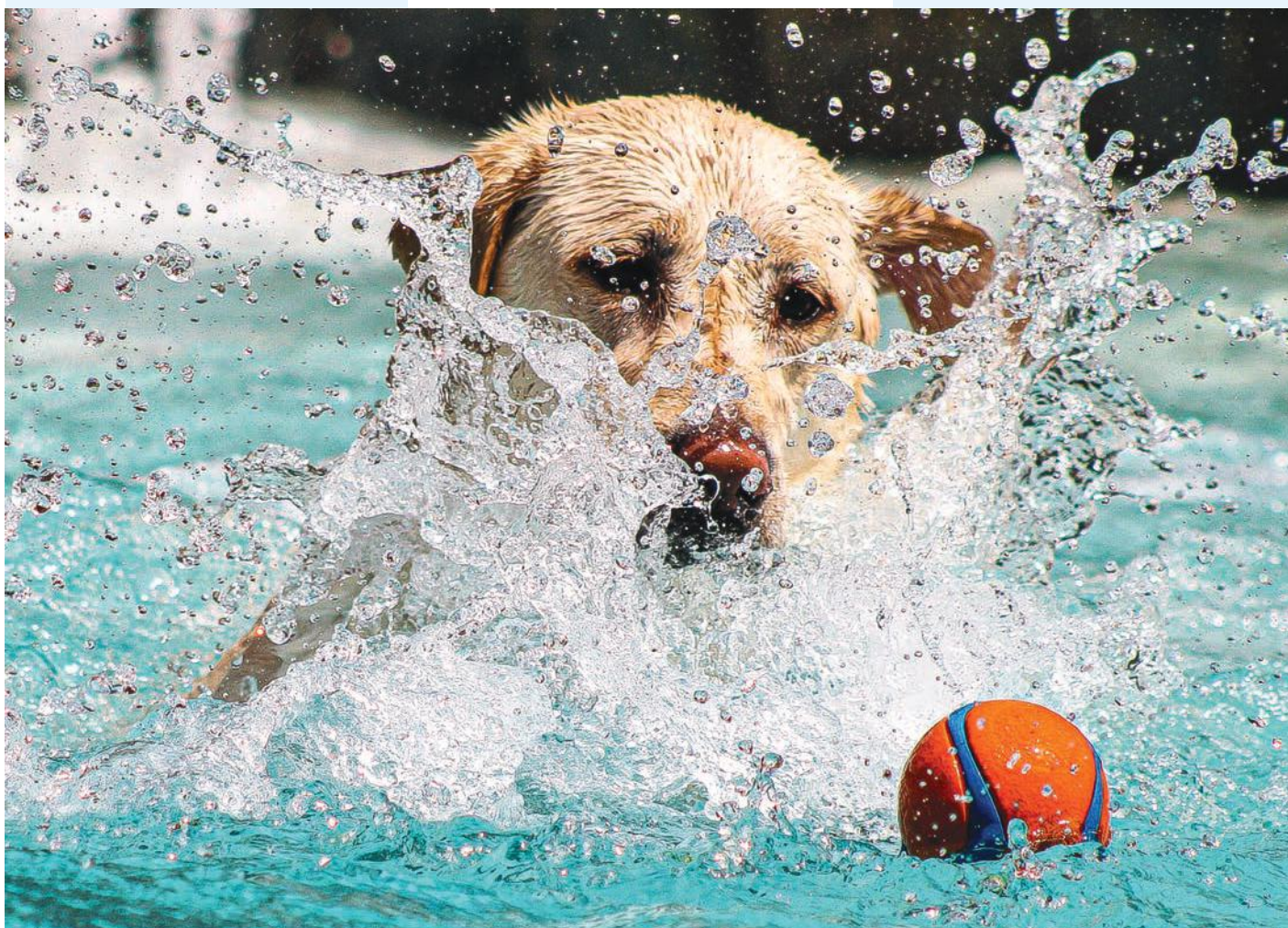
- Made from sustainable, non-toxic materials
- Safe for pets and contribute to ethical consumer choices
- Good variety of products and customers don't have to accept a drop in quality of the toys

Retailers' view:

Sizes, shapes and breeds

One thing to consider about your selection of toys is how different dogs might need, or prefer, certain types of toys. Size is an obvious one. Toys need to be able to fit a dog's mouth, whether they are dainty or giant breeds. There's a safety element, too, you don't want them too small so that dogs could swallow them.

There are also preferences to think about. Different breeds have hardwired behaviours and instincts. For example, a retriever may love a plush toy it can carry in its mouth or a fetch toy as if it was retrieving game. Super-intelligent dogs, such as Border Collies, may find the easy-level puzzle feeders boring as they're not a challenge. Encourage owners to watch closely to see what their dogs prefer.



A car harness should never be attached to the collar

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Have dog, will travel... safely!

The advice and the products you should consider offering dog owners

Automatically fastening our seatbelts when travelling in the car seems to be second nature to us humans, but, when it comes to our dogs, it's often a different story. Rule 57 of the Highway Code states:

"When in a vehicle, make sure dogs or other animals are suitably restrained, so they cannot distract you while you are driving, or injure you, or themselves, if you stop quickly. A seatbelt harness, pet carrier, dog cage, or dog guard are ways of restraining animals in cars."

Check the Highway Code

Driving with an unrestrained pet could lead to you being charged with a number of offences, and the code can be used in evidence, in any court proceedings under the Traffic Acts, to establish liability. Charges of driving without due care and attention or, more seriously, dangerous driving, caused by being distracted by your dog, could result

in a fine of up to £5,000, from three to nine penalty points on your licence, and even disqualification and a custodial sentence.

That's not all, either, as failure to comply with the Highway Code's guidelines are likely to invalidate your car insurance, and may lead to it becoming difficult to obtain insurance with any other company.

Restraining your dog in the car

Apart from preventing your dog from interfering with, or distracting the driver, suitable restraint can also help prevent injury caused to passengers in the event of a collision; a loose pet can be thrown forwards with potentially killing force.

There are a variety of ways in which you can contain your dog in the car. None is perfect and all have both pros and cons, which you will need to weigh up when making your choice. Your customers are likely to have their own personal preferences.

How well (or otherwise) your dog travels in the car, as well as his size, the type of

vehicle you have, and the depth of your pockets, may also be a deciding factor.

Here, we look at the different options available on the market:

Dog guards/barriers

Placed behind front or rear seats, these are designed to block off a section of the car.

Pros

Allows maximum amount of freedom of movement, enabling your dog to find the most comfortable position.

- Price point – usually an inexpensive option
- Quick and easy to put up and take down again, when you have more human passengers and no dog in the car

Cons

- Allows your dog to jump around in the car, thereby still posing a distraction
- Should the back door open in the event

of an accident, your pet could escape onto the road

Crate/travelling kennel

Available in a wide variety of shapes and materials, a small or medium size will fit on the back seat of most vehicles. You may need to fold the rear passenger seats forward to fit a larger crate in. Crates should be large enough to allow your dog to stand up, lie down, and comfortably turn around.

Small crates are safest placed on the floor behind the front seat; larger ones may need to be secured to keep them from sliding around, so will need to be of sturdy construction. Introduce the crate in your home first, where your dog is most relaxed and confident. If he's already accustomed to using a crate indoors, don't assume he'll automatically accept it when it's placed in the car. Although you may be able to skip the 'at home' step, repeat the introductory procedure with it in the vehicle.

Pros

- May encourage your dog to lie down, as well as preventing him from being able to jump about in the car or interfering with other dogs travelling with him
- Can be covered with a sheet to stop him from becoming visually stimulated by passing vehicles and other objects he spots through the window
- Many dogs feel safer travelling in a covered den

Cons

- Some dogs may become anxious if they can't see you
- Does not prevent your dog from being injured by being thrown around inside the crate in the event of a collision

Car harnesses

A car harness fits like a regular harness, but should be manufactured to withstand the impact of a car accident. It should fit well, and any tether attaching it to the car's seatbelts should be as short as possible to reduce the distance a dog is thrown during an accident.

Introduce slowly and in careful stages, even if he is already accustomed to wearing a harness when out on lead walks.

Pros

- Safer in the event of an accident than a tether attached to a collar, as it more evenly distributes the force should you brake suddenly
- Wide straps and padding in the area of the chest may help lessen injury to your pet from an impact



A dog guard sections off part of the car

Cons

- Some dogs find the limitation of movement stressful and/or uncomfortable
- Some car harnesses are unsuitable for breeds with a thin neck and head, such as Greyhounds, Whippets, Salukis, and Afghan Hounds

Guidance to share with customers

There is no completely safe or perfect way of travelling dogs in cars, and most restraint products are more concerned with keeping the human occupants of vehicles safe, rather than minimising the risk of injury to a pet

in the event of an accident. However, with the right products and preparation your customers can minimise the risks. Here, we share top tips:

Top tip: do your research and, ideally, choose a product that has been proven effective in crash tests.

Top tip: don't travel with your dog in the rear cargo area if it is designated as a 'crumple zone', unless he is in a crash-tested crate. Don't put your dog next to an airbag; they can maim or kill a dog.

Crates can be a good option



Top tip: an effectively restrained dog, who is barking, whining, drooling, or projectile vomiting, can be just as much of a dangerous distraction for a driver as one who is loose around the car. It's not nice for you or your passengers – and it's pretty certain your dog is only behaving that way because he's not very happy, either. Putting a little effort into determining the cause

of his distress, so you can remedy it, and if necessary, put some travel training in place, is just as important an investment as a suitable car restraint.

Top tip: always travel with a basic kit in case of accidents. Make sure it contains newspaper, paper towels, and some plastic bags.

Top tip: on longer journeys, give your dog access to fresh drinking water and take regular breaks to let him stretch his legs and relieve himself. Never exercise your dog on the hard shoulder of the motorway. Check your route beforehand and make a note of service areas; many provide pet-feeding stations offering fresh water.

Top tip: never leave your dog on his own in the car. If possible, travel in the morning or early in the evening when it is cooler. It may look entertaining, but do not allow your dog to stick their head out of a car window when you are driving. Not only could he be injured by passing vehicles, but dust and loose particles could cause damage to his eyes and ears.

Top tip: check that your breakdown service will allow your dog to travel in the cab with you if your vehicle needs to be towed. Both the AA and RAC advise customers to inform staff that they have dogs with them when they report a breakdown. Whether the dog will be allowed in the cab will be at the discretion of the breakdown company driver.

Useful product

The Tavo Maeve 3-in-1 Pet Protection System is a top-end pet car seat that is secured into the car by a simple five-second True Lock™ Isofix installation system. It is impact-tested to United Nations ECE child restraint standards, and the brand has been developed by Nuna, a leader in baby gear. It's suitable for dogs up to 13.6kg and is available in small and medium sizes in five on-trend colourways.

To find out more about Tavo, get in touch with Marketing Manager Luisa Rollins-Svensson at luisa.rollins-svensson@allisonbaby.co.uk or visit tavopets.com/uk



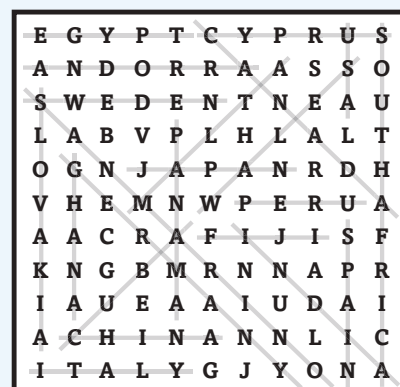
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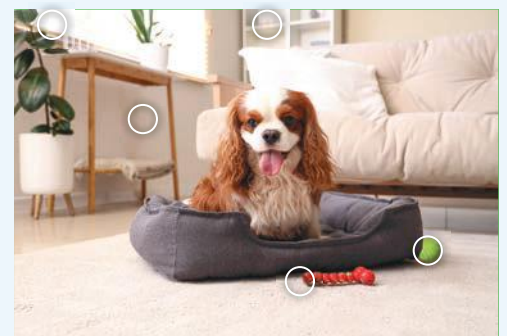
Across: 1. bowknot 5. rapid
8. sleight of hand 9. oil 10. triumviri
12. lordly 13. knight 15. beer belly 16. alp
18. roller coaster 20. largo 21. resists

Down: 1. basso 2. wheeler-dealer
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Keeping calm in the car

Ensuring dogs are comfortable with travel can take some training and the right products can help

34

Car journeys are a fact of life for most dogs and being able to travel happily is an important life skill. Here we look at how owners can get dogs comfortable with car travel...

Practice makes perfect

The starting point is to get your dog used to the car and more likely to travel quietly and arrive calmly. Firstly, make sure they have somewhere in the car to travel that is secure, comfortable, and safe, where he can't interfere with you and your driving, and where he is contained in case of an accident.

1 Spend some time putting your dog into the car and giving him treats in there – first with the boot or door open...

2 ...and then with it closed.

3 You can even feed him his dinner in the car, or give him a stuffed toy or similar, so he knows that it is a place where good things happen. Start with the engine off, and then on (with the boot closed).

4 Take him for short drives around the block and bring him back again. Many dogs become crazy travellers because they are only ever taken out for a fabulous walk, agility classes, or something equally exciting, while others only go in the car for visits to the vet.

Retailers' view: travel products

As well as choosing the right products to restrain dogs, there are other products you may want to stock that can help canines travel:

- Calming sprays or collars
- Calming supplements
- Anti-sickness supplements
- Calming shirts
- Treats (for training or as a distraction during travel)
- Chew toys or puzzle feeders as a distraction during travel
- Travel blankets
- Travel water bottles and drinkers

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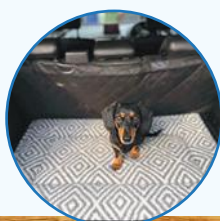
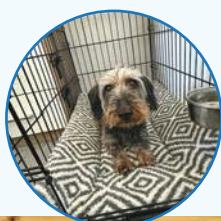
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What you had to say:

Absolutely delighted with the new Simply2 Snug'Em crate mat. Deeper and more supportive than fleece, it offers a little extra comfort for my aging Golden Retriever. That said, I have used ProFleece Ultimate green back for years, it is by far the best fleece around and I have pieces 20 years old that have been washed repeatedly on high temperatures. As for the staff, I can not speak highly enough of their customer service and would recommend any pet owner to try Simply2.

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Upselling and cross-selling:

How to increase basket value in-store and online

As a specialist pet retailer, you have a unique opportunity to not only meet your customers' needs and those of their pets, but also maximise your sales potential through effective upselling and cross-selling strategies. These techniques go beyond simply increasing basket value – they help pet owners discover better products, improve customer satisfaction, and encourage repeat business.

With pet owners becoming more selective and well-informed about the products they choose, offering personalised recommendations can make all the difference. Whether it is guiding them towards a premium pet food option with added nutritional benefits or suggesting complementary items that enhance their pet's well-being, the right approach can transform a simple purchase into a more valuable and rewarding experience for both the customer and their pets.

Key customers

The popularity of small pets surged during the post-pandemic years, and population numbers remain higher than pre-pandemic levels.¹ In addition, small pet owners are pet people with 50% also owning cats or dogs. They are an essential customer base to nurture and retain.

By implementing thoughtful upselling and cross-selling tactics in-store and online, you can create a seamless shopping journey that not only drives revenue but also builds lasting customer relationships. In this guide, we will explore practical ways to integrate these strategies into your business and ensure small pet owners feel confident in their purchases.

Understanding upselling vs cross-selling

Upselling is when customers are encouraged to purchase a premium version of a product they are already considering. For example,

suggesting a premium rabbit food with added nutritional benefits instead of a value option. Cross-selling, on the other hand, involves recommending complementary products that enhance the primary purchase. For example, pairing a bag of Science Selective Timothy Hay and Science Selective Rabbit Food with Science Selective Digestive Care Supplements.

By focusing on education around the unique species-specific health needs that small pets have, upselling and cross-selling will not only benefit pet health but also flow naturally as part of customer conversations without sounding too 'salesy'.

Strong branding supports cross-selling

Ranges with strong branding, like Science Selective, make cross-selling even more effective. When a brand has a cohesive identity, recognisable packaging, and a clear promise of quality, customers are more

likely to trust related products in the range. For example, if a pet parent already feeds their rabbit Science Selective food, they will be more inclined to pick complementary products off the shelf, like Science Selective Timothy Hay, treats, or supplements.

This brand trust also makes it easier to make helpful suggestions without feeling pushy, as customers are already predisposed to explore more within the same brand family.



Cross-selling is also effective at the point of purchase when customers are ready to pay. This technique taps into impulse buying behaviour by presenting a related product as a last-minute add-on – especially if it is available at a discount. According to a study from Clear Channel² on UK consumer shopping behaviour, 32% of Brits make impulse purchases at least a few times a month, with 50% citing promotions and discounts as the primary reason for their decision.

Upselling with expertise

Despite economic challenges, consumers continue to seek premium products for their pets, but upselling is most effective when customers have time to consider their purchase. This is why it works best on the shop floor rather than at the tills. Engaging with consumers early in their shopping

Online upselling and cross-selling tactics

E-commerce platforms offer plenty of opportunities to drive higher basket values. Consider these tactics:

- **Optimised website layout:** add ‘frequently bought together’ suggestions, highlight premium versions of products with comparison charts, and use ‘customers also bought’ sections to inspire additional purchases
- **Email and loyalty promotions:** send targeted offers based on past purchases. For example, ‘Since you bought Supreme Selective Rabbit Food, why not try our Timothy Hay?’ Reward repeat customers with discounts on complementary items
- **Subscription and auto-replenishment services:** offer subscriptions for essential items like food and bedding to increase repeat sales, with incentives like free delivery for recurring purchases

journey allows retailers to explain the benefits of premium products.

And there is no doubt that upselling is easier with expertise. While most pet parents seek information sources for learning about small pet food online, over 80% say that they browse at specialist pet stores and seek advice from pet store colleagues.³ Consumers are more likely to invest in premium products when they trust a retailer’s knowledge and credibility. A well-timed comment like, “This rabbit food is higher in fibre, which supports better digestion – would you like to try it instead?” can turn a routine purchase into a more valuable, health-focused decision.

Demonstrating a deep understanding of small pet care means pet owners feel reassured that the recommendations are genuinely in their pets’ best interest. This trust not only makes upselling easier but also encourages long-term customer loyalty.

In-store strategies to boost basket spend

Creating a store environment that encourages discovery and thoughtful purchases is key to making upselling and

cross-selling feel natural. Smart product placement, knowledgeable staff, and enticing bundle deals all play a role in subtly guiding customers towards products that best suit their pets’ needs.

For example, placing related products together – like small pet bedding alongside high-fibre hay and chew toys – can inspire customers to pick up complementary items without feeling pressured. Clear signage or point-of-sale materials can further highlight the benefits of these products, reinforcing their value.

Bundle deals and seasonal care kits are another effective way to boost basket value while adding genuine convenience for pet owners. Offering a discount for buying multiple products together, such as a ‘Summer Small Pet Pack’ with cooling mats, hydration aids, and absorbent bedding, makes it easier for customers to stock up on essentials.

Building trust for long-term success

Ultimately, the key is to build trust. When customers feel supported and confident in their choices, they are more likely to return, explore new products, and rely on your store as a go-to destination for their pets’ needs. By making tailored recommendations, offering value-added promotions, and training staff to engage customers with knowledge and care, you can create a shopping experience that boosts revenue while genuinely enhancing small pet well-being.



Top tip:
Encourage trading up using samples and coupons to incentivise customers to try a more premium, specialist brand



Claire Hamblion
Marketing Director at
Supreme Petfoods

Reference

1. UK Pet Foods Pet Population Survey 2024
2. clearchannel.co.uk/latest/consumer-shopping-behaviour-in-the-uk-and-how-to-influence-it
3. Supreme Market Data & Category Insights 2024

Bag it up!

If you ever move a fish, you'll likely use a bucket or a bag. But there's a science behind fish bagging if it's going to work properly

1

INTO THE DARKNESS

When you have your fish secured and bagged, the worst thing you can do is carry them about in the light. Place the fish bags into a dark container, or wrap them in a towel or some newspapers. Being in the dark will help to calm them for their journey, and wrapping the bag in something will help to insulate it and keep them warm.

38

2

NO MIX AND MATCH!

Be wary of mixing fish together in a bag. Some of them (and this is especially noted with fishes of the Corydoradinae family) seem to have the ability to release a toxin that poisons themselves and their travel companions. Stick to one species per bag to be safe.

3

ANY OLD BAG?

Ideally you want a purpose made fish bag, which will be made of clear, strong polythene. Avoid using short sandwich bags, freezer bags, or other small domestic bags, and under no circumstances use a scented bag – it'll be toxic to fish.

Aim for something around 6in by 20in for fish up to 2-3in long. Shorter bags are available but you'll be grateful for the height later...

4

TESTING, TESTING...

Before you add water, inflate the bag, twist the top a few times to seal it, and give it a firm squeeze. If it breaks along the seam at the slightest application of pressure, you have a duff batch. You'll want to know this now before you fill the bag with fish and try to tie it (believe me, it happens all too regularly).

5

CORNERED!

Depending which fish you're catching, you might want a bag with rounded edges. They're harder to source, and if you can't get any then you can improvise by getting some Sellotape and going over each pointed corner of the bag. This will be especially useful if you're transporting the likes of various small catfish that tend to panic, dive into a corner and lock their fins. Don't have Sellotape? Just turn the bag upside down once you've tied it off.

6

FASHIONABLE ROLL-NECKS

Watch what they do with bags in stores and copy them. Usually, they'll roll the top of the bag down to create a floating 'ring', dunk the bag in the tank to fill it, and leave it floating about with its conveniently accessible opening. Don't be tempted to get someone to hold a half-filled bag open beside you while you try to tip fish in from a net. You may miss altogether, and often the fish jump straight back out onto the floor.

7

TIE OR BAND?

It's really hard to tie a knot in a bag with wet hands (especially if you're inexperienced at it). Get in some thick elastic bands ahead of time and use these. Make a few twists in the top of the bag so that it's nice and taut, then wrap a band round and round the twist before folding the top of the twisted bag over and hooking the band over that. A firm bag will earn you respect from whoever receives it.

8

ESSENTIAL RATIOS

Aim to have a one-to three ratio: one part water, three parts air. This is essential if the fish are to be bagged for a while, as it's the air that contains the essential oxygen, and a water-filled bag will become rapidly anoxic. While it's tempting to add lots of water, it really isn't necessary – recent research found that the optimal amount of water for a single male Siamese fighter is just 80ml.

9

IS ONE ENOUGH?

If you're moving a fish with spines (including large angelfish) or sharp teeth, take a Russian doll approach to bagging and use two (sometimes three) bags sleeved inside each other. A lot more species have sharp parts than you might think.





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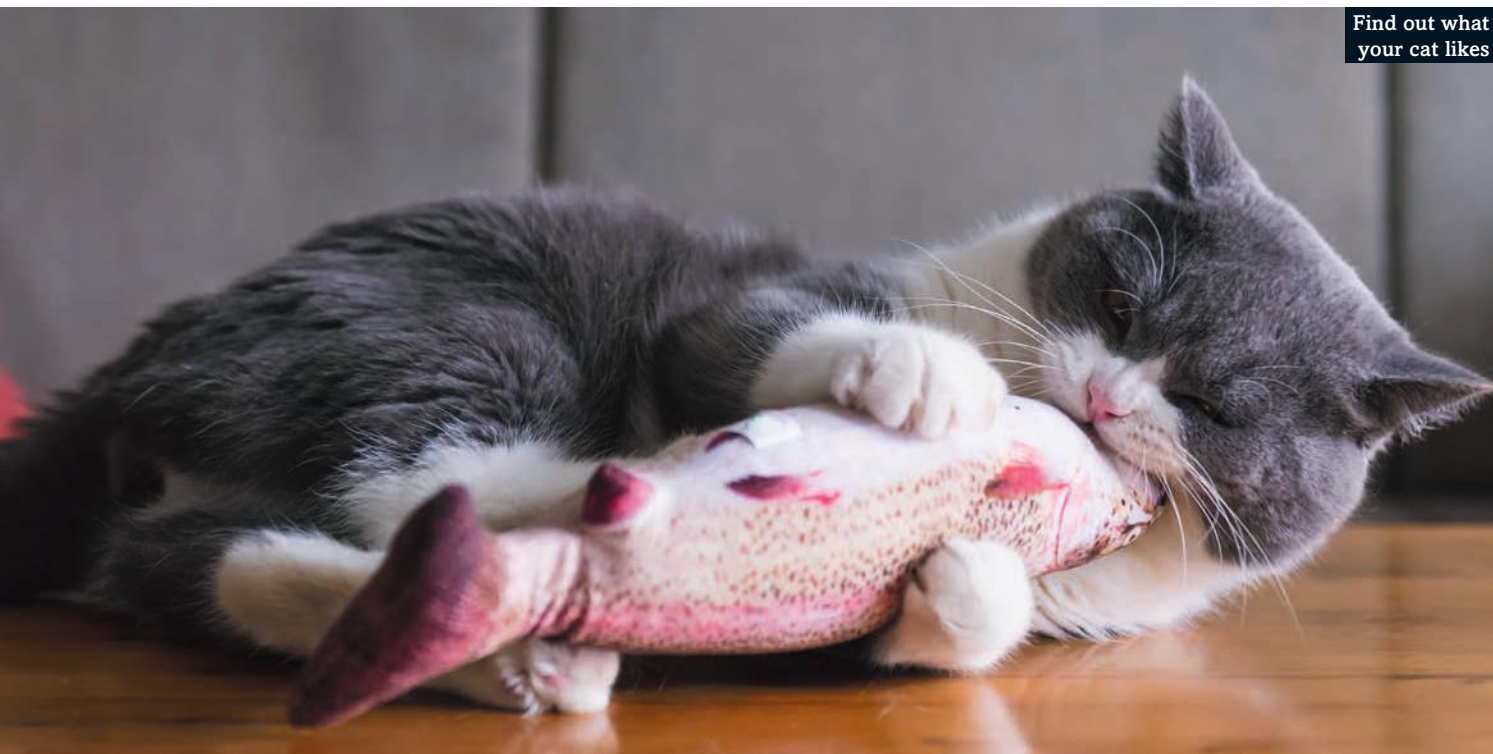


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Choosing toys for play

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What should owners look for when buying toys for their cat? And what toys can retailers provide? Clare Hemington explains from a behaviourist point of view

No matter how old or young your cat is, regular play is hugely beneficial to their health and well-being. It's important to be able to offer them some toys to challenge them, stimulate them, and distract them from any anxiety that comes their way.

There are two main ways to get your cat playing. You can use toys that allow you and your cat to play interactively together, and secondly, you can provide toys that your cat can play with alone. It's possible that your cat might prefer one over the other or enjoy both types of play, so it's a good idea to have a variety of toys at their disposal, which inevitably means trying to figure out what they might like.

From talking to cat owners over the years, I've learned that buying cat toys is quite an exciting experience for us, so much so that we often purchase toys that appeal visually to us. However, what we like is not always going to provide the same allure for our cats, so it's fair to say that the indignance we feel when our offending feline simply sniffs the toy and wanders off is not really justified.

To maximise the chances of getting your cat to engage with their toys the following criteria should feature in the decision making: the size of the toy, its similarity to prey, its texture, its weight, and whether or not your cat has been previously exposed to something similar.

Toy criteria

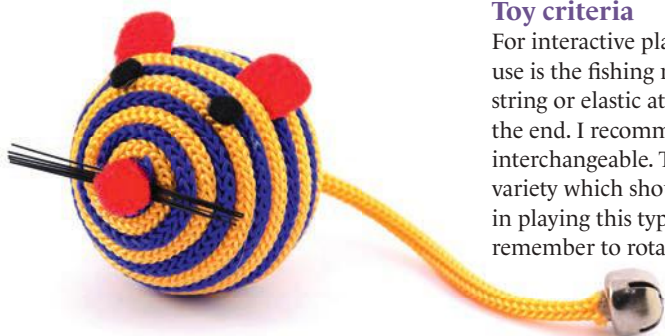
For interactive play, one of the best toys to use is the fishing rod that has a length of string or elastic attached to it with a toy on the end. I recommend those where the toy is interchangeable. This provides your cat with variety which should keep them interested in playing this type of game, as long as you remember to rotate them.

Choosing toys for your cat to play with on

their own can also be a bit of a minefield. There are thousands of different types available and it's easy to get lost in indecision when presented with such a vast array. But if you stick to the criteria around the toys' similarity to prey in both size, texture, and weight, and whether it can offer your cat a moving target, you shouldn't go far wrong.

Does size matter?

In terms of size and weight of a toy, it's a good idea to think about the size of your own cat. Are they a feline colossus or a petite pussycat? Big toys, such as the cat kicker, are usually robust enough to withstand the full force of a larger cat but might be too big for smaller cats. Having said that, I've seen tiny little kittens happily playing with big toys so there isn't always a connection between the size of a toy and the size of a cat, but it is something worth considering. When it comes to small toys though, most cats no matter what their size, ►



seem to like the fact that once they have 'killed' it, they can proudly pick it up in their mouth and carry it off somewhere.

As for texture, toys made from feathers and fur (real or faux) are ideal as they most closely resemble a cat's prey. It's also important to choose some toys that disintegrate or change when your cat plays with them. Shredding prey is one of the stages of the predatory sequence so any damage that your cat can inflict on a toy will add an extra element of fulfilment. And I'm sure you'd prefer your cat be doing this to a toy on your carpet, rather than to the real thing. I would recommend having a selection of toys that look and feel like mice and birds.

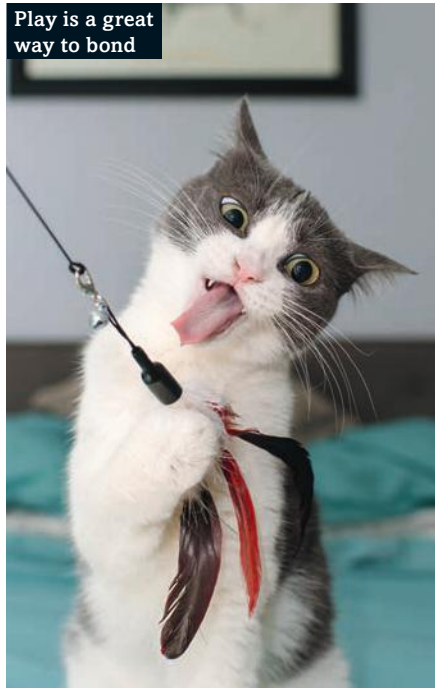
Smelly toys

No toy box would be complete without some toys that provide your cat with scent enrichment. These include toys made with catnip, valerian, silvervine, and Tatarian honeysuckle wood. These all contain compounds that cats can go a bit loony over, but not all. For example, whether or not a cat responds to catnip is genetically determined and the only way you'll find out if your cat is one of the one in three that doesn't respond is to try it out on them. If it's a no-go, then you've got the other plants up your sleeve. And even if they do go ga-ga over catnip, exposing them to the scents of the other plants will give them a lovely natural variety of smelly toys to play with.

Electronic toys

These days, technological advances extend to the cat toy market and there are now lots of toys around that can help keep your cat occupied either when you're out or just not in a position to acquiesce to their demand for play at any given time. These range from

Play is a great way to bond



motion-activated toys, battery-operated toys, and digital toys, to those that an owner can control via a smartphone.

Motion-activated toys have a built-in sensor that wakes the toy up when movement near it is detected. I've seen a lovely example that has a butterfly attachment which moves around and which can be pounced on! I've also seen similar toys that use a moving laser beam, but while this might engage your cat, not being able to catch anything can cause frustration.

I've seen the same type of thing available as a 'smart' cat toy. So rather than the unit being motion activated, it is controlled by an app on your phone. Both of these types are a good option for owners who spend long periods out of the house.

There are also some really good battery-

operated toys, such as those where a mouse moves erratically under a mat, or a furry mole peeks from one of any number of holes in the base unit.

Digital games are represented by the enormous number of videos for cats that now populate the internet. These are free and can be a great way to distract your cat but viewing should be curtailed if your cat starts to display any signs of frustration at not being able to get whatever's on the screen. Overall, I would say that it's definitely worth having one or two of this type of toy in your armoury.

Word of warning

A word of caution about any toys you choose. Make sure that parts that can be bitten off and ingested are removed before giving the toy to your cat. Likewise, avoid leaving any string or rod toys out where your cat could get caught up in them.

Choosing the right toys for your cat is no easy undertaking, especially when you consider how a cat plays and what they play with is more than likely shaped by their genetics, experience, and how they're feeling at any given moment.

Something else for us to think about is that when it comes to real prey, cats tend to have specific preferences. So, if you have a cat that always brings home mice then it's likely that they're going to respond to small furry toys, both in physical and digital form. However, this doesn't mean you should limit the toys you provide your cat with to this type – it's important that they are able to experience a variety.

For all cats, my advice would be to provide a selection of toys, big, small, furry, feathered (as well as other textures), shreddable, chasable, smelly, and electronic, and offer them one at a time to find out which your cat is attracted to.



Clare Hemington
DipCAPBT is an
accredited feline

behaviourist. She has a cat behaviour referrals practice and runs her Honeysuckle Cat Toys business with the help of her Siamese, Billy.

You can find out more from her website:
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Probiotics can be useful to support a positive response to vaccination in young puppies

Keeping the gut healthy — probiotics and prebiotics

Jacqueline Boyd explores the world of pro and prebiotics for our dogs...

Gut health is a topic that attracts more attention now than ever before. We are increasingly aware of the health of our own digestive systems and what we can do to support a healthy gut, as much as what might negatively impact on the health and function of our gut. In parallel, knowledge and understanding about canine gut health has increased significantly.

Discussions about probiotics, prebiotics, and diet types are now standard amongst canine caregivers. Supplements, foods, pills and potions, all claiming to aid gut health, line the shelves of pet shops. But what can we do to help keep our dogs' guts happy and healthy?

Let's examine how we can promote gut

health and explore the world of pro and prebiotics for our dogs.

Your dog's digestive system

The health and function of a dog's digestive system is a critical part of their overall well-being. Obviously, digestion of food is essential for survival and the products of digestion must be absorbed from the digestive system to be used by the body. The gut is also linked to the health and functioning of the immune system. Evidence increasingly also highlights the link between gut health and brain health. In essence, the digestive system is responsible for so much more than simply breaking down food.

Compared to species such as horses and sheep, dogs have a relatively short

Probiotics can come in powder, liquid or paste forms, and will contain living, scientifically verified strains that are beneficial



and simple digestive system, adapted for fast digestion and processing of ingested material, and without specific adaptations for breaking down plant material. Consequently, if your dog eats grass, it will pass through their digestive system largely unchanged.

However, our dogs do have a population of microorganisms that live in their digestive system called the gut microbiome. The microbiome includes species of microscopic bacteria, protozoa and fungi that are found in various parts of the gut, but especially in the small and large intestines. This population is responsible for supporting overall health and functioning of the digestive system and, indeed, your dog's general well-being, too.

The microbiome

The challenge that the microbiome has is it can be very sensitive to change. Where change occurs, such as a dietary alteration, illness, antibiotic treatment, or even exposure to exciting or stressful events, the population composition of the microbiome can alter dramatically. Some microorganisms will die, while other microorganisms, especially potentially nasty ones, might take advantage of the opportunity to establish a new, growing population. This can have profound consequences for our dogs' digestion and how they feel generally.

Sometimes, a change in the microbiome will manifest as digestive discomfort, loose stools, or constipation. Occasionally, some dogs will show behavioural or other health changes that we now understand can be linked to the health of the microbiome. In many cases, the natural population of microbes will replenish over time, but sometimes the population makeup can change. This can create subtle problems for our dogs that can manifest in some surprising ways, from alterations in their athletic performance, impacts on weight management, behavioural changes, altered skin and coat condition and even faecal quantity and quality changes. Being able to support our dogs in such situations can be hugely helpful.

What are probiotics?

Probiotics are often described as 'friendly bugs' – the ones that we want to have in our own or our dogs' digestive systems. They are specific species and strains of microorganisms that can colonise the gut either on a short or long-term basis and replenish or replace the microbiome. One problem with the microbiome is that we still really don't know what a 'normal' microbiome is and the microbiome profile



Beet pulp is a natural source of prebiotic fibres

changes that occur over time will vary based on what is eaten, the environment, and individual biology.

However, there are a number of commercially available probiotics that you can purchase and add to your dog's diet. These can come in powder, liquid or paste forms and will contain living, scientifically verified strains that are beneficial. One common bacterial probiotic for dogs is *Enterococcus faecium* and this has been well studied to support enhanced gut health, digestion and even aspects of behaviour. Probiotics can also be useful to support a positive response to vaccination in young puppies, too, and they are also useful during weaning and the transition to their new home.

What are prebiotics?

Prebiotics are often found alongside probiotics, but many food ingredients are natural prebiotics. Prebiotics are small pieces of dietary fibre that can be used as a food source by the microbes in the microbiome. This is why they are so useful in supporting gut health on a day-to-day basis and also in a very targeted way if needed, too.

Typical prebiotics that are found in prepared dog food or supplements are FOS (fructooligosaccharides) and MOS (mannanooligosaccharides) – you might recognise these terms from food labels. However, food ingredients such as chicory and beet pulp are also natural sources of prebiotic fibres, so sometimes the food itself works well to support gut health, too.

How to help your dog's gut health

Because gut health is so important, being aware of it and implementing practices to support a healthy digestive system and microbiome are good practice.

Always try to make dietary transitions gradually. This allows the microbiome to adapt to different food types or ingredients and can avoid signs of digestive upset.

If your dog is digestively sensitive, and specific events are planned that are potentially exciting and/or stressful, targeted use of pro and prebiotics can be useful, before, during, and afterwards.

Similarly, after any prolonged digestive illness, use of antibiotics, dewormers or other specific medications, probiotics alongside prebiotics are often a good choice. Do always chat to your vet about what they would recommend, too, and always use your vet as the first port of call if you are concerned about your dog's digestive health in any way.

By keeping your dog's gut happy, you can go a long way to helping keep them happy, too.

Did you know?

- Dogs have a relatively short and simple digestive system compared to many other animal species, and have limited ability to digest fibrous plant material
- Probiotics are living microorganisms that can help to replenish or replace the gut microbiome when fed to our dogs
- Prebiotics are fibrous substances that effectively feed the microbes found in the gut
- Your dog's gut health impacts on almost all aspects of their overall health and well-being, so keeping it happy and healthy is a good thing



Jacqueline Boyd is an animal scientist, canine coach, nutritionist, writer, lecturer and Cocker Spaniel aficionado

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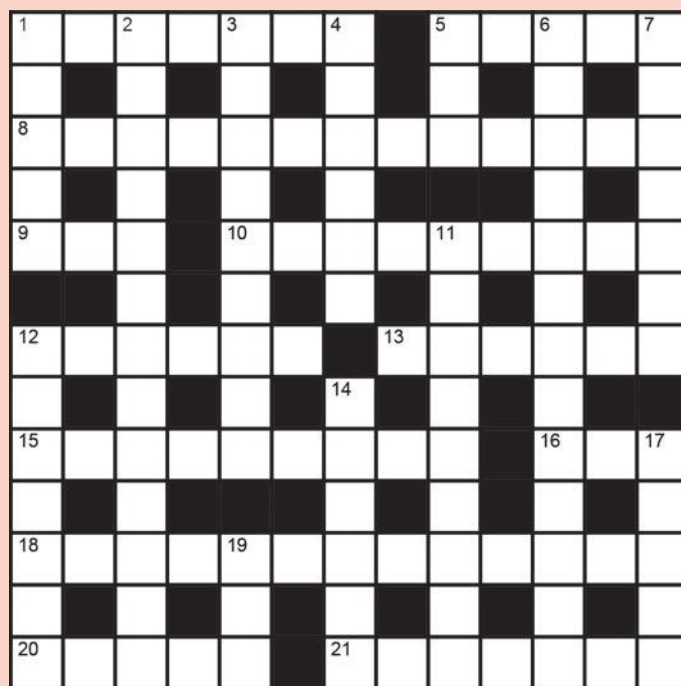
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Panama
Peru
San Marino

Slovakia
South Africa
Spain
Sweden
USA
Wales

CROSSWORD



Across

- 1 Double-looped ornamental knot (7)
- 5 Speedy (5)
- 8 Magician's trick (7,2,4)
- 9 Black gold (3)
- 10 Board of three in Roman public life (9)
- 12 Noble (6)
- 13 One next to a bishop (6)
- 15 Feature shared by Homer Simpson and Norm Peterson (4,5)
- 16 Mont Blanc, eg (3)
- 18 Theme park ride (6,7)
- 20 Slow (5)
- 21 Fights against (7)

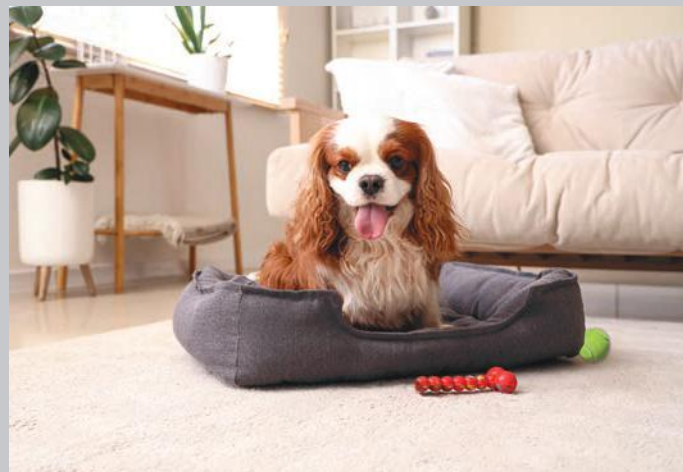
Down

- 1 ___ profundo (5)
- 2 Fast-talker (7-6)
- 3 Disco (9)
- 4 Scottish slang for potato (6)
- 5 Air and space force of the UK (3)
- 6 Insect (7,6)
- 7 Marcel Duchamp, e.g. (7)
- 11 Fat cat (9)
- 12 Generous (7)
- 14 Glacial deposit (6)
- 17 French capital (5)
- 19 Conceit (3)



SPOT THE DIFFERENCE

Can you spot the five differences between these two pics?



See page 32 for solutions.

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