

Pet Age

October 2020
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Pet Age

ICON AWARDS

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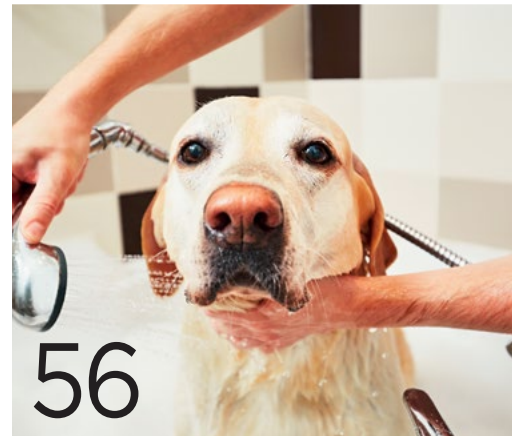
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EVERYONE HAS A CAPTAIN STINK

Loving a companion animal means one day telling the world that you're losing your best friend.

Based on recent reports, pet adoptions and sales have been soaring this year. That means people are learning this year what many of us knew before the pandemic hit the nation: Pets enrich our lives and help us make it through the darkest of times.

And there are those pets that leave an impression on us that never goes away.

An acquaintance of mine, who's a professional comedian, recently surprised me with a post on Facebook, which he normally uses as an outlet to test out new material that he's considering for his standup routine. He wrote:

"All my life I wanted a dog ... We weren't allowed to have one growing up because my Mom didn't like dogs. Eddie changed all that. As recently as last week, Eddie and my mother could be found on the couch together watching '90 Day Fiance'."

"I got Eddie when he was 10 weeks old from my friend Aleesha onboard

the USS Carney. He fit in my hand, his breath stank and I was head over heels in love with finally having a dog. His original name was Charlie, and I wasn't having that. I named him Eddie after the lead singer of Pearl Jam, and I can't think of a world where he's not 'Eddie.'

"I got a million miles of pure happiness from this dog. He was my only contact for all of COVID ... our morning hikes alone during quarantine felt like something out of 'I Am Legend.'"

"He got diagnosed with lymphoma last month and after a good long fight with it, tomorrow morning is when I have to say goodbye to the dog of my dreams. The wonderpup, everybody's pal, Captain Stink, aka Eddie Vedder Burke. You did the impossible, bud: You made Sandie Burke a dog person, you reminded my Dad why he loves dogs, you made me and my sister compete to see who could buy you the best treats, you got me through some of the darkest times

in my life, you still get waves from the neighbors that know your name but not mine, you once [pooped] ON a wall ... not near it ... ON it ... ne time I legit couldn't tell if a girl I was dating was into me or was just obsessed with you.

"Man's best friend is the understatement of the century when it comes to you, and we're going to spoil the [hell] out of you tonight, bud. I have to go now ... I'm crying and you just put your head on my lap."

I never got to meet Eddie, but wish that I had done so. Rest in peace, Captain Stink.

Please enjoy this issue of Pet Age, and be sure to spoil the [hell] out of your pet every night.

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DACHSHUND

Size: From 16 to 32 pounds for standard varieties, and 11 pounds or less for miniature poodles.

Average Lifespan: From 12 to 16 years

Appearance: Their body size makes it extremely important that they are not allowed to become overweight. A strain on the dachshund's back can lead to slipped or ruptured (herniated) discs. The breed's grooming needs will vary based on its coat type (smooth-coated, longhaired or wirehaired).

Personality: Dachshunds aren't ideal for distance running leaping or strenuous swimming, but they are tireless dogs that are eager to try anything. The breed is typically smart and vigilant, which makes them ideal watchdogs thanks to their big-dog bark, but they are also independent and often stubborn.

Fun Fact: "Dachshund" is a German word that means for "badger dog" and, as its name suggests, the breed was developed approximately 600 years ago to dig into a badger den and dispatch its occupant.



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EMPLOYEE MORALE

There are ways to express gratitude in your team’.

BY AMY CASTRO



Amy P. Castro, MA, is a business, leadership and communication expert, author and speaker who helps organizations develop leaders and build amazing teams one person at a time. She works with pet industry professionals who want to grow their loyal customer base by building a “Best in Show” team that can deliver a 5-Star Customer Experience. Amy is also the president of Starlight Outreach and Rescue, a nonprofit rescue in the Houston, Texas, area, and she has personally fostered more than 1,000 shelter pets.

Keeping employee morale up can be difficult in the best of times. However, the events of 2020 have made that job more difficult than ever before. Some retailers have been forced to lay off employees, which has resulted in their shops being understaffed. Others are fighting the struggle of work-life balance during a pandemic. And everyone is dealing with the stressful routine of sanitizing stores, maintaining safety standards and finding new ways to serve customers.

There is no “one-size-fits-all” approach to maintaining morale in difficult times. Each business is different based on its business model, size, location and other factors. Additionally, every team is different; with each person handling stress differently. As a result, retailers need to adjust their approach based on their team as a whole as well as addressing the needs of each individual team member.

DIFFICULT TIMES

Gretchen Meienburg is the owner of Urban Tails in Houston, Pampered Pets Bed and Biscuit in Napoleon, Ohio and Ft. Wayne, Indiana, and Willow Wood Pet Resort in New Albany, Ohio. She said they had to lay off about 80 percent of their staff. “However, we kept our core, full-time people who were already cross-trained or were upper management. It was very important to me to keep them on and keep them working.”

Isabella Alcaraz owns the Animal Connection in San Francisco. She never had to lay off employees because shelter-in-place orders caused many of them to leave their jobs. “I had employees who were students at San Francisco State University. When San Francisco implemented shelter-in-place, they had to move out of their dorms and move back home and we actually became short staffed. I hesitated on hiring anyone because a lot of the work we do is caring for boarders. With people not going on vacation, they have no reason to board their animals here. The loss of business from that, on top of our reduced hours, made it possible for me to operate with less staff than normal.”

Dr. Aresue Shokrollahi-McClain, known as “Dr. Zoo” by clients and staff, is the practice owner at Family Animal Hospital in Friendswood, Texas. “The month of April was

especially stressful for employees,” she said. “We’d been short-handed just before COVID hit, but we were actually able to hire during these past few months and made a point to screen for team players. We were able to boost morale as everyone’s load lightened.”

REDUCE UNCERTAINTY

When employees are uncertain about their personal lives and don’t know what the future holds at work either, it can be difficult for them to stay positive and motivated. Although you can’t predict the future, you can reassure them about what you do know. Therefore, it’s important to communicate clearly and often.

Dr. Zoo’s leadership team feels their employees need to be heard and to participate in problem solving during difficult times, such as deciding how they would limit contact during COVID.

“We meet in the morning to huddle and discuss the events of the day. This is an opportunity for people to discuss the comfort level with things like our COVID safety practices. It is also a time when we encouraged people to come and privately discuss their individual needs for schedule changes, including some work from home opportunities,” she said.

Meienburg found that her team craved consistency in regards to safety issues at their locations.

“When we have someone who has been exposed to COVID, for example, we’re very consistent in following specific requirements for them to come back to work. It’s important to treat everyone the same, show the same concern, and follow the same processes for everyone; no favoritism.”

Alcaraz said their biggest morale dip came from constant exposure to the public and concerns about the associated risks.

“To combat this, we made sure everyone had a mask. We keep a pack of disposable masks for those who decide to come in without one,” she said, adding that someone from her staff gets tested for COVID every two weeks to ensure that everyone is healthy and doesn’t unknowingly spread disease. “We also enhanced cleaning protocols, keep the doors open when possible, and added fans and air purifiers to keep the space ventilated. I make sure to stay on top of the new-

est studies and research so I can protect my staff and our customers.”

BE EMPATHIC AND FLEXIBLE

In Limeade’s 2020 Employee Care Report, “The Hidden Cause of Turnover,” the employee experience software company found that one in three employees have left a job because they didn’t feel their employer cared about them as a person. One in five left a job because their employer didn’t support their well-being. It’s important for retailers to take the time to talk with employees about stress and challenges they might be experiencing.

“Keeping my staff happy is a top priority of mine,” Alcaraz noted. “They are the backbone of my store.”

Additionally, being more flexible than normal with policies can help everyone get through difficult times with less stress.

“We had a pretty strict attendance policy with a point system before COVID,” said Meienburg. “However, now I’ve really

been more relaxed with that. Fortunately, people who work in the pet industry tend to miss being around the dogs. They’re therapeutic. These are jobs that can help people with the stress.”

REDUCE STRESS

When your staff is focused on helping others and giving back to the community, they’re less focused on problems or things that bring them down or stress them out.

“We’ve opened up a pet food bank to give away free food to those who have been financially or otherwise personally impacted by COVID-19,” Alcaraz said. “It’s rewarding to give back to our community and I think doing programs like this puts our privilege into perspective. My staff and I always try to remember that we are lucky to still be operational and open to the public. Running charitable programs is a great reminder of that.”

SHOW YOUR APPRECIATION

Whether it’s someone’s birthday, your store’s anniversary, Global Cat Day (October 16) or National Fetch Day (October 17), find a reason to have fun and unwind. Taking a break to have fun reduces stress, increases productivity, and reinforce a sense of community many people crave during difficult times.

“With little interaction with clients and our locations having only about four to five people, those people have become really close. They really helped each other out and worked really well together,” said Meienburg. “They also like to get a little silly. Without customers in the store, they can play the music they want, be more relaxed, and didn’t have to be as ‘proper’ as they normally did, which was motivating.”

When Dr. Zoo’s business received its PPP, she gave her employees bonuses for their efforts during COVID. The hospital also made “Essential Employee” T-shirts to commemorate the dedication. **PA**



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DIVE INTO AQUATICS

How to benefit from this booming sector.

BY JOHN MACK



John Mack is the founder and CEO of Reptiles by Mack. He is also the vice-chair for PIJAC and is on the PIJAC Zoonosis Diseases Committee. His Ohio-based company is widely recognized as one of the largest reptile breeders and suppliers in the USA today.

With the pet industry still booming, it pays for an enterprising retailer to stop at nothing to find a piece of this increasing pie. Along with reptiles, such aquatic livestock as fish, frogs and aquatic turtles are an increasingly appealing sector through which a dedicated pet retailer can make significant dividends.

In looking at the role aquatics has played within the pet trade, we spoke to two of the nation's premier aquatics wholesalers, Sandy Moore (president of Segrest Farms) and Joe Hiduke (sales manager at 5D Tropical Inc.).

"The market for aquatics is as strong as I've seen it in my entire career," Moore noted. "Aquatic life calms the household during crisis and makes a great educational tool that is low maintenance."

With quarantine and shelter-in-place orders still frequent across the country, aquatics can provide would-be pet owners with an opportunity to not only enjoy a new hobby, but also the chance to design a habitat of their own, with the nearly limitless 'canvas' of an empty tank. Hiduke adds to this that, despite an early dip in sales in early spring, sales have been "roaring back to be as busy as I've seen in the last 20+ years," with demand at record highs and supply at record lows.

Moore confirms the trend that "fish are oftentimes a first pet, and pet stores can create their own customer base by promoting aquatics." Since fish have a lower care-barrier compared to other creatures, they provide an ideal entry pet for children or pre-teens. Beyond this, Sandy notes that "this category also transcends pet ownership to gardening and nature, attracting multiple customer bases."

The ability for an aquarium owner to choose new gravel or sediment, new plant life, as well as new decorations, makes for a huge variety of products for a retailer to carry. And, as we consistently note in this column, these subsidiary sales (most often after the initial sale of a pet) are where a canny pet retailer can make their proverbial bread and butter.

For a pet retailer new to aquatics, Moore recommends expanding your stock as you expand your knowledge base. She also explains that "variety drives aquatics; dedicate space to new species arrivals weekly," as well as dedicating "space for live food to create weekly foot traffic."

If your new pet owner returns to your

store on a regular basis to buy crickets or some other live food, the likelihood for them to make some other subsidiary purchase increases dramatically.

"Aquatics are extremely knowledge-intensive," mentioned Hiduke. "A store looking to add aquatics should start with making sure the staff is well-educated in the field. It's not as simple as putting a bowl in a windowsill."

For stores new to aquatics, Hiduke recommends GloFish, as well as African cichlids, both of which provide a ton of color with relatively easy care requirements.

Unfortunately, just as the COVID-19 pandemic has seen an uptick in pet sales, it has also caused numerous logistical issues in ensuring that stores are properly stocked. Moore points to the fact that "the majority of tropical fish are transported on passenger flights as air freight," which have been curtailed or limited in certain cities. However, Segrest Farms has had great success working with shipping and logistic companies as well as their airline partners to better accommodate their needs. Maintaining relationships with partners, as always, proves to pay off when it counts.

But, as with the other facets of the pet industry, the aquatics sector has faced additional hurdles in terms of over-legislation and restrictions, at the federal, state and local levels. Hawaii, particularly, has been a legislative battlefield when it comes to aquarium fishery. In March, House Bill 2154 would have prohibited "all harvesting of aquatic life for commercial aquarium purchases," but it was shelved in committee before it could reach the legislative floor. However, this is only the most recent legislation in the Aloha State; in 2017, the Hawaii Supreme Court ruled that the state was free to review and administrate commercial aquarium fishing permits, which mandated a review of environmental impacts before issuing said licenses.

Hawaii marks just one state that has taken steps to invasively regulate the aquatic-pet industry; similar legislation has begun to appear along many coastal states. In response to these challenges, Moore and Hiduke recommend that pet industry professionals join PIJAC.

"Our aquatics subcommittee works diligently on the challenges we face on all those levels, and is both active and effective," she noted. **PA**

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POPULAR DOG SPORTS

Consider stocking canine fitness, training equipment.

BY JAMIE POPPER



With a formal education in canine conditioning and strength training, Jamie Popper has been working within the pet training industry since 2011. She is a registered therapy dog evaluator and has collaborated with the Orlando Health therapy dog program on curriculum and program development. Since 2015, Jamie has dedicated herself full-time to Blue-9 Pet Products, where she is involved with the development and overall growth of the company.

Dog sports are continuing to gain popularity while new sports are developed. Retailers that have a basic understanding of dog sports can better recommend products and services from their brick-and-mortar store.

It's also important to know that developing a relationship with local dog sport clubs can open new sponsorship opportunities and build stronger customer relationships and community ties. While we won't be able to cover every dog sport here, I've provided a brief overview of some of the most popular sports as well as new sports.

DOG AGILITY

Dog agility competitions have been around for years and are often broadcast on television and now online. In dog agility, handlers and dogs complete a pre-designed obstacle course. Placements are determined based off of speed in which the course is completed. Obstacles include the dog walks, tunnels, jumps and weave poles among others. Consider stocking tug toys, high value dog treats, training platforms and canine fitness equipment for this active dog-and-human team.

DISC COMPETITIONS

In disc competitions, dogs chase and catch flying discs to accrue points. While there are several disc dog organizations, I'd like to highlight the newest organization: UpDog Challenge. This disc dog organization prides itself on being beginner friendly. Unlike other organizations, UpDog has disc games that incorporate some agility equipment such as jumps and tunnels. In disc competitions, dogs chase and catch flying discs to accrue points. Consider carrying quality discs, and outdoor cooling gear for these customers.

OBEDIENCE COMPETITIONS

Rally obedience and competitive obedience are two competitions that possess some similarities. In rally, dogs and handlers complete a course designed by the judge. Located in the ring are signs that are set out to display instructions for the team. Exercises include heeling, basic obedience skills such as sit, down and stay, and in the upper levels jumps.

Handlers are able to encourage their dog and talk to their dog throughout the course. In the upper levels scent discrimination, directed retrieving, and directed jumping exercises are incorporated. High value tug toys made with real fur, and single ingredient dog treats such as beef liver and chicken hearts are a big hit for this demographic.

DOCK DIVING

Dock diving is a sport where dogs run the length of the dock and jump into a pool to retrieve a toy. The dog's performance can be measured by length of distance jumped or the height of its jump, dependent on the game being played. Consider carrying floating bumpers or other retrievable toys as well as quick dry dog towels for this demographic.

BARN HUNT

Barn hunt is one of the fastest growing dog sports. Many dogs have been purposefully bred to rid farms and ships of vermin such as rats and mice. These dogs typically excel at the sport of Barn hunt. Barn hunt is a sporting event that demonstrates a dog's hunting ability in a barn-like setting using straw bales to create climbing and tunneling options. In upper levels dogs must hunt for and find up to 5 rats hidden in protective tubes.

K9 NOSE WORK

K9 nose work is a dog sport created to hone a dog's detecting capability. In this sport dogs are trained to alert on the scent of birch, anise, and clove. Dogs are trained to search interior buildings and outside locations, including cars. Dogs will exhibit a trained alert behavior such as sitting or barking at the source of the odor. Consider carrying products designed to keep dogs cool and hydrated. If a dog is overheated and panting, it will be unable to scent properly.

Many of these sports offer free admission. For larger events, local vendors are often invited to sell their products, provide prizes to winners, or donate a bag stuffer item such as a free sample or coupon for the store. Networking with local kennel clubs and dog sport teams can put your business in the spotlight, attracting loyal customers to your store. **PA**



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BECOME A HERO

What Star Wars teaches us about target markets.

BY DUSTIN SIGGINS



Dustin Siggins is the founder and CEO of the publicity firm Proven Media Solutions. Previously a journalist published more than 3,000 times, he has also served as director of communications for the Pet Industry Joint Advisory Council (PIJAC).

In "Star Wars: A New Hope," the Rebels are badly outgunned. The Death Star's lasers and TIE Fighters are demolishing their ships. Their base is about to be destroyed.

Of course, they won the battle. The Death Star gets blown up, Yavin is saved, and Darth Vader is forced to retreat. All thanks to Luke Skywalker, Han Solo and the Force, right?

Nope. The Rebels won because they knew that their target wasn't the lasers, fighters or Darth Vader. Their entire hope rested on the order to "stay on target" to hit a two-meter exhaust port while flying at top speed.

Hopefully, your small business doesn't have to rely on X-Wings and the Millennium Falcon to survive. But just like the Rebels, you can't get distracted from your target (market) to grow and succeed.

A SMALL TARGET (MARKET)

The Rebels had to hit a small target because they were in tiny ships that didn't have much firepower. They were also outgunned 100 to 1. There was no margin for error.

Start-ups should likewise seek a defined, reachable target market—especially if you have lots of competition. Otherwise, you're wasting marketing, sales, and financial firepower hitting diffuse targets—accomplishing very little even if you make a lot of noise. In the meantime, your competitors will pick off parts or all of your target market.

As your company grows, you can go after Star Destroyers—secondary targets which strengthen your business and weaken your competition. But first, you've got to hit that small target market which brings in revenue, teaches you about your customers' goals and desires, and guides your company to set up successful internal structures.

Just like the Rebels, you've got to survive today to get to tomorrow.

SECONDARY TARGET MARKETS

Destroying a Death Star is hard. It's easier to go after small TIE Fighters. But defeating them when your Rebellion is small often takes as much effort, resources and planning as destroying a Death Star... with far fewer results.

The same is true in business when seeking the proper target market. Customers with lit-

tle money often require as many marketing resources as more profitable prospects. However, they expect more from you while paying less for your services or products. They are more easily reached and secured, but the profit margin just isn't there.

The time to go after secondary target markets is once you've secured a profitable sector of your target market and set up your company's infrastructure. At that point, however, you'll be able to fine-tune your attacks on Star Destroyers—and leave the TIE Fighters to your smaller, less able competitors.

AVOID TUNNEL VISION

One major risk with going after a Death Star-style target market is that it can deplete your resources quickly if revenue isn't quickly obtained. Only four ships survived the Death Star assault; you want to leave have the flexibility to adjust to new ideas, knowledge, and opportunities.

Another risk of tunnel vision target marketing is thinking that a single big success will turn your company around. Yes, the Rebellion beat the Death Star, but they had to also survive Hoth and win at Endor to defeat the Emperor. Likewise, your company may get a big client—but how you use that contract to prepare for long-term success says a lot more about your acumen as a leader and owner than does getting the client. A final risk of going for the big client is appearing desperate. The Rebels had to win; walking away from the negotiation table was not an option. Always leave room to negotiate.

DON'T BECOME A TARKIN

The biggest risk a small business can take is going after a target market without being prepared. The Rebels were outgunned and outnumbered, but they knew their target and developed a plan to accomplish their goal. The Death Star's commander, meanwhile, didn't know that his ship had a major weakness until it was too late, and he didn't use his resources to their full capacity.

As a small business owner, you have to know what your resources are and how to use them effectively. Tarkin didn't, so he became a footnote while Luke Skywalker became a hero. **PA**

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SHARON ROSSI

CEO, FOODSCIENCE CORP.

Q: HOW HAS FOODSCIENCE NAVIGATED THE COVID-19 PANDEMIC?

A: I'm incredibly proud of the way FoodScience employees responded to the challenges posed by these unprecedented times. Throughout the pandemic, our leadership team worked quickly to enact additional safety measures and protect our employees based on continually evolving guidance from local and federal authorities. As an essential business, we implemented protocols that allowed us protect our employees and serve our customers. One of our FoodScience Fundamentals is "Think Safe Work Safe," and that has been our guiding lens during the pandemic. We were ahead of the curve with asking employees to work from home for those in roles that could be accomplished remotely. At our two manufacturing facilities in Vermont, we instituted safety precautions, including temperature scans, screening procedures, masks, physical distancing and additional facility sanitization.

Q: HOW DOES FOODSCIENCE DRIVE CONSUMER TRAFFIC TO INDEPENDENT RETAIL?

A: We understand that the pandemic has created immense challenges for independent pet retailers. We also know how important these businesses are to their communities. We're working hard to support independent retailers through product development, marketing opportunities and online educational resources for staff. We've recently partnered with Promoboxx, a digital marketing platform offering social media tools, and Astro Loyalty, a customer loyalty program for retailers. We believe that these complementary resources will allow independent stores to capitalize on customer loyalty and build on their expertise in animal health.

Q: HOW DOES FOODSCIENCE'S FORWARD-THINKING STRATEGY ENCOURAGE THE GROWTH OF INDEPENDENT RETAIL?

A: We keep a close eye on data and emerging trends in the industry to develop insights that drive our innovation pipeline. Whether in supplements, treats or adjacent categories, data

analysis and consumer insights have helped us identify gaps in the marketplace where we can move quickly to address consumer demands and accelerate category growth. Our top position in the behavior category in MULO with Pet Naturals Calming chews has afforded us the ability to grow the category for our retail partners. As we have embraced both the opportunities and the challenges of omnichannel commerce, we work to differentiate across channels and have strong MAP, reseller and distributor policies aligned with our strategy. Our agility as a company has allowed us to offer creative solutions and unique insights to our retail customers to drive traffic to their stores and build basket size. We strive to be independent pet retailers' partner of choice to help grow their category and boost customer loyalty.

Q: WHAT INNOVATIONS HAS FOODSCIENCE LAUNCHED THAT SUPPORTS ITS MISSION?

A: With the line blurring between supplements, functional treats and condition specific-diets, our vast knowledge of animal nutrition has allowed us to address common pet health issues while delivering effective solutions for pet parents. For example, we recently launched VetriScience Pinchers for dogs, which is the first "over-the-counter" pill hiding treat with probiotics. Another example is our creation of Pet Naturals Superfood Treats, driven by our understanding that dogs should get nutrients from a variety of sources beyond meat. Superfood ingredients such as kale, oats and blueberries help address the dietary needs of dogs without sacrificing flavor.

Q: CAN YOU RECALL A STORY FROM A PET PARENT THAT HAS INSPIRED YOU?

A: There have been so many stories from pet parents that have touched my heart! We're always hearing stories about dogs who were barely moving and then after just a few weeks of taking GlycoFlex, they are as active as a puppy. We also know that we have kept many pets in their forever homes with our behavior products. VetriScience's Take Good Care Series highlights the incredible bond between pet owners and their dogs. These inspirational stories, including one about wounded warrior Christie and her dog Moxie, focused on service, working and competitive dogs and how supplements support their health and performance. **PA**

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TAILOR-MADE TO APPEAL TO A DOG'S KEEN SENSE OF SMELL



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Editor's Choice

Naturally Fresh Litter Packaging

The four top-selling Naturally Fresh formulas—Quick-Clumping, Multi-Cat, Ultra Odor Control and Alpine Meadow Scent—will introduce new packaging in pet specialty stores. The front of the package better communicates the differentiation between the Naturally Fresh formulas, while the back provides detailed product information—both changes make it easier for a customer to choose the best Naturally Fresh formula for their household.

www.naturallyfreshlitter.com

New COMFORT Collection

The flexi New COMFORT collection has a new look! Modern, soft and fresh colours combined with light grey, bring lightness to everyday life. Equipped with an ergonomic and at the same time, an adjustable handle (size M, L) with a pleasant feel, it is extremely comfortable to carry and also impresses with well-thought-out accessories. The proven flexi technology "Made in Germany" ensures reliable and comfortable handling on every walk. The attractive flexi New COMFORT supports the dog's natural urge to move and explore without restricting the dog's safe control. Five new attractive colours: rose, light blue, red, dark blue and black.

www.flexi.de/en



SquarePet VFS Low Fat Formula

SquarePet VFS Low Fat Formula contains two key protein sources from Pacific cod and ocean whitefish meal which are certified sustainable and wild caught. These lean and high-quality fish are combined with highly digestible sources of carbohydrates including USA-grown, non-GMO rice, and vitamins and minerals for complete and balanced feeding to help support gastrointestinal health.

www.mysquarepet.com



Nugget's Bone Broth Jerky

Nugget's is all about gut-healthy snacking, so the brand has combined proven immune builders with nutrient-dense whole foods for a power-packed, savory treat in Bone Broth Jerky. The No. 1 ingredient is actual bone broth, and it's simmered for days, is humanely sourced and is cooked with organ meat and purified with reverse osmosis water.

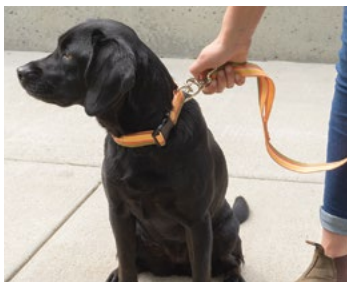
www.nuggetshealthyeats.com



West Paw Collars and Leashes

West Paw's festive new line of collars and leashes is handcrafted with webbing made from recycled plastic bottles. They aimed for durability, safety, comfort, and ease of care, building in features for quick connections and sure handling.

www.westpaw.com



Outings Leashes and Collars

West Paw updated their collection of eco-friendly collars and leashes, Outings, with a new assortment of colors and patterns. Designed for every day walks, all of the leashes and collars in the Outings Collection are made with recycled polyester webbing making it eco-friendly, durable, and easy to clean. These thoughtfully designed leashes and collars were inspired by the natural elements and native creatures found across the landscape and Blue Ribbon rivers of Montana.

www.westpaw.com



Pup-kin Spice box

The Wüfers Pup-kin spice box is a perfect dog-friendly spin on the favorite Pumpkin Spice Latte. In the box you'll find an array of hand-decorated treats pup-kin spice themed and sure to make a tail wag. These tasty insta-worthy treats are made with wholesome and locally sourced ingredients including with a dog to-go latte, mug shape for those who DIY their PSL and even PSL doggy donuts - among many others that come individually wrapped so you can share or save for up to 15 months when they've deserve a special treat.

www.wufers.com

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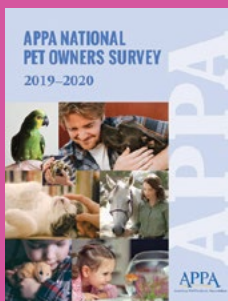


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APPA

American Pet Products Association



All Over Hearts Sweater

Fall in love with the new All Over Hearts Sweater from Fashion Pet by Ethical Products. All Over Hearts features a soft and fuzzy chenille that provides comfort and warmth. Puffy chenille heart design on a red acrylic background makes this sweater an all-time favorite. Easy on/off design with stretch for all size dogs. Mock turtleneck adds to the warmth of this lovely sweater! Features a leash hole for comfort during walks. Available in sizes XXS – XL. 100% acrylic. Hand wash and air dry.

www.ethicalpet.com



Matching Masks -Bandanas

Let's overcome this pandemic together, and add fabulous to "function and form." Support artisans and amuse yourself by pup #twinning in a comfy, color-saturated face mask made to match our bestselling popular dog bandanas.

www.samandnala.com



Rumbi

Super bouncy and crazy fun, West Paw's newest treat-dispensing dog toy, Rumbi, encourages slow eating and healthy play. With superior durability and a hollow construction this puzzle toy's springy material is heaven to a dog's chompers while its playful wobble adds to the excitement and increases engagement.

www.westpaw.com



VEMA Kit

VEMA (Veterinary Emergency Medical Assistance) is the only pet emergency kit available made specifically for animals by veterinarians. VEMA is a fully-stocked kit for on-site wound care for your pet. The kit includes a pet first aid guide with instructions for common first aid needs, and each food ration bag will feed a pet for up to five days and has a 5-year shelf life. The kit's water-resistant bag prevents damage to its contents.

www.vemasolutions.com



Benebone Holiday Multipacks

Benebone's Multipack is the perfect holiday 4-pack. Our Multipack contains our four most popular products in medium size and made with

100% real food ingredients and maplewood! The pack includes a Maplestick along with Bacon Wishbone, Zagger and Dental Chew. Medium Benebones are ideal for dogs 60 pounds and under.

www.benebone.com

Wolf Spring

Wolf Spring is the first-ever vitamin blend specifically made for dog. Wolf Spring's ingredients are 100 percent natural and 100 percent plant-based, the blend was developed by a team of veterinarians and animal nutritionists and is bottled right here in the USA. Wolf Spring has a formula for each life stage: puppy, adult and senior.

www.wolfspring.dog



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Outings Treat Pouch

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www.westpaw.com



Road Trip Sticks

Heirloom's newest entrant into the hemp-based pet products category is its Road Trip Sticks. These single-serve sticks deliver 7 mg of water-soluble, broad spectrum hemp. After studying how mammals digest and absorb hemp extract, Heirloom settled on organically grown, water soluble broad spectrum hemp that starts to absorb and work faster than other products.

www.heirloompets.com



Applaws Taste Toppers

Applaws offer an exciting new range of complementary pet food, designed to be served on top of any dry dog food (kibble) to make mealtimes more interesting for dogs and their owners alike. Every recipe is 100 percent natural, grain free, made with high quality ingredients, like chicken breast and superfoods including broccoli, sweet potato, chickpeas and quinoa, and include no added colors, artificial flavors or preservatives.

www.applaws.com

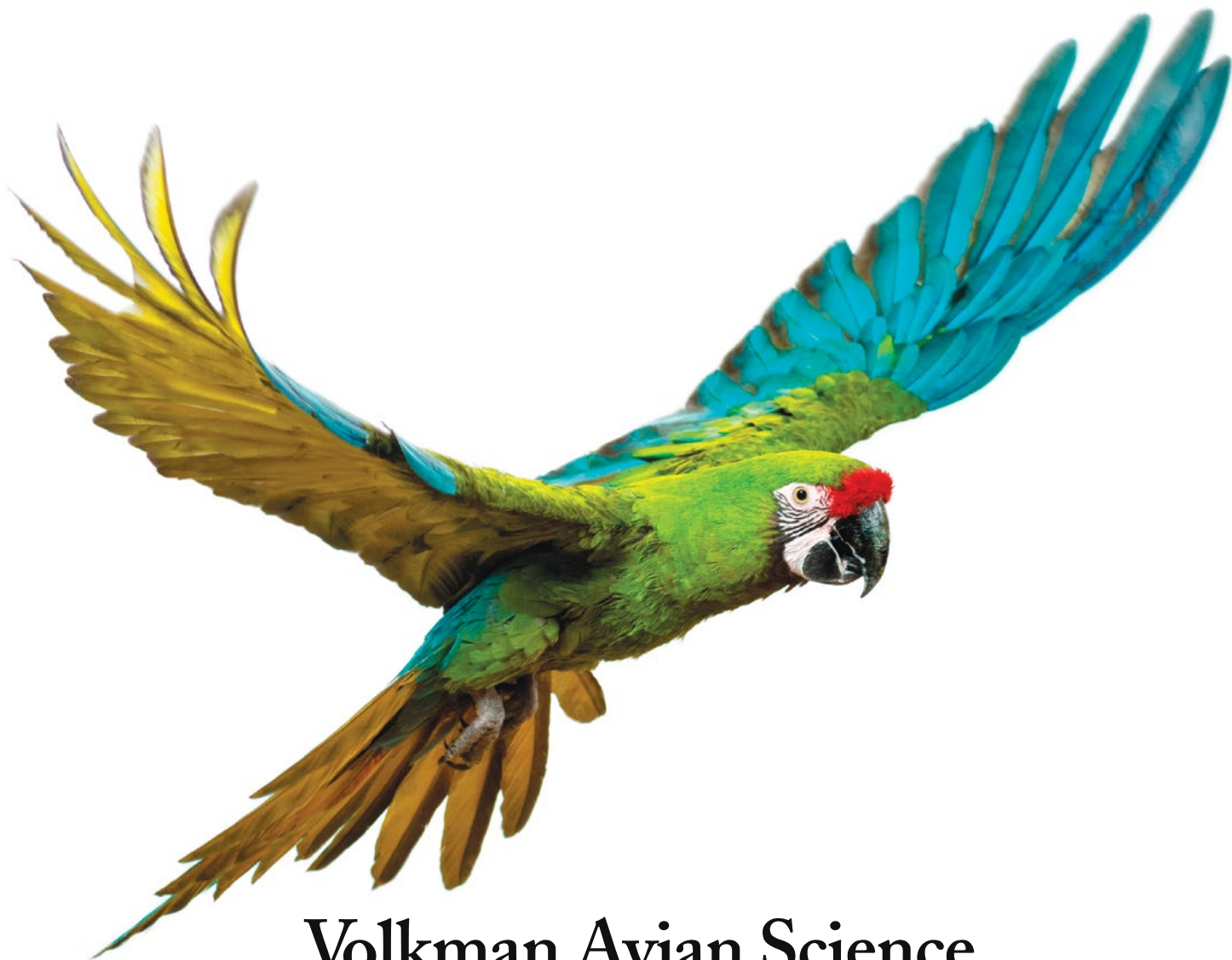


Ben Sherman Clothing

Iconic British menswear brand Ben Sherman introduces a range of pet-friendly clothing for the style-conscious dog in your life. Taking inspiration from the brand's signature menswear collection, the 15-piece capsule features a very cool selection of shirts and dresses. Choose from classic tipped polo shirts, the quintessential house-check shirts with short sleeves, and crisp cotton button-down shirts. The range includes summer dog-dresses with gingham trims and classic polo-dresses.

www.bensherman.com





Volkman Avian Science is spreading its wings.



Here at Volkman Pet Products we've been working hard to make our Avian Science line of companion bird food available across the nation. We can now offer two day delivery to over eighty five percent of the country.

If you would like more information about Avian Science or any of our full line of pet products please give us a call at 800.635.9359 or email us at Info@VolkmanPet.com.





01 AVIAN ORGANICS HOOKBILL

Avian Organics Small Hookbill No Sunflower mix is USDA Organic certified and great for special dietary needs, such as overweight eating habits. This blend packs a delicious and nutritious taste with added almonds and cashews. Your hookbill companions will be sure to appreciate the clean quality and all-natural ingredients in this mix.

www.seedfactory.com

02 VITA PRIMA SUN DROPS

Vita Prima Sun Drops are advanced liquid vitamin supplements that are designed species-specifically, with Sun Drops for Birds enriched with Vitamin A and Sun Drops for Small Animals enriched with Vitamin C. Added directly to a pet's food or water, these high potency multivitamins are easy to use and taste great!

www.vitakraftsunseed.com

03 PENN-PLAX BIRD TREATS

Penn-Plax offers companion birds plenty of treat options. The Finch Fries treat is a 100 percent natural popcorn treat with interactive packaging that is meant to be foraged when treats are finished. The Breakfast Treat is a variety plate for birds featuring two eggs made from e-cuttlebone, two slices of bacon made from mineral stone and two slices of toast made from mineral blocks.

www.pennplax.com

04 KAYTEE BIRD TOYS

Kaytee Forage-N-Play Perches feature a variety of visual and textural stimuli to reduce unwanted behavior due to birdie boredom. A combination of wood, paper, sisal, loofah and other materials keep birds interested and promote recommended activity and exercise. Kaytee Perfect Toys reduce "birdie boredom" while encouraging healthy playtime for pet birds. Available for small parrots, conures, cockatiels and other medium size pet birds.

www.kaytee.com

05 ZUPREEM REAL REWARDS

ZuPreem Real Rewards treats provide a delicious reward for special bonding and training moments for pet birds. There are only four ingredients in each mix – four different mixes to choose from. The top-selling Garden Mix Treat for Large Birds offers a tasty mix of almonds, carrots, soybeans and peas.

www.zupreem.com

06 LAFEBER'S POPCORN NUTRI-BERRIES

Popcorn Nutri-Berries Treats combine natural ingredients with vitamins, minerals and amino acids to ensure birds are not only having a fun and delicious treat, but one that's good for them too. They are made with fresh popcorn and peanuts, with caramel flavoring. These berry-shaped treats are specifically designed to satisfy a bird's natural desire to forage for their food.

www.lafeber.com



04



03



05



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02



06

07 BIRD LOVER'S BLENDS

Brown's Bird Lover's Blends are designed for a variety of birds. Nuts, Berries & Bugs! will attract nature's most colorful fruit- and insect-eating birds to your backyard. Dove, Pigeon & Quail Blend is designed to provide the highest-quality seeds and grains required for the nutrition of doves, pigeons and quail. Duck & Goose Blend is formulated with the natural grains waterfowl love to eat.

www.fmbrown.com

08 HOUSE CAGE WITH STAND

This cage-stand setup by A&E Cage Company is the ideal enclosure for canaries, finches, cockatiels, parakeets, conures and quackers. The white cage with green roof and stand is non-toxic, durable and made with a safe powder-coated finish. The castors are built in for easy moving out, and the stand is detachable. It has a large front access door, a bottom storage shelf, two feeder cups with lift up doors and two wooden perches.

www.aecageco.com



07

09 INTUNE HARMONY

Higgins Premium Pet Foods is the manufacturer of inTune Harmony, the only seedless extruded bird food and treat in one. inTune Harmony is a symphony of nutritious morsels, fruits, vegetables and nuts. It brings together fun shapes with naturally sourced colors for a diet free of artificial preservatives and flavors with the added benefits of protected probiotics and balanced Omega-3 and 6 to support the immune system. Available for companion birds, from canaries to macaws, in attractive, re-sealable packaging.

www.higginspremium.com



09

10 TOP'S MINI PELLETS

Measuring just 3/32 inches in diameter and resembling a small jewelry bead, the Mini Pellets are USDA Organic Certified and made with the same ingredients as the company's other pellet sizes. Like their larger siblings, the Minis are all natural and free from fillers, like corn, soy and peanuts, as well as artificial ingredients and sugars. The Minis are packaged in white, stand up pouches that complement the company's existing gold and silver packaging so customers can clearly differentiate between the Large, Small and Mini pellet sizes.

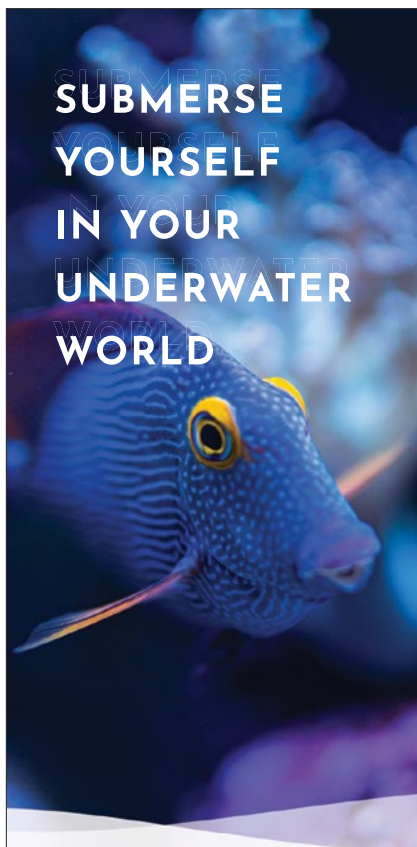
www.topsparrotfood.com



10

08





Keeping an aquarium is both relaxing and fascinating and the API brand is here to support you and your customers in this endeavor! But did you know there are health benefits to keeping fish as well? Dive into all of the benefits of fish ownership below.

COME SEE US AT THE GLOBAL PET

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APIFISHCARE.COM
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Woof Gang Bakery Opens 1st CO Store in Boulder

A new store catering to Boulder people and pets makes its doggone dynamic made its debut last month. Woof Gang Bakery, the leader in specialty pet retail and grooming with more than 130 locations across the United States, recently celebrated the opening of the company's first Colorado store.

The new Woof Gang Bakery & Grooming location is a locally owned franchise, offering professional pet grooming and a wide selection of healthy pet foods, gourmet baked treats, toys, accessories and pet supplies. The store is located in the Sunrise Center at 1674 30th St., Boulder, Colorado.

Boulder residents Flavia Rizzi Rodrigues and Elton Santi are the franchise owners of the new Woof Gang Bakery & Grooming store. They are passionate about providing customers and their pets with wholesome pet foods, quality products and full-service pet grooming in a welcoming, neighborhood setting.

"I'm an animal lover and pet-friendly Boulder was a natural choice for our business. In Boulder, we embrace the outdoors and care for our pets' quality of life," said Flavia Ro-



drigues. "We offer quality products and professional grooming and prioritize the well-being, health and happiness of our furry clientele. We are especially excited to introduce our treat table stocked with tasty goodies, a farmhouse selection of natural chews and bones, and a selection of locally-made products—all guaranteed to make tails wag!"

Flavia brings care and commitment to her woman-owned small business. She knows her customers and their pets by name and provides an experience tailor-made to each client's individual needs. She is dedicated to being a positive force in the local community, including supporting area rescues and hosting pet adoption events. The couples' own furry family includes two Shetland Sheepdogs named John Lennon and Jack Bauer.

Rocco & Roxie's First Brick-and-Mortar is in PetSmart

Family-owned and operated Rocco & Roxie Supply Co., which has worked tirelessly to ensure availability of critical items for pets' needs during the global pandemic, announces its first brick-and-mortar retail partnership with PetSmart, the largest specialty pet retailer in North America. After launching as an e-commerce-only brand in 2013, Rocco & Roxie Supply Co. has experienced an average growth in online sales of 65 percent per year. Their signature product, Professional Strength Stain & Odor Eliminator, remains the number one seller in the Stain and Odor category, and among the top 10 best-selling pet products on Amazon, with over 19,000 positive reviews and a 4.5 star average rating. Originally created for their family pets, Rocco the labradoodle and Roxie the tabby cat, the premium and highly-effective solutions have cemented the company's trusted reputation. The 32 oz. and

gallon bottles will be available for the first time to customers who shop online at PetSmart and in-store at the retailer's 1,650 stores in the United States and Canada.

Rocco & Roxie Supply Co. has sold well over one million bottles of Stain & Odor Eliminator to date and earned the Seal of Approval from the trusted Carpet and Rug Institute (CRI). Their formula is eco-friendly, child and pet safe, chlorine free, color safe, environmentally friendly, and proudly made in the U.S. to the highest quality standards.

"Our father's entrepreneurial spirit inspired us to start this business, and now we have four generations of family members working together every day," said Morgan Magleby, Rocco & Roxie's co-founder and CEO. "The Stain & Odor Eliminator was our first-ever product, and we're so excited that our loyal customers can now find it locally at PetSmart."

Charlotte's Web Joins B Corp Community

Charlotte's Web is now officially a certified B Corporation. The company is honored to join the B Corp community of companies, like our own, who choose to use the power of business to benefit this planet.

Being a Certified B Corporation means Charlotte's Web is now bound to measure its own practices and continue to improve them for the benefit of our society and the environment. This new milestone is really the beginning of the brand's journey in the B Corp community, which stands at 3,522 B Corp companies around the globe in 74 countries. With more than 60,000 companies completing the B Corp Impact Assessment since 2006, it is the few who achieve actual B Corp certification.

From Charlotte's Web's organically and regeneratively grown hemp farms in Colorado, Kentucky and Oregon, to its new production and R & D facility, The LOFT, in Louisville, Colorado, to its top genetics breeding programs, its science-division at CW Labs in Buffalo, New York, and its corporate office in Boulder, Colorado, the company is unified as an official certified B Corp company. Together, we will push forward on a path of business practices that embrace our Charlotte's Web core values of trust, compassion, courage and vitality.

Charlotte's Web would like to send a warm thank you to the nearly 40 employees throughout the company who have worked with such diligence and persistence for the past 10 months to complete the B Impact Assessment.

B Corp's Andrew Kahan recently said, "The speed with which you completed the Impact Assessment and your score demonstrate the high integrity of your company and your commitment to impact."

Much gratitude to all of you who worked so hard to make becoming a B Corp a reality for Charlotte's Web, which is now the largest hemp CBD company to be a certified B Corp.

Phillips, Animal Supply Co. Cancel Merger Agreement

Phillips Pet Food & Supplies and Animal Supply Company (ASC), today announced that they have terminated the Agreement and Plan of Merger announced on February 25, 2020. While Phillips and ASC believe in the merits of a potential transaction, the economic uncertainties caused by the COVID-19 pandemic have made it difficult to close on many business transactions in the United States, including this merger of Phillips and ASC. Phillips and ASC remain committed to supporting their individual retailer customers and brand partners going forward.

Phillips Pet Food & Supplies business started as a single feed store in 1938 and now has 10 distribution centers strategically located across the United States. Phillips

proudly serves the Pet Specialty Industry and is committed to providing customers with the products and services that will contribute to the growth and profitability of their businesses.

Animal Supply Company is the national leader in Local Everywhere pet food and supplies distribution serving independent pet specialty retailers throughout the United States and the Caribbean. Founded in 1987, Animal Supply Company has grown to serve customers out of 18 distribution centers, of which 10 offer e-commerce fulfillment services. The company has 7,000+ independent retail customers who operate more than 15,000 retail outlets distributing pet food and supplies.



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After successfully serving 15 years in feeding products, Indipets is proud to launch a new line of All Natural Organic Rubber Toys under its brand name

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Indipets Inc. Cranbury, NJ 08512. 908-874-7800. www.indipets.us

HOW THIS PET STORE IS USING THE FRANPOS SYSTEM



Q: What is The Yuppy Puppy? How did The Yuppy Puppy come about?

The Yuppy Puppy is a self-serve dog wash, grooming salon, doggy daycare and natural pet food store in Spokane, Washington.

Our original goal was to help navigate the struggles involved in feeding dogs with food issues like our own Shiba Inu, DuraMax, who was allergic to nearly everything.

Over the years, we have expanded and added more services to help in all facets of creating and caring for the health and well-being of cats and dogs in our area.

Q: What appealed to you most about the Franpos platform?

Not only does Franpos allow us to have one client data base that can be accessed by multiple locations (so, no more calling between stores to transfer data), but it allows us to offer in-store transfers of merchandise, keep an accurate inventory, and use a super simple eCommerce site that integrates with the stores physical inventories!



Q: What wasn't working with your older point of sale system?

Every point of sale has pros and cons, but our old system was no longer capable of keeping up with our volume and service expansions; not to mention their customer service was beyond frustrating. The two biggest issues were inventory management and a lack of eCommerce functionality.

Q: How has Franpos changed the way you do business?

The system is designed to be so intuitive that it's difficult to make scheduling errors, and the register feature is SO EASY to learn that the amount of time we need to train new hires has been cut in half!

The option for Prepaid Packages for Daycare (or whatever you want to use them for) is set up beautifully. If

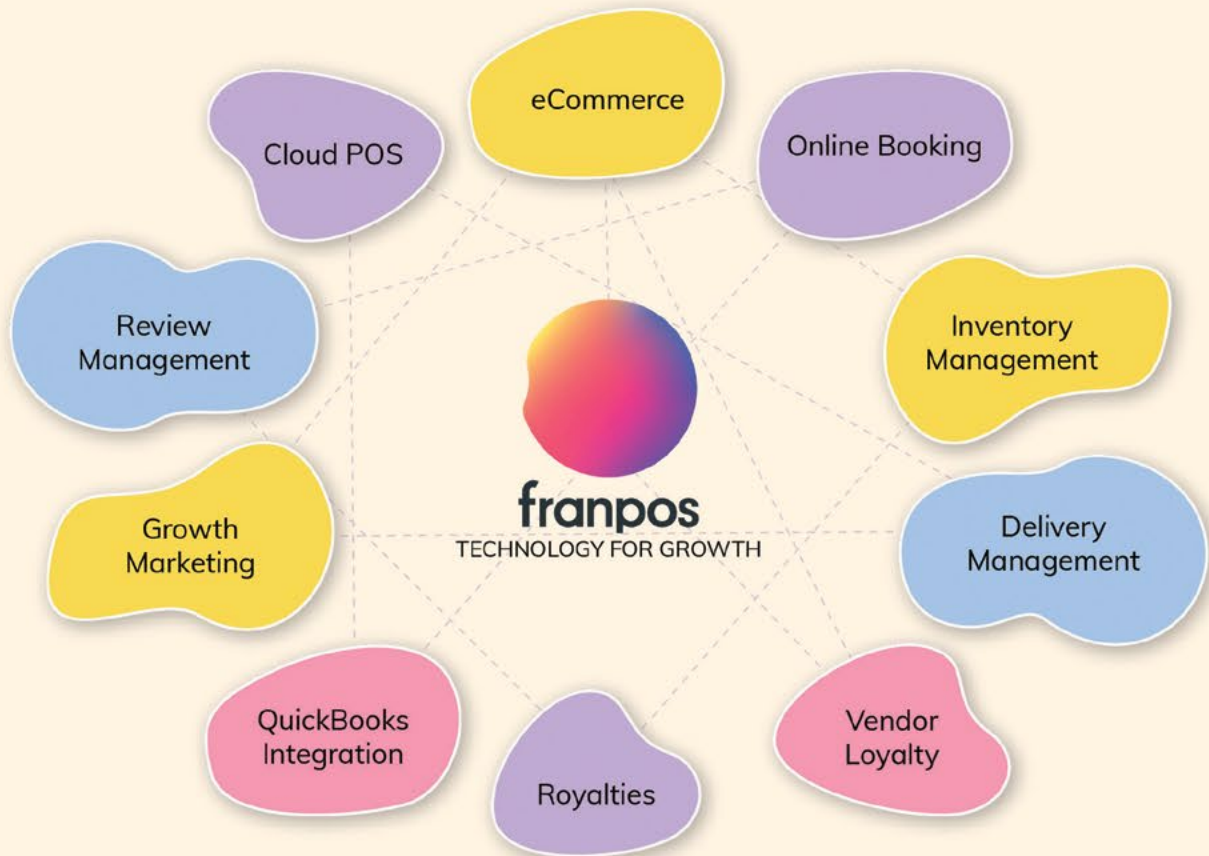
a customer has days left to redeem, it's listed at the top of the ticket instead of having to go hunting to see if they have any left, or accidentally charging for the day when they still had days left. It has eliminated a huge portion of user error.

Q: What's it like to work with Franpos?

The best part about working with Franpos is how receptive they are to our concerns. If a feature isn't working right or seems wonky, a quick call and they're actively looking for a fix. Any new feature we've requested they've brainstormed and discussed with us as an internal team.

They have been exceptionally proactive in asking which upgrades they can create that would be most beneficial to us. As a small business themselves, they truly understand our needs.

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Deliver products either through third-party integration or with an internal application with optimized delivery routes.



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Automatically synchronize inventory across multiple stores and online platforms.

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3 Hip-EEZ™ CROSS ASSIST
Corrective training tool to
prevent hind leg crossing



4 Hip-EEZ™ AMPUTEE SLEEVE
The first hip support
system designed to
accommodate
rear leg amputees



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Pet Palette Announces Several Moves

Pet Palette LLC, a national distributor of pet products, recently announced that Ron Metzger, Vice President of Operations, has been promoted to the position of president and chief operations officer (COO), effective September 1. He replaces Mike Dagne who stepped down from Pet Palette earlier this year.

In announcing the promotion, CEO Bruce Herwald said: "I am absolutely delighted to announce Ron's promotion to president and COO. He is an extraordinary leader and fully ready to take us forward to confront new challenges today and those on our horizon."

"Ron is a business leader with over 25 years in the pet retail and distribution industry," Herwald added. "This promotion is richly deserved and fully earned during his career of exemplary leadership and substantial achievement. His vision and actions have assured the success of the organization well into the future."

The distributor also recently welcomed Jim Geiger as national sales manager and Megan Hulse as senior buyer.

Geiger has 13 years of experience in sales and service in the pet industry. He has proven business leadership and the ability to drive growth. In his role, Geiger is responsible for sales and new business development for our growing national network of representatives. He understands the roots of the industry challenges and will help customers find the right solutions for their needs.



"Jim has a strong background in sales, planning and leadership that will help drive our national strategic objectives and continue our presence in the marketplace. He will play a key role as we continue to add products and increase our market coverage," Metzger said.

Hulse has 11 years demonstrated history of working in the retail industry. Skilled in product development, supply chain optimization, and category management. Her senior level of experience will help ensure Pet Palette continues to grow, allowing the company to further expand its national distribution as we continue to innovate new products and marketing that is focused on our customers and their experiences with our brands.

"Megan's perspective in the marketplace and knowledge of consumer trends is excellently suited to strengthen our relationships and communication with our current vendors and create new relationships with potential new vendor," Metzger added.

Manna Pro Acquires Doggie Dailies Pet Wellness Brand

Manna Pro Products, a St. Louis-based manufacturer and marketer of pet care and nutrition, has agreed to acquire Doggie Dailies, a family-owned and operated online pet brand that offers premium nutritional supplements and wellness products for dogs.

"Doggie Dailies has built an impressive brand of premium wellness products and a loyal online community of raving fans," said John Howe, CEO, Manna Pro. "Their deep commitment to a happy, healthy life for pets and pet parents intersects perfectly with Manna Pro's mission of Nurturing Life."

Doggie Dailies is one of the fastest growing pet wellness brands online, rapidly building market share in the increasingly relevant eCommerce channel. Doggie Dailies deepens Manna Pro's leadership in pet care, building upon the company's recent acquisitions of Hero Pet Brands and Promika flea & tick brands.

Manna Pro is owned by investment vehicles managed by Morgan Stanley Capital Partners, the middle-market focused private equity business of Morgan Stanley Investment Management, which acquired it in December 2017.

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The Whole Family.



Cats call the shots on where to sleep, when to socialize, and what to eat. They know exactly what they want—and what they really want is Fromm Gold. It's enhanced with probiotics to aid digestion and salmon oil for a healthy coat. There's a recipe for each life stage and lifestyle, including kittens, adult cats, and even those watching their weight. **frommfamily.com**





BOOSTING CBD AWARENESS

Consumers seeking pet wellness during COVID-19 can find relief in CBD products.

BY GLENN A. POLYN



Cannabidiol (CBD) for pets has remained one of the hottest consumer products on the market, and sales of CBD pet products has grown a whopping 946 percent in 2019, according to a 2019 report by Brightfield Group, from \$32 million in 2018. The cannabis-focused research firm estimates the market could grow to \$1.7 billion by 2022, driven by the products being available in more mass pet retail chains and supercenters.

This positive outlook is only bolstered by new data proving CBD helps pets. Past studies have shown CBD reduced the number of seizures in dogs with epilepsy and made

dogs with osteoarthritis more comfortable.

More recently, a team led by researchers at Baylor College of Medicine in collaboration with Medterra CBD conducted the first scientific study to assess the potential therapeutic effects of CBD for arthritic pain in dogs. Published in the April 24 edition of the journal *PAIN*, the study showed both in laboratory tests and mouse models that CBD can significantly reduce the production of inflammatory molecules and immune cells associated with arthritis. The study used Medterra CBD oil, which is tetrahydrocannabinol (THC) and GMO-free, and showed that in dogs diagnosed with

the condition, CBD treatment significantly improved quality of life as documented by both owner and veterinarian assessments.

"CBD is rapidly increasing in popularity due to its anecdotal health benefits for a variety of conditions, from reducing anxiety to helping with movement disorders," said corresponding author Dr. Matthew Halpert, research faculty in the Department of Pathology and Immunology at Baylor. "In 2019, Medterra CBD approached Baylor to conduct independent scientific studies to determine the biological capabilities of several of its products."

Halpert called the results "encouraging"

after he reported that “9 of the 10 dogs on CBD showed benefits, which remained for two weeks after the treatment stopped.”

Studies like this one reinforce the value of CBD pet products. And manufacturers are finding innovative ways to offer their CBD products, which can come in the form of oil tinctures, treats, gels, balms and shampoos, just to name a few.

Based out of Washington state, with its main manufacturing plant located in Woodinville, Washington, Grizzly Pet Products has been focused on the development of all-natural pet products for dogs and cats since the brand launched in 2002. Grizzly offers three hemp-enhanced supplements that uses domestically sourced, organically grown hemp for its beneficial cannabinoids, including CBD.

In addition to following FDA regulation in its manufacturing processes, Grizzly is an audited and certified member of the National Animal Supplement Council (NASC), which represents companies that

have successfully completed a lengthy and detailed facility audit for the implementation of quality standards. NASC-certified companies must pass an independent facility audit every two years and demonstrate ongoing compliance with regards to labeling, product testing and other criteria.

Like Grizzly, NaturVet is an NASC-audited member that carries the NASC seal on all of its products. Based in Temecula, California, NaturVet makes a hemp product line for dogs and cats that provides solutions for dogs and cats suffering from a wide range of ailments, including allergies, stress and joint issues.

The company has been manufacturing supplements for dogs, cats and horses since 1994, and its team of in-house scientists and veterinarians has helped create innovative products that are manufactured in the United States in a fully compliant, cGMP standard, FDA-registered facility. NaturVet products take advantage of the many benefits of hemp, which contains phytonutrients,

antioxidants, Omega-6 and Omega-3 essential fatty acids and 20 amino acids (including nine essential oils).

Among the brands hemp-derived options are its hemp shampoos, external sprays and hemp seed oils for dogs and cats. Most retailers will point to NaturVet’s Hemp Quiet Moments Calming Aid as being the brand’s most popular products with dog and cat owners. The veterinarian-formulated product features a unique blend of hemp seed oil and hemp seed powder with thiamine, L-tryptophan, chamomile, ginger, valerian, lavender and melatonin to reduce stress and tension while promoting rest and relaxation. The added ginger supports sensitive stomachs, which is important when traveling to a veterinarian or groomer. The product has also been effective for stressful situations, including such noise-related situations as storms, fireworks and loud parties.

Full-spectrum CBD is proving popular in the pet care industry, as it is not limited to just one cannabinoid (isolate), but rather



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includes other phytocannabinoids (complex) like CBG, CBC, CBDV, CBDA and CBGA, all bringing an array of potential additional therapeutic benefits.

Chris Denicola is co-founder of Crappy's Feel Better Hemp Co., which manufactures products formulated with CBD, cannabigerol (CBG), cannabinol (CBN) and terpene blends (only for human products), including a line of formulations for anxiety and pain relief in pets. Since 2014, Denicola has worked in cannabis and hemp product development, quality control, manufacturing and innovation. All of his company's products are vegan, gluten-free, non-GMO and manufactured in the U.S.

Denicola recommends retailers not get caught up in the confusion that accompanies full-spectrum, broad-spectrum, THC-free and CBD isolates, which he admits can become confusing. Instead, he believes the ingredients, bioavailability and results are more important in identifying a superior product. He also values a brand making available a Certificate of Analysis (COA), which should be matched

with the product label to help clarify concerns about a specific item. The COA will show the company name, product name, ingredients and volume of CBD. Also be sure to check the THC levels within the product to ensure it doesn't exceed the legal limit of 0.3 percent THC, as THC in large quantities can be lethal to pets.

Despite that fact, Denicola says there's great value for pets with CBG and CBN, which are minor cannabinoids that are produced by hemp and cannabis plants when combined with traditional CBD. They are not psychoactive like THC, but have benefits that CBD doesn't offer.

"Specific, bioavailable ratios of CBD, CBG and CBN will lead to better, more reliable relief for dogs without the standard side effects of CBD-predominant products like sedation and liver toxicity," Denicola said. "The addition of CBDV to CBG and CBN has a significant potential of reducing or eliminating seizures when CBD alone fails or when a dog owner

seeks a more natural alternative to pharmaceuticals."

Describing itself as a small, family- and friend-owned company, Earth Buddy manufactures its line of organic CBD pet products in Denver, Colorado, where it sources ingredients locally, including organic hemp extract. According to the brand, partnering with local farms and suppliers enables Earth Buddy to never sacrifice the quality of its products while maintaining a standard of excellence that is trusted by retailers and pet parents.

According to Earth Buddy co-founder Sean Zyer, the company harvests its hemp by hand and then hang-dries its plants in a temperature-controlled facility to ensure that the quality and purity of the hemp is preserved. The brand prides itself in "using science and innovation to preserve the full spectrum of nature" and keeping "every element in our products as close to their natural state as we can."

Earth Buddy is not alone in the organ-

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ic hemp farming sector, and it's joined by several other popular brands, including Pet Releaf, Holistic Hound and Honest Paws.

According to Josh Awad, COO of Honest Paws, the company's growing season is typically May to October on a USDA-certified organic farm in Colorado. The company adheres to regenerative organic (RO) agriculture, which is considered by many growers to be an effective way to fight climate change, provide food and keep the planet healthy. Instead of adding carbon to the atmosphere, RO farming draws carbon out of the air and stores it in the ground. The practice that comes with increased costs, but that also "is more beneficial for the environment and creates a higher quality finished product."

Charlotte's Web, the Boulder, Colorado-based pioneer in the CBD industry, introduced its first ingestible oil for dogs in 2016. The company announced in August that it is officially a certified B Corporation, which are businesses that have been verified by B Lab—a nonprofit organization—to meet the highest standards while considering the impact of their decisions on their workers, customers, suppliers, community and the environment.

The brand's Certified B Corporation profile states: "Charlotte's Web strives to 'Improve Life Naturally' by offering hemp-based personal care products. Charlotte's Web leads the industry it created with patented genetics, vertical integration, superior product quality and a deep commitment to education and social impact."

Charlotte's Web is just one of approximately 3,500 B Corp companies around the globe to achieve the certification, which is made even more impressive when considering the fact that more than 60,000 companies have completed the B Corp Impact Assessment since 2006.

Retailers face a variety of challenges in the CBD sector, and must navigate through regulatory ambiguity that varies from state to state. However, the future of the wellness category remains promising, as CBD providers and manufacturers continue to report strong sales. While the pandemic has disrupted the pet care industry on many levels, the stresses of COVID-19 will contribute to the sales of CBD, including those for companion animals. **PA**

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www.earthanimal.com



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www.charlottesweb.com

Green Gorilla

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www.ilovegreengorilla.com

Pet Releaf

Mixed with sustainably sourced wild Alaskan salmon oil, Pet Releaf Professional Liposome Hemp Oils use a patent-pending oil technology that allows Pet Releaf's Certified USDA Organic full-spectrum CBD hemp oil to be administered directly on a pet's food. It's perfect for dogs that require the use of food to take supplements.



www.petreleaf.com

Grizzly Pet Products

Grizzly offers three hemp-enhanced supplements for dogs and cats, including its Grizzly Hemp Aid for Dogs and Cats, an excellent general purpose hemp oil product with inherent CBD. It helps support the body's inflammatory response, immune system and central nervous system. All of these supplements have been laboratory tested to validate their CBD content, other beneficial cannabinoids, TCH levels and heavy metals.

www.grizzlypet.com





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From the leaders in pet CBD research: What you need to know about CBD today

There's a lot of confusion about CBD use in pets – plenty of anecdotes, hundreds of products, but very little data. Canopy Animal Health is working hard to replace the confusion with facts.

At our roots, we are an animal health organization. As such, the safety and well-being of companion animals is at the forefront of everything that we do. Veterinarians are represented in every facet of our organization, and our leadership team has over 150 years of combined experience in the animal health industry. Soon, we will launch products, but not until we know more about how CBD may improve the lives of animals and how it may affect them in the short- and long-term. In the meantime, we offer this brief primer to help foster an open dialogue to keep the conversation going.

Focus on the science

Today, there is enormous interest in exploring the potential of CBD for pets. While the pace of research is accelerating, it is still in its early stages. Even so, the lack of safety and efficacy data is unknown to the countless pet owners who have given widely available CBD chews and oils to their pets. Others who have not yet used CBD products turn to their veterinarians and pet specialty retailers for guidance.

Canopy Animal Health has established itself as a leader in the exploration of CBD use in dogs and cats. With the creation of a world-class R&D team and the investment of millions of dollars in 25+ clinical studies, we have chosen to make the science behind CBD our top priority. In addition to our internal research program, we partner with leading universities, independent research organizations, and veterinary professionals to find answers to the important questions about CBD for dogs and cats: is it safe and does it work? Retailers, pet owners, and veterinarians can be assured that every Canopy Animal Health product will be backed by some of the most innovative and comprehensive science in the industry. Current and planned studies will investigate the effects of CBD on osteoarthritis pain, anxiety and other conditions. These studies will provide valuable insight into the safety and efficacy of the compound.

Are CBD products safe for pets?

Safety is a primary concern for pet owners. At Canopy Animal Health, product safety takes center stage and we've spent the last 4 years working to understand the safety of CBD in dogs and cats. Canopy Animal Health has published a groundbreaking study (Vaughn D, Kulpa J, Paulonis L. Front Vet Sci 2020;7:51.) using escalating doses of CBD to determine safe dosing limits for

short-term CBD use in dogs.

We have also completed first-in-class research on long-term daily use and expect to share our findings with the scientific community soon.

Our commitment to exploring the use of CBD allows us to develop pet products at the appropriate dose, with proper formulations, to ultimately earn the trust of pet owners, retailers and veterinarians.

How are CBD products being sold?

While there are many CBD products for pets on the market, CBD is neither an approved food ingredient nor a drug. While CBD is not approved in either of these categories, the FDA's current enforcement has been against operators making misleading claims or statements on labels or advertising.

In consultation with the FDA, the National Animal Supplement Council (NASC) provides regulatory guidance and a tested and proven path to market for CBD products. The NASC has developed a set of guidelines and an audit process to ensure product safety and quality.

CBD poses some unique challenges when it comes to the quality of products in the marketplace. The biological nature of the Cannabis sativa plant makes products susceptible to impurities and inconsistent formulation. Everything from ingredient sourcing and manufacturing practices to labelling and advertising is addressed within these guidelines. At this time, NASC-approved CBD products can be sold in 47 states.

It is important to note that adherence to NASC guidelines is not mandatory. Canopy Animal Health is proud to have voluntarily adopted the strict NASC criteria for quality and marketing practices. You will find the NASC seal displayed on all Canopy Animal Health pet products.

More information

Visit the Canopy Animal Health website for additional information as well as a free RACE-approved continuing education course:
<https://www.canopyanimalhealth.com/en>



canopy
animal health

CBD Research First. Product Second.



We take R&D seriously.

That's why we've made the industry's largest investment in research and development. And why we're committed to conducting rigorous research on CBD to fully understand its effects on dogs and cats. We put research first, because we believe the health and safety of pets is second to none. And when that CBD research turns into CBD products, you'll be the first to know.



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Learn more at canopyanimalhealth.com



Earth Buddy



At Earth Buddy, we start with whole food ingredients and process them minimally for our pets. We are a family-owned company with quality, traceable farm-to-table products that are grown on our own farm in Colorado and made with love in our own kitchen! We make whole-plant hemp supplements, without the use of harsh chemicals, utilizing the full-spectrum of beneficial plant compounds.

www.earthbuddypet.com

Honest Paws CBD

Honest Paws CBD products are made with 100 percent pure, full spectrum CBD oil and contain only the best non-GMO, THC-free, all-natural ingredients. Honest Paws full-spectrum CBD tinctures contain specific terpenes and active ingredients to address your pet's unique needs. The product line has recently expanded with the introduction of tinctures for cats as well as for horses.

www.honestpaws.com



CBD Living Pet

CBD Living Pet products are carefully formulated with some of the most nutritious ingredients on earth for a healthy mind, body, and (free) spirit. Each product is uniquely made with your pet's organ systems in mind. Natural plant-derived ingredients used: From oats and avocado to coconut and aloe vera, we use the highest quality ingredients that you can actually pronounce. Dogs and cats have their unique needs and sensitivities, and CBD Living Pet thrives to have a balance of products that are safe for both yet specific for each.

www.cbdliving.com

Paw CBD

Paw CBD's Calming CBD Oil for dogs is made with soothing ingredients like valerian root, chamomile and melatonin combined with premium, hemp-derived CBD. Add the naturally delicious flavor of blueberry, and the calming tincture is an easy way to offer support with the powerful properties of CBD. Available in two strengths: 250 mg and 500 mg.

www.cbmdmd.com



ReThink CBD

Double independent lab tests on both raw materials and final packaged product guarantee that all ReThink Products are full spectrum, pharmaceutical grade, free from impurities, and accurately labeled. Turn-key retail programs include fully merchandised displays, educational customer brochures and in-store signage. You can sell with confidence, provide the gift of wellness and generate revenue from both pets and pet parents.

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Pet Age introduced its ICON Award in 2015 to honor the leaders of the pet industry who have shown a long-term commitment to its success based on experience, integrity and leadership. Candidates have had to meet selection criteria that included working in the industry for at least 20 years and holding position with significant authority in decision making for their organization.

ICON recipients are the leaders who are driving our industry, this year's class of recipients come from all sectors of the industry, including veterinary, grooming and product development. No matter their location or role in the industry, one thing remains constant: the pet industry would not be where it is today without their contributions. Each honoree has had a unique yet equally meaningful journey, where he or she has made impressive contributions to not only the business side of the industry but also the millions of beloved companion animals and their



Pet Age 2020 ICON AWARDS

adoring pet parents.

The Pet Age staff congratulates the 18 winners of the sixth annual ICON

Awards, and we encourage you to meet these remarkable members who have earned their place atop the industry. **PA**



CARMEN DAILY

Owner
Animal Environments / Birdcages
by Carmen
Years in the industry: 32

Who or what inspired you to get into the pet industry?

Our family pets were the biggest inspiration, so I was motivated to provide them a better environment. It's been my dream to provide to pets and families with a

better and safer environment. It took years of consulting with veterinarians, pet shop owners and breeders combined with the greatest innovation, vision and technology before the door was opened that enabled me to be part of the pet industry.

What has motivated you over the years? The desire to have the best products, the most elegant, the most functional bird cages, animal cages, ring stands, toys and other pet products. The thank you notes, e-mails and phone calls from customers is what motivates me.

What is the biggest issue that needs more attention from the pet industry? From my perspective, the industry needs to find a way to provide information when disasters like floods, hurricanes or wildfires force people to evacuate and many animals are left behind. We need to help to find a better way to establish places of rescue and services for different types of animals. Many nonprofit organizations need the support of businesses, corporations and governments to provide help, but when it happens customers do not know what to do and pets get scared and lost, and many times is too late to get them back. Someone in the industry needs to organize a definitive kit with a list of local rescues and resources to inform the public of what to do in emergency situations.



STEPHANIE DAVIS

Owner
Mirage Pet Products
Years in the industry: 22

Who or what inspired you to get into the pet industry?

My great grandmother, my grandparents and my uncle. I grew up watching them put in long hours and hard work to keep our family's dream alive.

What do you feel is your biggest contribution to the pet business and/or pet owners? We try to make pet ownership even more fun than it already is! Everything we do is done with one underlying question - does it make pets and their people happier? We like to think that the 10,000,000+ collars we've sold since the 1950s have done just that!

What has motivated you over the years? I'm very driven to find a greater purpose in the work we do here at Mirage. We give a lot of money away every year to projects that are near and dear to me, and it's because of those projects that I absolutely love what I do. Who knew cat collars could provide clean water or that dog toys could provide scholarships? It's exciting to be a part of a bigger picture and that keeps me going in the hardest times.

What is the biggest issue that needs more attention from the pet industry? I think it's incredibly important for the industry to take care of our independent retail businesses. With big corporate retail operations, we just don't see a lot of innovation. We believe that the more the pet industry consolidates, the less creation and innovation we will see. We love the ideas and energy that come from the independent stores, they are absolutely necessary to keeping the industry growing and improving.



Phelps Pet Products
congratulates and thanks our own
Tedd Ellis for his decades
of commitment to the Pet Industry
and for being recognized as a
Pet Age Industry Icon!

Tedd Ellis
VP of Sales & Marketing
Phelps Pet Products
tedd.ellis@phelpspet.com



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on this prestigious and well-deserved honor!**

www.phelpspet.com



LINDA EASTON

President
International Professional Groomers, Inc.
Years in the industry: 47

Who or what inspired you to get into the pet industry?

I was introduced to dog shows and obedience training in 4-H with dogs and horses. The 4-H leadership led to a job in a kennel then learning to groom. My passion is animals and treating them kindly and with respect in handling and training. After college, I realized animals were still my passion, so my grooming hobby became my profession. My involvement with IPG grew from a desire to help all groomers increase their skills while having the skills and knowledge to treat all animals and their owners compassionately.

What do you feel is your biggest contribution to the pet business and/or pet owners? My biggest contribution to the pet industry was researching and launching the first Safety Certification program for Professional Groomers and Pet Professionals in 2014. Since that time, we have certified over 2,500 groomers and salon staff worldwide in grooming and handling safety, pet health and sanitation. These programs allow groomers and other professionals to be educated and acknowledged for their skill and compassion and allows pet owners to feel comfortable trusting their pets to a certified groomer.

What has motivated you over the years? I love getting calls and emails from groomers who complete their certifications and are happy and proud of what they are doing. The groomers who thank me for demanding compassionate handling and appreciating what they are doing is very energizing! Every call makes me want to work harder to help these groomers thrive.



TEDD ELLIS

VP, Marketing and Sales
Phelps Pet Products
Years in the industry: 20

Who or what inspired you to get into the pet industry?

I started my career in the advertising agency business and had the opportunity to work with PetSmart as a client and later on with Mars. That's when I fell in love with the pet industry and never really wanted to work in another category after that. I left for the client side in 2005 and started with what is now Healthy Pet and have stayed in pet ever since.

What do you feel is your biggest contribution to the pet business and/or pet owners? We help people express their love for their pet; I've always thought of that as the core of working in this industry. That was the sentiment of my first clients in pet, and I've kept that as a guiding principle to how I've been oriented in business and in working with customer and consumers.

How would you describe your leadership style and how has it shaped your success? My goal has been to create strong teams. I've tried to create circumstances where people have ownership in what they're doing. It is a leader's role to create the circumstance for people to use their skill and talents to do the work and share in or feel pride in the accomplishment.

What is the biggest issue that needs more attention from the pet industry? Pet owners are overwhelmed with the information coming at them. We need to make it less complicated for them to learn how to care for their pets. There could be more clarity that would help them understand nutrition, diets and how we communicate what we're making and how we make it.

CONGRATULATIONS!

Everyone here at Grandma Lucy's would like to congratulate Eric on his Pet Age Icon Award. His contributions to our company and pets around the world are too numerous to count. Eric is such a strong pillar to our Grandma Lucy's family and we cannot thank him enough for the past 21 amazing years.

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**DR. MARK FINKE**

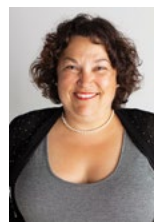
Owner
Mark Finke LLC
Years in the industry: 34

Who or what inspired you to get into the pet industry? After completing graduate school, I wanted to work someplace that I could help improve the lives of animals.

What do you feel is your biggest contribution to the pet business and/or pet owners? Developing products that go beyond industry/AAFCO standards and also improve the lives of pets including an FDA approved diet for reducing the risk of feline lower urinary tract disease. I've also developed diets to improve the nutritional content of feeder insects and help alleviate certain nutritional deficiencies commonly seen in captive insectivores and led a team that significantly reduced live pet (fish, reptiles, birds and small mammals) loss at retail.

What has motivated you over the years? The pets themselves. They are completely dependent on us for the health and welfare and we should do everything we can to improve the quality of their lives.

What is the biggest issue that needs more attention from the pet industry? As a scientist, I would say more research on the needs of the pet. For some species, we know a lot (but certainly not everything) to help those pets live longer, healthier lives. For other species, our knowledge is very limited and products are often developed with lots of assumptions that may or may not be true.

**DARA FORLEO**

Educator/Entrepreneur
The Whole Pet Grooming Academy
Years in the industry: 26

Who or what inspired you to get into the pet industry?

Thirty years ago, the grooming industry fell into my lap. Having attended Nash Academy in the late-1990s opened visions I dared to dream about. Now, my inspirational drive to continue with the growth for the industry comes every day from the students we work with, as well as the loyal team of instructors that support the Academy every day: Michelle Knowles, Cindy Buttrick, Malissa Conti-Diener, Anjie Coates, April Bejosh, Latifa Mee-na, Karen Sullivan, Chrissy Neumyer Smith and Jennifer Bishop-Jenkins.

What has motivated you over the years? My motivation comes from the happy pets that come for grooming, the number of students that grow and advance their passion into a career.

How would you describe your leadership style and how has it shaped your success? I am just one of the leaders on my team. This core group of women works together, and we have the freedom to bring new knowledge and development to the academy. Success is in the eye of the beholder, when all these women succeed, then I do as well. There is no "I" in "Team."

What is the biggest issue that needs more attention from the pet industry? There is a larger number of business owners who are lacking many skill sets necessary to run a business. Social media has become an easy way for people to communicate. This should not be an educational tool or a way for those to seek advice. Free is not always good and should be taken wisely, if one chooses to invest into themselves or their business, the less likely it will be to fail.

**JAMES HEIM**

President, Business Development
Central Garden & Pet
Years in the industry: 20

Who or what inspired you to get into the pet industry? I grew up in Little Rock, but my family had a cattle ranch in southwest Arkansas. My family always had many different pets on the ranch; turtles, fish, chickens, dogs, etc. I realized early of the positive bond that exists between humans and their pets.

After a successful career in cosmetics at Maybelline/L'Oréal, I met Glenn Novotny and Bill Brown. I made the decision to join Central Garden & Pet as president of the Pet Division. This has been my most rewarding career not only because of the great company Central Garden & Pet has become, but also because of the many truly dedicated people I have met at Central and throughout the pet industry.

What has motivated you over the years? Every day I see the loving and caring bond that exists between humans and their pets. This is especially true when I see the excitement of my grandchildren, nieces and nephews when they get to feed the fish in our pond. I see the lifesaving bond that exists between our veterans and their service dogs at The Pets and Vets program at Tony La Russa's Animal Rescue Foundation (ARF). I see the people who bring their dogs to the ballparks at the Bark at the Park events. In fact, over the past 20 years, Bark at the Park has raised hundreds of thousands of dollars for local pet shelters, including ARF.

What is the biggest issue that needs more attention from the pet industry? As the pet industry moves forward, I believe that we need to stress the importance of a healthy, responsible supply of pets. As my friend, Alan Levy, always states, "Nothing happens in the pet industry until a pet is sold." We need to continually promote and support a responsible and healthy supply of live animals.



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DR. LON D. LEWIS

Board Certified Veterinary Nutritionist
Pet's Best Life LLC & Rubicon Scientific LLC
Years in the industry: 38

Who or what inspired you to get into the pet industry?

I was inspired when chosen to fill the Dr. Mark L. Morris, Jr. endowed chair in veterinary nutrition. That was followed by the opportunity to work with him and Dr. Stanley M. Teeter to further enhance veterinary nutrition

knowledge and develop products to enhance the lives of animals.

What do you feel is your biggest contribution to the pet business and/or pet owners?

I authored the first three editions of "Small Animal Clinical Nutrition," the first two editions of "Feeding and Care of the Horse" and "Equine Clinical Nutrition." I helped found the American College of Veterinary Nutrition and develop some Science and Prescription Diets, Greenies, Yummy Combs, Enterolyte and pharmacologically active ingredients in pet foods.

What has motivated you over the years?

The success of products I have developed.

How would you describe your leadership style and how has it shaped your success?

Lead by work example and collaboration in the development of successful products.

What is the biggest issue that needs more attention from the pet industry?

Innovation of scientifically valid products instead of copycat products and marketing hype.



DAN MCDOUGAL

Director of Sales
The Natural Dog Co.
Years in the industry: 40

Who or what inspired you to get into the pet industry?

From the time I was a small boy, I always had an interest in all animals. I kept and bred dogs and birds for years, which led me to start selling pets when I was in junior high. I've always loved what pets bring to humans and

never could get out of the business.

What do you feel is your biggest contribution to the pet business and/or pet owners?

Promoting not just owning a pet but appreciating the good that comes from human-animal relationships. Teaching others that animals do have feelings and deserve respect.

How would you describe your leadership style and how has it shaped your success?

I am a firm believer that you teach by example. Attraction rather than promotion of good behavior in a business. Making sure people are told about the good they do and not just what is wrong. Treat your employees good and they will treat you good. Show people some of your personal sides, not just the business side.

What is the biggest issue that needs more attention from the pet industry?

Promoting pet ownership. Pet stores that have no pets in them, to me, is like a book store with empty shelves. Selling, adopting and breeding companion animals can be done in good and humane ways. The idea that selling an animal is bad has become far too accepted. Selling an animal in a wrong or inhumane way is bad, but promoting a loving relationship with humans and animals is good for all.



DR. MOLLY MCALLISTER

Senior Vice President and Chief Medical Officer
Banfield Pet Hospital
Years in the industry: 20+

Who or what inspired you to get into the pet industry?

I have loved pets deeply for as long as I can remember and feel fortunate that I grew up on a family farm. Because of that, pets were a natural part of life, and I was able to experience the joy and learning of raising and

caring for animals of all types. Dogs and cats, for certain, but also chickens, rabbits, horses, cows, sheep and more. The joy that my pets brought to me inspired me to go into a career in which I could return that favor, but also so that I could help other people experience the joy and love that pets bring to them. There was never any doubt in my mind that I would work in a job with animals, but it wasn't until my college years when an interest in science and medicine was really sparked and led me to entering veterinary school.

What do you feel is your biggest contribution to the pet business and/or pet owners?

At Banfield, we are passionate about and feel a responsibility to share our insights and resources with the broader veterinary profession to help promote quality-care practices and build sustainable outcomes for pets. I am particularly proud of helping to lead the development of publications like Banfield's Veterinary Emerging Topics (VET) Report, with the ultimate goal of advancing veterinary care and improve outcomes for our patients. The fact that data from the VET Report is used as the basis of continuing education for veterinary professionals and have been cited at the American College of Veterinary Internal Medicine's Annual Forum are particularly notable - when researchers of this caliber cite your work, you know that you have garnered respect from the profession and are making a meaningful impact for pets worldwide.



IAN W. MOSES

CEO and Founder
Aussie Pet Mobile, Inc.
Years in the industry: 25

Who or what inspired you to get into the pet industry?

I was living in Australia, and trying unsuccessfully to find a way to get my dogs groomed. I came across a young woman washing a dog in an old horse trailer and the entrepreneur in me immediately saw an opportunity

to provide a service that would have instant appeal and ongoing demand.

What do you feel is your biggest contribution to the pet business and/or pet owners?

I anticipated that pet owners would benefit from having a service that would provide convenience and a better experience for them and their beloved pets. This vision created an opportunity for the industry to grow and a way for pets to get the very best of care right in their driveway.

How would you describe your leadership style and how has it shaped your success?

I always manage from a place of loyalty and integrity. That management style has driven my business success and the success of my associates for over 50 years. I teach and mentor my associates and team members and then let them perform. I course correct as needed and then step back. Choosing the right associates, be they team members or franchisees, is a critical component in success.

What is the biggest issue that needs more attention from the pet industry?

The pet industry is on a very solid growth path. To sustain that growth and reach the next level, the industry will need a solid influx of pet-loving individuals. The most valuable thing the pet industry can do is to implement a recruiting program to help attract pet-loving people, in need of new career paths, to our industry. The entire industry would benefit from this.



Congratulations Ian W. Moses
CEO and Founder of Aussie Pet Mobile, Inc.
*on being named an **ICON** of the Pet Industry!*





ART PARADISSIS

Engineering Director
Mars Petcare North America
Years in the industry: 26

Who or what inspired you to get into the pet industry?

I have had all types of pets living with me for over 50 years from childhood through my adult life. I know the joy that pet ownership brings to me and others, and wanted to be part of an industry that provides for them. When I had the opportunity to join Mars Petcare's Columbus, Ohio, manufacturing site back in 1994—and heard that the company's purpose was A BETTER WORLD FOR PETS—I just knew that it was the perfect fit.

What do you feel is your biggest contribution to the pet business and/or pet owners?

I have had the opportunity to be part of so many great projects. One that I'm particularly proud of was the chance to be the project leader on a new Mars Petcare manufacturing site in Fort Smith, Arkansas. The opportunity to be part of that project from design concept to start-up, and to see the continued success of the site today, is an experience I'll always cherish.

How would you describe your leadership style and how has it shaped your success?

I strive to be trusting, humble and transparent with my team. At Mars, associates at all levels of the business are encouraged to take ownership and responsibility for their work and make decisions as if they owned the business. I see it as my responsibility to promote those behaviors by enabling my team and valuing everyone's perspective. I've been blessed to work with fantastic associates throughout my time at Mars who have always been supportive and dedicated. I wouldn't be where I am today without them.



STEVE SCHREKENHOFER

President / Owner
Leather Brothers, Inc.
Years in the industry: 45

Who or what inspired you to get into the pet industry?

My father inspired me to get into the pet industry. He was a shoe cobbler by trade but in his later years started making dog collars and horse tack. By working hard and long hours, he made a living for his family. Over many years, he taught my brother and me how to work, and instilled strong work ethics in us. When I was older, my brother and I started producing dog collars mostly for the hunting industry, but later ventured into the pet industry as well. We now produce thousands of items and sell worldwide. My dad taught me that through hard work you can achieve anything you set your mind to.

What do you feel is your biggest contribution to the pet business and/or pet owners?

Providing our customers with quality products made in the U.S.A. by a skilled, dedicated workforce. We take pride in providing excellent customer service, and have long-term relationships with our customers who depend on us to get products to them on time, whenever needed.

What is the biggest issue that needs more attention from the pet industry?

Product education is one of the biggest issues in the pet industry. Properly educated customers result in higher sales and end consumer satisfaction. We have an awesome customer service and sales department that is on call every day to answer any question or concern that arises. I'm a big believer in proper business ethics, when things are done the right way from the beginning it's a lot easier to correct issues later. As fellow Arkansan Sam Walton once quoted "We're all working together; that's the secret."



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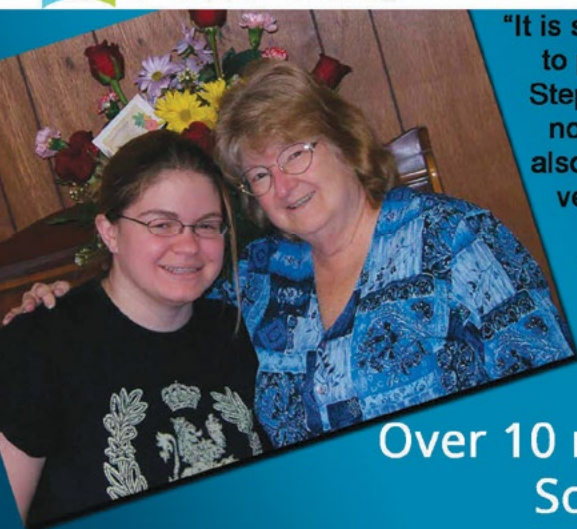
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Congratulations Stephanie!



"It is such a blessing for the business to pass on to our granddaughter Stephanie. It is wonderful to see it not only stay in the family, but also continue to prosper. We are very proud of her and all she has accomplished."

- J.R. and Betty McCullah
Original Owners



Over 10 million pets accessorized
Sold on 6 continents

More than 20,000 current retailers

Thank you so much for keeping this legacy alive and well!





ERIC SHOOK

Co-owner
Grandma Lucy's
Years in the industry: 21

Who or what inspired you to get into the pet industry?

We started as many of our retailers and our customers, as concerned pet parents. Lucy our English Cocker Spaniel was 11 years old and becoming extremely picky about what she would eat. We tried most treats on the market looking for one that was not only safe, healthy and worked with her skin allergies, but was one that Lucy would eat. After little or no success, we began to home cook Lucy's meals and treats. Surprisingly for a dog that had become very picky, she loved her home-cooked meals and treats. The next step seemed natural; we wanted to be able to offer to others the healthy and safe treats we were cooking for Lucy. Our ingredients and philosophy have not changed since we began in 1999.

What has motivated you over the years? We have three children and have had many pets over the years. Being there for them is always my No. 1 priority. Our extended Grandma Lucy's family has grown over the years to include our great staff and our customers. Many of them have been with us from the start. Keeping Grandma Lucy's at its best for them has always been a motivation for me, and I am grateful to all of them for their support.

How would you describe your leadership style and how has it shaped your success? I am very hands on and believe that people learn from experience. When working with others, I encourage them to not only learn the process but why and how each step of the process is done. By learning each step or a process, it has helped in making the best possible decisions for the longevity of our company.



DENNIS SPRUNG

President / CEO
The American Kennel Club
Years in the industry: 50+

Who or what inspired you to get into the pet industry?

I was inspired as a youngster, seeing quality purebred dogs and being inspired by their consistency and predictably in temperament and appearance.

What do you feel is your biggest contribution to the pet business and/or pet owners? Building bridges between the industry and elected officials at the Federal, state and local levels. Education of politicians and their staff is essential for the long term benefit of pets, in my case dogs, as well as the human canine bond. I am also proud of having created DOGNY, with the blessing of the AKC Board, two days after the 9/11 attacks. We raised \$3.5 million in six months, which was donated to search-and-rescue teams that came to aid those in Washington DC, New York City and Pennsylvania.

What has motivated you over the years? The love and passion to produce quality, healthy dogs for the public and those in our core constituency as responsible owners and breeders.

How would you describe your leadership style and how has it shaped your success? To respect everyone's dignity, listen and respond. Understanding that no one can please everyone on each topic. Nevertheless, there is ample opportunity to improve the world we and our dogs live in.

What is the biggest issue that needs more attention from the pet industry? Collaboration from each and every facet of the industry on an ongoing basis.



ERIC UDLER

Producer
Super Pet Expo
Years in the industry: 20

Who or what inspired you to get into the pet industry?

All of us have the greatest pet and everyone is right. My boy Chandler was a 70 pound weimaraner who inspired me to develop Super Pet Expo into a pet shopping extravaganza. Our annual events in Edison, New Jersey, and Chantilly, Virginia, are a pet lover's paradise.

What do you feel is your biggest contribution to the pet business and/or pet owners? Creating a pet shopping marketplace is simply bringing buyers and sellers together under one roof. There is no better feeling than observing commerce being done by like-minded pet lovers and everyone is smiling. Many of our exhibitors are testing new and innovative products and/or designs to see if there is a want or a need from the tens of thousands of pet lovers who attend our shows.

What has motivated you over the years? Motivation comes from within and my mantra is "under promise and over deliver." Creating fun events and activities for the pet owning public year after year challenges our crew to be innovative. All of us enjoy the challenge when it comes to producing an event that will keep pet owners and their pets coming back year after year. Man I love what I do.

How would you describe your leadership style and how has it shaped your success? A seasoned motivator and team player is how many would describe my leadership style. I expect results and often celebrate the thrills of ringing the sales bell, setting goals and exceeding them, and proving the naysayers wrong.

What is the biggest issue that needs more attention from the pet industry? We need to encourage innovation in the pet industry, especially tech products. I would love to see more development in the pet tech sector.

Congratulations,
Steve Schreckenhofer!

Thank you for your dedication & leadership! We are honored to have such an amazing leader serving our team and pet community. Way to go & well deserved!

45 Years of American Made Pet Products



Dr. Lon Lewis

DVM, PhD, DACVN

Investor/Formulator—Board Certified Veterinary Nutritionist
Pet's Best Life, LLC

Years in the Industry: >50

*Congratulations, Lon, on this
well-deserved honor!*

Dr. Rebecca Remillard, DVM • Dr. Stan Teeter, DVM
Dr. Joe Roetheli, entrepreneur

A Pet Industry ICON! The Life of a Winner

Dr. Lon Lewis is an amazing, CHARACTERED® man; a library of information on companion animals. He was raised in Wyoming and Nebraska with dogs and horses. He became endeared to companion animals and has devoted over 50 years of love to their health and wellness. Lon and his wife, Nancy, enjoy their summers riding horses and watching wildlife on their ranch in beautiful mountains of northern Colorado.

Lon earned a Bachelor of Science in Chemical Engineering, then a DVM, and later a PhD in Physiology. He is one of about 100 Board Certified Veterinary Nutritionists in the world (for perspective, there are over 100,000 veterinarians in the United States). Dr. Lewis authored the first three editions of *Small Animal Clinical Nutrition* and authored a number of other companion animal books and hundreds of journal articles!

We salute Dr. Lewis for his contributions over the past 50 years to the Companion Animal Industry; they are many and significant. Examples of branded animal products in which he played a significant role in commercializing include:

- **Enterolye Plus** (developed oral re-hydrant for animals as a Ph.D. student); **Science Diet®** (formulated a number of these pet products). **Greenies®** (refined formula and aided with the marketing) of product that became the #1 selling dog treat in America; **Pill Pockets®** (evaluated acquisition by S&M NuTec) of product—*became the #1 pilling treat!*
- Most recently, Dr. Lewis and Dr. Roetheli teamed again to invent and patent the functional, hexagonal-shaped dog treat, **Yummy Combs®** for Pet's Best Life—*This Shape Matters!* An ingenious oral health care product, **Yummy Combs®** is packed with 44% superior quality protein, it is complete & balanced, and contains 12 additional wellness ingredients for your pet's best life—a new generation of pet treats!



YummyCombs.com



Pet's Best Life™

PetsBestLife.com

Congratulations to the 'Savant' from co-workers at Pet's Best Life!

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Kelley

Paula

Russell

Mark

Corrine

Ted

Judy

Jim

Dan

Nancy

Mike

Melissa

Joe



JERRY WILSON

President
Jerry Wilson & Associates, Inc.
Years in the industry: 40+

Who or what inspired you to get into the pet industry?

While in college, I had a part-time job in an animal health distribution warehouse where I did everything from stocking shelves, picking orders to delivery work.

As I graduated with a degree in Criminal Justice in 1980 and was a week away from heading in to the police academy, I decided that, at 20 years old, I was not ready for that line of work, so I asked the company (Walco) sales manager if I could take a shot at pet supply sales. They told me they would give me a "three-month trial" to see how I would do, since I had never been in sales—40 years later, here I am.

What do you feel is your biggest contribution to the pet business and/or pet owners?

Consistency and trust. I've never considered myself a particularly great salesperson, but I've always showed up when I was supposed to, and I gained the trust of the customers I have enjoyed working with over the years in both retail and wholesale pet supplies.

What has motivated you over the years? I have always believed in the old Zig Ziglar statement: "You can get everything in life you want, as long as you just help enough other people get what they want."

What is the biggest issue that needs more attention from the pet industry?

Better support for the hard working independent, regional brick-and-mortar pet supply stores. Working with these great people is how I have made my living for the past 40 years. We need more companies to respect what these people do and how difficult it is to fight against the big box, grocery and e-commerce competitors they have to deal with every day.



DAVID YASKULKA

CEO
Nature's Logic
Years in the industry: 20

Who or what inspired you to get into the pet industry?

Over the years, it's JP, Jasmine, Rajah, Sterling, Bert, Maya, Erebus, Zebulon and Samson, of course! But even that credit belongs to my wife Debbie, our sons Ben and Noah and my parents—nothing inspires the love of pets more than a loving family! Industry giant Steve Marton of VisioCap first brought me in full time, teaching me more about the pet world than anyone, while inspiring me to keep getting better.

What do you feel is your biggest contribution to the pet business and/or pet owners? Showing how exemplary corporate social responsibility is good for business.

What has motivated you over the years? Liz Baker of GreaterGood.org and Caitlyn Dudas of the Pet Sustainability Coalition inspire me daily to see just how huge a positive impact our industry can have, if we work together. Neighborhood pet pioneers including Michael Levy and Mark Witriol of Pet Food Express, Mike and Trish Elkind of Pet People, and all of our amazing independent pet retailers and distributors demonstrate the power of "Thinking Globally, Acting Locally."

How would you describe your leadership style and how has it shaped your success? At Nature's Logic, I'm blessed to work with people who know much more than I do. I try to make sure their hard work helps create the world they want for themselves, their children and their community.

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Are You Feeding the Big Cat in Your Center Store?

By Joe Toscano, Vice President, Trade & Industry Development at Purina

There are a number of reasons why the nearly 89 million cats in U.S. households are finding more wet food in their dish these days.

First, cat parents are learning about the health benefits of feeding cats wet food, as it ensures the cat is well hydrated and also provides high-quality protein to support lean muscles. Secondly, cats naturally crave a range of flavors and textures, many of which are closer to how their ancestors ate in nature.

All of these factors lead to 63 percent of the nearly 44 million cat food buyers adding wet cat food to their shopping lists.

So why should retailers care?

Wet cat food is currently the second fastest growing segment within the cat food category, and it's expected to grow six percent over each of the next three years. And sales tend to be incremental, with more than half of shoppers purchasing both dry and wet cat food.

Wet cat households also make 14 trips and spend an average of \$121 on wet cat food over the course of the year. That's compared to 7.7 trips and \$88 spent per year by dry cat food shoppers.

How can you feed incremental sales in the pet aisle?

- Expand your wet cat section to allow for more variety. Much like the animals they care for, wet cat food shoppers are looking for variety cats instinctually crave.
- Variety of inventory is actually the top consideration when wet cat shoppers choose a brick and mortar retailer, with one in five shoppers leaving the store if their retailer doesn't offer the variety they are looking for. Wet cat food shoppers are not only looking for variety of flavors and forms, but also package size and price tiers. Currently, many wet cat food sections are only eight feet. Expanding to 12 feet allows retailers to dramatically increase their assortment and sheer presence in wet cat.

- Feed increased consumption through larger variety packs and multiples pricing. Ongoing promotion on larger wet cat variety packs and higher multiples pricing, i.e. 10 or 20 are key. The larger the multiple, the higher potential purchase from your shoppers. Across all categories, we've seen a shift to behaviors that reduce the number of trips to a brick and mortar store. Among cat owners, eight of ten have changed their shopping behavior due to COVID. A third of this group is shopping for cat products online or having them delivered. With this change, we see a shift in wet cat food purchasing from single cans to variety packs. Variety packs and multiples pricing drive more units per trip and ultimately move more units per year.

- Emphasize new opportunities for cat owners to feed wet. Feeding wet cat food is not only good for cats, but it allows owners to connect with their pets. There is a new trend towards wet cat complements and treats, like Fancy Feast Broths and Fillets, which provide new feeding occasions for cats and the people who love them. Consider featuring these products on an endcap as a basket builder.

With the increased consumer awareness around the benefits of wet cat food, and the strong bond between owners and their variety-seeking companions, the wet cat food market is primed for growth over the next several years.

What are you doing now to capitalize on this trend in your store? Are you featuring 12 feet of the wet cat food varieties your shoppers are demanding? Are you using multiples pricing every day and on promotion? Using these simple strategies can feed incremental sales in your pet aisle for years to come.





HEALTHY SNACKING

Freeze-dried treats provide consumers a guilt-free way to spoil their pets.



Innovation has been at the forefront of the pet food and treat categories, and brands like Canada-based PureBites are major drivers that set the current trends. Marc Cathcart, president of PureTreats, offers his insight into the freeze-dried treat topic and how PureBites continues to look to the future for the next big thing.

WHAT INSPIRED PUREBITES TO GO THE FREEZE-DRIED TREAT ROUTE WHEN THE BRAND WAS FORMED IN 2005?

Our vision when we started PureBites was to provide the finest healthy pet treats, focused on our core principle of asking pet parents to turn the bag around and look at our natural and pure ingredients. When PureBites was born in 2005, most dog and cat treats being sold were filled with artificial ingredients and preservatives. It was like going to a grocery store and buying a bag of chips for your pet. As pet owners ourselves, we thought pet parents would

love to buy healthy, nutrient rich treats for their furry loved ones that they might find at their local butcher. We introduced PureBites to pet parents in 2006 with our first one-ingredient treat: PureBites 100 percent pure raw, freeze-dried, human -grade beef liver, and we followed that introduction with our very popular 100 percent pure raw, freeze-dried chicken breast treats.

Today, PureBites is a leading brand in the freeze dried category. We've spent the last 15 years working with retailers and educating pet parents about the benefits of one-ingredient, raw, freeze-dried treats. We invest heavily in sampling, spreading the word in social media, as well as advertising and in store support like displays and shelf talkers.

Pet owners are undeniably more conscious of what they are feeding their furry loved ones and they want to know what inside their bag of treats. According to Acosta, 66 percent of millennials are looking for pet products with natural and fresh ingredients.

We also strive to give back to the pet community as much as possible, our promise as a company is to make pets lives healthier and happier. During these unprecedented times of the COVID-19 pandemic, we really wanted to support the pets and pet parents who were in the greatest need, so we donated over 800,000 treats and 13,000 meals to the ASPCA and Toronto Humane Society.

DO YOU FEEL THAT FREEZE-DRIED TREATS ARE A HEALTHIER OPTION THAN TRADITIONAL TREATS?

Raw, freeze-dried treats offer such amazing benefits for dogs and cats. Freeze drying is a delicate process that preserves the structural and nutritional integrity of fresh whole raw food. Dogs and cats receive the nutritional benefits that raw proteins have to offer including high protein levels, low calorie levels and high levels of essential vitamins nutrients and minerals like Omega-3 and 6, taurine, iron and zinc. Freeze-dried treats are also perfect for dogs

and cats that are overweight, diabetic, have allergies, gastrointestinal disorders, or are on a restricted diet (low carb, low sodium, low calorie, no wheat or raw).

Since our treats are freeze dried, there is no need to add fillers, binders, or artificial flavors like traditional pet treats.

Freeze-dried treats are known to hold their nutritional value for longer and have a long shelf life too. This makes them a great option to stock up your pantry for emergency situations or if you do not like to shop often.

Finally, freeze dried treats are also highly palatable as freeze drying locks in the raw aroma, texture, and freshness of proteins that pets crave. Dogs and cats go absolutely crazy for our PureBites raw freeze-dried treats.

ARE ALL FREEZE-DRIED TREATS CREATED EQUAL?

Not all freeze dried treats are created equal, so it's important that pet parents look for these key features when assessing a new treat for their dog or cat.

First, pet parents should turn the bag around and look at the ingredients. You want to see a limited number of ingredients, preferably only proteins. No fillers or preservatives.

Second, make sure those ingredients are of top quality. Be on the look out for where they are sourced, is the salmon or fish wild caught and are they made using human-grade ingredients.

Next, you need to assess the company that manufactures the treats. Do they have proven quality processes? Any recalls? Where are the treats made? All PureBites freeze dried treats are made in the USA with human grade ingredients. PureBites production processes are best in class in-



cluding standards such as GMP, BRC, SQF, and HACCP. With tens of millions of bags sold to date, pet parents can trust our treats are of the highest quality.

Lastly, you want to look at the treats themselves and make sure they fit your needs. For example, many pet parents use freeze dried treats to train their pets, but many treats are hard to break or just fall apart. The PureBites chop can easily be broken into smaller pieces and is the considered the treat of choice for many professional trainers.

WHAT ARE THE LIMITATIONS TO THE VARIETIES OF FREEZE-DRIED TREATS?

At PureBites there are not many limitations. Our team is constantly searching the globe for new unique raw protein sources that will make pets go crazy, but also offer the nutritional benefits pet parents want in their treats. Currently in our treat lineup, we offer 10 raw protein flavors for dogs and 13 raw protein flavors for cats. Examples of some PureBites raw proteins include 100 percent pure duck, salmon, cheese, lamb, shrimp, tuna, minnows, turkey, and ocean whitefish.

WHAT DO YOU BELIEVE THE FUTURE HOLDS FOR FREEZE-DRIED TREATS?

At PureBites, we are so excited about the future of the freeze dried category. Ev-

ery year we have seen growth in this category as more and more pet parents jump on board. We see nothing but continued growth over the next five years, as more retailers support raw, freeze-dried and more pets try and experience the benefits of raw, freeze-dried.

As a trailblazer in this category, PureBites is constantly bringing new innovations and ideas to the market that will satisfy the demands of pet parents and the health of their pets today but also in the future.

Recently we introduced a new line of raw freeze dried training treats called Mini-PureBites Trainers. These new treats will offer pet parents the chance to train their dogs or treat their small dogs with specially cut small pieces of raw freeze dried beef liver, chicken breast or lamb liver. All three options are made with only one human-grade ingredient and they are all 100 percent natural, pure, gluten free and easy to digest with no preservatives. These treats also offer a great value with a bag of Mini-PureBites Beef Liver Trainers having on average 300 training treats per bag for a suggested everyday retail price of \$7.99. We also just introduced our jumbo size bag of dog treats in 100 percent pure beef liver and chicken breast. Our PureBites jumbo size bags are packed with over six pounds of raw protein and 1,000 treats per bag. **PA**





AT-HOME GROOMING

To remain competitive in the pet care industry, it's important to identify and meet the wants and needs of consumers. The grooming sector is wide ranging with a varied selection of specialty products that cover pets from their nose to their tail. However, as pet needs and customer desires continue to evolve, so too should the offerings of manufacturers and pet retailers.

A good number of pet parents who would normally take their dog or cat to a professional groomer have been forced to change their regular routine due to the pandemic. Some have taken to the services of mobile groomers, while others have taken the leap of the DIY grooming after doing some research.

What should retailers be stocking in their grooming aisles?

As with all areas of pet care, today's pet parents are seeking grooming products that consider the health of their companion animal in addition to its cleanliness. And if the supplies are of such a quality that has them being favored by grooming professionals, then pet parents are going to feel confident in their effectiveness. And when it comes to in-demand products, innovation is sure to top the list. After all, what pet parent can pass up salon-quality, pH-balanced shampoo for their furbaby?

It's vital that retailers research the category, which includes not just shampoos, conditioners and detanglers, but also brushes, nail trimmers and cleansing wipes. In addition, mistakes are bound to occur, so it's vital that first aid kits are made available to consumers.

TRUEBLUE CAT WIPES

TrueBlue's Cat Wipes use an all-natural cleansing solution that is mild yet effective. The ingredients include milk, which gently cleans even the most delicate skin, and honeysuckle, which has anti-microbial properties and also imparts a light, fresh scent. Each tub contains 50 extra-thick, pre-moistened wipes.

www.truebluepets.com

CLOTIT NATURAL BLOOD CLOTTING POWDER

ClotIt is a non-staining, blood-clotting powder made up of all-natural minerals designed to rapidly stop bleeding in minor to severe external wounds. ClotIt is not a harsh styptic and is non-stinging. It does not stain or clump and has an unlimited shelf life. It is available in single use packets, 1-, 2.85- or 5-ounce applicator, and a full Retail Pet First Aid Kit.

www.groomershelfer.com



SAFARI BY COASTAL GROOMING PRODUCTS

Packaging for Safari grooming products is getting a fresh, professional look and feel. Color-coding at the top of packaging reinforces clear and quick consumer decisions. Standardized packaging footprints allow for clean and organized retail walls. PVC has given way to more environmentally friendly PET when plastic is necessary.

www.coastalpet.com





BO DEREK PET CARE

These grooming products are pH balanced and contain exotic botanicals and amino acids that nourish, soothe and protect a dog's coat to give it a show-quality sheen. The brand's patented fragrance is formulated to neutralize canine malodors, not simply mask them. All Bo Derek Pet Care products are manufactured in a solar-powered, clean-water facility in California.

www.boderekpetcare.com



BEEPS BY PET SOCIETY PET PRODUCTS

The most popular pet grooming brand in Brazil has officially arrived in the United States. Beeps by Pet Society introduces a full line of salon-quality bathing and grooming products, including specialty shampoos, conditioners, detangling spray and grooming accessories. Beeps combines bright packaging and fun fragrances with safe and effective formulas designed specifically to meet the needs of pet owners.

www.petsocietystore.com



BUDDHA BUBBLES

The new Buddha Bubbles shampoo is made with organic ingredients for sensitive skin, a biodegradable plant-based cleanser, and is both antiseptic and antifungal. It aids in itch relief, prevents shedding and reduces redness, scaling and skin inflammation. The conditioner works as a pest repellent and is naturally antibacterial. It treats dry scalp and irritation, helps detangle, prevents shedding and fights dandruff.

www.barkingbuddhapetproducts.com



SMOOCHIES SCRATCHER

The Smoochies Scratcher silicone pet brush has an adjustable strap and is flexible to fit on your hand or strap to a piece of furniture. Made of soft rubber, this toy is washable. And not only is it great as a toy, but it also is practical for proper hygiene of your pet. Comes in pink, blue and yellow.

www.petsmoochies.com

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TRENDS & PRODUCTS

KAYTEE PRO-NAIL TRIMMER

Kaytee's Pro-Nail Trimmer is a professional quality nail trimmer designed for small animals and birds. It is perfectly sized to make quick and precise cuts to help prevent nails from breaking or snagging. It measures four inches long with an easy grip handle and finger rest.



www.kaytee.com

MIRACLE CARE GROOMING

Miracle Care offers a line of grooming products that has stayed on-trend. For dogs with sensitive skin or that don't love bath time, it has a variety of products for all skin/coat types. For owners who may find it hard to make the time because of their busy schedule, the foaming waterless shampoo is a great option to get pets clean without the mess. Miracle Care also has a line of tea tree oil products to brighten and condition the coat.

www.miraclecarepet.com



TROPICLEAN OXYMED

TropiClean OxyMed solutions help stop itching fast! The gentle yet powerful solutions are paraben-free, soap-free and dye-free, helping soothe dry, itchy, irritated and inflamed skin. TropiClean OxyMed solutions are safe for both dogs and cats and proudly made in the United States.

www.tropiclean.com



KENIC RETRO PET SHAMPOOS

The KENIC Retro line by Glo-Marr includes hip shampoo formulas to meet grooming needs. All shampoos are soap- and detergent-free so they will not strip the coat, and they can be used with spot-on flea treatments. For use on cats, dogs, ferrets and rabbits. Made in the USA; family owned and operated.

www.glomarr.com



BEST SHOT 3-STEP SYSTEM

Based on the science of hair and shedding undercoat, Best Shot's 3-Step System of products work together to release more shedding undercoat in the tub and while blow drying. Each product smooths the coat, which safely releases shedding undercoat. This enables the power of one's water pressure and hair dryer to effectively replace the damaging effects of combs and brushes with water and air.

www.bestshotpet.com



EXOTIC PROTEINS

Dog foods with crickets as the main ingredient. Freeze-dried or jerky treats consisting of rabbit, alligator, opossum, mutton or boar. Exotic diets are gaining traction while treats made with novel proteins are becoming more prevalent on pet store shelves. The reason for this trend is simple. Food and treats featuring uncommon ingredients are catching the eye of consumers wanting their dog or cat to indulge in unique flavors and benefits.

EAST CAPE BY ZIWI



The first place on earth to see the sunrise, New Zealand's East Cape is the inspiration behind ZIWI's East Cape Provenance recipe. Featuring free-range mutton and goat combined with a blend of wild-caught fish from Cape Reinga, it's a perfect topper or complete meal that your pet is sure to love.

www.ziwpets.com

DOG'S BEST FRIEND

A leader in dog training accessories for canines and their owners — Blue-9 strives to make life easier by developing great products for training and delivering a better connection between pet owners and their beloved four-legged friends.

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TRENDS & PRODUCTS

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Jones Select features exotic and organic protein options, unique nutritional blends and training treats. Highly palatable alligator, pheasant and wild boar jerky-style bars are high in protein. Jones Select contains no chicken or poultry by-product meals and are made using natural ingredients with no artificial flavors, colors or preservatives.

www.jonesnaturalchews.com

VITAL ESSENTIALS FREEZE-DRIED RABBIT EARS



These treats have been called “nature’s dental floss,” promoting oral health and mental stimulation. Freeze-Dried Rabbit Ears are just that – rabbit ears – and one of the more exotic treats you can give your four-legged family member. These single-ingredient treats are free from added hormones and antibiotics with no added fillers, flavorings or rendered by-products. They’re gluten free, grain free and guilt free.

www.vitalessentialsraw.com

JIMINY'S DOG FOOD

Jiminy's is seeking to combat the effects of climate change by challenging both the pet industry and pet owners to rethink traditional meat proteins. Jiminy's insect protein dog foods comes in two flavors: Cricket Crave and Good Grub. Both formulas focus on a dog's gut health and are pre-biotic, hypoallergenic and highly digestible. These formulas are sustainable and eco-friendly dog food options, and switching one dog from a chicken-based diet to a cricket protein diet saves 480,000 gallons of water per year!

www.jiminy's.com



TIKI CAT AFTER DARK

Tiki Cat After Dark takes wet to a whole new level, with unique proteins like duck, quail and pork in a safely prepared and ready-to-serve food. After Dark contains high moisture, which gives cats the supplemental water they need. The hand-packed cans offer a complete and balanced diet for all life stages.

www.tikipets.com



WATER BUFFALO EARS

Wild Eats is known for its range of top-quality water buffalo products, including natural water buffalo ears. Buffalo ears are a natural, single source of protein perfect to satisfy a dog's natural cravings. They are made from natural water buffalo, which are free range and grass fed for the highest quality chew. The natural texture of the water buffalo ear helps to clean teeth and gums. Wild Eats water buffalo ears are also gluten free and grain free.

www.wildeats.org



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BACON POP-ITS FREEZE-DRIED TREATS

Stewart Pro-Treats is launching its patent-pending Stewart Bacon Pop-Its Freeze-Dried Dog Treats. This treat line will add sizzle to store shelves, since it's the only treat with USDA-certified bacon as the first ingredient. Stewart's Bacon Pop-Its Treats offer dogs more protein, fewer ingredients, less calories and no artificial flavors, colors, preservatives, corn, wheat or soy.

www.stewartpet.com



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FEEDERS & BOWLS

Despite being so vital to a pet's health, bowls and feeding systems might be one of the most overlooked sectors in the pet care industry. Water and food bowls are continuing to evolve into stylish and sophisticated accessories. For retailers, it's an area that could boost revenue when handled correctly. It's a good idea to ask customers some questions regarding how many pets are in the house, their sizes and their eating and drinking habits. It could result in sales of a high-tech system, elevated bowls or dual dishes.

SUPERMAX BOWLS

SuperMax bowls are a unique square shape made with extra-heavy duty sand-casted aluminum construction with simple designs on brightly colored ceramic interiors. They're now made with an anti-skid base.

www.indipets.us



ECO-FRIENDLY 2-IN-1 PET DISH

Eco-Friendly Pet Dish is a 2-in-1 cat or dog bowl that can be taken anywhere. It's perfect for camping, hotel rooms and even a picnic at the park! It snaps together for easy travel and it doesn't absorb odors. The best part of this Eco-Friendly Pet Dish is it's BPA free, non-toxic and made out of plant-based material, which makes it completely biodegradable. Available in three colors: Baby Green, Baby Blue and Baby Pink.

www.petique.com



PETSAFE UPGRADED PET FEEDER

The upgraded PetSafe Automatic 2 Meal Pet Feeder features easy-to-use dial timers so owners can schedule two meals up to 24 hours in advance, in half-hour increments, to consistently feed their pet on time. This upgraded model also includes a tamper-resistant design to prevent persistent pets from accessing their meals early. The feeder features a modern design offered in a new grey color to blend with any home décor.

www.petsafe.com



K-REX KLEANBOWL

The K-Rex disposable reptile bowl decreases the risk of disease for pets and owners. The steel bowl frame holds a biodegradable, disposable and compostable bowl, and is weighted to prevent tipping. The low profile provides easy access while keeping substrate out of the bowl. This product comes with three Nourish-Pet refill bowls; refill packs available. It is completely reptile safe.

www.kinninc.com



THE OVAL BOWL

The Oval Bowl is great for cats that are susceptible to whisker sensitivity or whisker stress (causing them to not eat) because the flatter and wider bowl mimics the shape of whiskers, which helps reduce stress. The stainless material helps reduce the risk of bacteria, which causes chin acne, and the slight wall incline prevents messes. The bowl holds three ounces of canned food.

www.petmate.com



INTRODUCING



ELEMENT SERIES

Element Series is the newest member of the NutriSource family. These new recipes feature high animal protein diets with our proprietary Good 4 Life Plus system specially formulated and optimized for proper digestion of high animal protein inclusion diets.

NutriSource Element Series brings forth an evolutionary primal diet matching the best elements of nature's intention with cutting edge nutritional concepts to provide canines with unsurpassed gut health and whole-body health.



COMING SOON

nutrisourcepetfoods.com

TRENDS & PRODUCTS

FIJI BOWL

Fiji non-slip stainless steel bowls are a perfect mix of function and style. The non-slip TPE is designed to prevent the bowls from slipping or scratching while offering a unique and modern look. The TPE hugs the exterior of these bowls, offering a sleek and decorative pattern.

www.petrageousdesigns.com



MESSY CATS DOUBLE SILICONE FEEDER

The non-slip silicone base prevents damage to floors and holds two stainless steel bowls in place for cats. It also contains any further messes with the wide lip and raised edge border. Made from FDA approved food grade silicone, it is also stain and odor resistant.

www.messymutts.ca



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FOCUS ON ALLERGIES

There are two areas when it comes to the topic of allergies. First, there are humans who are allergic to pet urine, saliva or dander. Second is the issue of pets that are themselves allergic to something, which could result from an item it comes in contact with, that it eats or even inhales. Thanks to the pet care industry, pet parents have access to a variety of foods and health products to combat this problem.



PURINA PRO PLAN LIVECLEAR

Purina Pro Plan LiveClear is the first and only cat food shown to reduce the allergens in cat hair and dander. Pro Plan LiveClear offers great-tasting, outstanding nutrition in an everyday food. When fed daily, it significantly reduces the allergens in cat hair and dander. LiveClear is fortified with guaranteed live probiotics for digestive and immune health as well as natural prebiotic fiber that nourishes specific intestinal bacteria for digestive health.

www.proplan.com

2-IN-1 GRAIN FREE ORGANIC SHAMPOO AND CONDITIONER

Pure and Natural created a grain-free, USDA certified organic shampoo for dogs with skin sensitivity issues. This formula relieves itching and smooths dry brittle coats. Made with organic mint and lavender, 2-In-1 Grain Free Organic Shampoo and Conditioner creates a calm and relaxing bath.

www.pureandnaturalpet.com



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TRENDS & PRODUCTS

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The pure and natural formulation of Squarely Natural primarily uses only four minimally processed, high-quality ingredients. Squarely Natural pet food is especially amenable to pets with food sensitivities. It is free of the corn, wheat and soy fillers that are found in many other brands. In fact, it is free of all fillers and chemical preservatives. SquarePet is proud to maintain all manufacturing of its products, including Squarely Natural pet food, in the USA.

www.mysquarepet.com



SUPER PET NUTRITION

Veterinary-recommended Super Pet Nutrition by Sovereign Laboratories is nature's super-food for dogs and cats. Bovine colostrum is the amazing whole-body wellness ingredient in Super Pet Nutrition. Super Pet Nutrition helps relieve allergies, supports a healthy digestive system, supports joint health, promotes a soft and silky coat, and supports natural energy and stamina. The colostrum in Super Pet Nutrition is collected from the first milking of dairy cows, which are pasture-raised, growth hormone-free and antibiotic-free. It's non-GMO, gluten-free, and Halal- and Kosher-certified.

www.sovereignlaboratories.com

BIORESILIENT

BioResilient is designed to promote healthy skin and less discomfort while addressing environmental allergies. Mangosteen addresses allergies while supporting intestinal health. Curcumin is a strong antioxidant found in turmeric, and quercetin stabilizes the cells and releases histamine in order to maintain proper levels within a dog's system.



www.inclover.com

HEALTHY PAWS HERBALS ALLERGY + ITCH RELIEF

Healthy Paws Herbs Allergy + Itch Relief was created for pets with an itchy skin/coat associated with allergies and/or sinusitis, red eyes, dermatitis, eczema, rash and excessive mucus in the eyes and/or nose. The formula has a drying effect as well as anti-itching. Simply add to pets' water or food. Healthy Paws Herbs offers safe, natural and non-toxic allergy and itch relief.



www.healthypawsherbals.com

FIDIOBOTICS IMMUNO BOOSTO

Every Immuno Boosto stick pack is bursting with 20 billion CFUs of funk-fighting strains of probiotics, plus a proprietary blend of eight mushrooms, eight herbs and other immune-boosting ingredients. Immuno Boosto aids a dog's digestive system. Created for pups with seasonal allergies or feeling the funk from a cold. Immuno Boosto contains no chicken protein and won't cause any issues for allergic pups.



www.fidobiotics.com

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*When compared to Kaytee Timothy Hay

**Based on Nielsen data 01/25/20



SMALL ANIMAL EXPERTS

Supreme makes ethically sourced, species-specific products for small pets.

Pet Age recently conducted a ZOOM interview with Claire Hamblion, marketing manager for UK-based Supreme Petfoods, to learn about its veterinary-recommended, species-specific foods for small companion animals.

How did it all begin for Supreme Petfoods in 1991?

A: Back then, Supreme Petfoods wasn't a company. Instead, there was a farm in the heart of agricultural land in Suffolk, England. The farmer started bagging up their hay and straw for local pet stores initially. But they soon started to understand that the foods available for small pets at that time offered poor quality nutrition and were upset to find that diets were not tailored to meet the specific needs of each pet species. At that time, there was already a huge selection of foods for cats and dogs tailored to their nutritional needs and even lifestyle. With increased understanding, the passion grew to improve the lives of small pets.

We're now a company that provides food for small pets all around the world, but here at Supreme, our passion has never died. We believe that small pets deserve so much more and need the same quality of nutrition that is available for cats and dogs. We know that how our pets are fed makes a big difference to their health and well-being and take our role in that very seriously.

Can you describe the team of veterinarians and nutritionists who help develop the brand's recipes?

A: We have a very established team here at Supreme. Claire our Marketing Manager and Nick, who specialises in developing nutritional products for small pets, have worked here for many years, as have most of the team. We're a dedicated bunch who live and breathe small pets. We've even been known to experiment with new product formats and recipes in our own kitchens!

We also work with a network of vets and have close relationships with independent specialist vets, such as Molly Varga in the UK and Charly Pignon in France. That allows us to always be aware, not just of the latest scientific findings but also what's actually happening out there in vet practice and the conditions that are being seen. Add to that a network of welfare organisations and daily conversations with small pet enthusiasts and it all adds up to a whole lot of knowledge about small pets and their owners.

How would you describe the ethics that drives Supreme Petfoods?

A: The science is important to us and a real driver for our product development. What we don't put in—such as ensuring sugar is not added in the form of syrups or molasses and ensuring no meat can ever contaminate a herbivore diet—is as important as what we do put in. We select only the best quality ingredients, use fixed formulas and ensure total traceability. It's about working to a high standard.

Our biggest watchword is trust—we understand that pet parents need to trust us to work with integrity and to put the needs of their pets first. That also means being aware of our obligations to the planet and the local communities we work alongside.

What sets Supreme Petfoods apart from its competitors?

A: What makes us different is our pet food pellets are extruded, rather than cold-pressed. It's a product format we have gained a good

deal of expertise in and one we have developed to suit the needs of small pets. As an extruded pellet is produced under temperature and pressure, we don't have to include sticky syrups to bind the ingredients together or to make the high fiber palatable. Being able to avoid unnecessary sugar intake is a really good option for small pets and ideal for digestive health. Pets love the light, crunchy texture of our extruded pellets, which makes it an easy format to introduce and switching over in a two-week period is usually quite easy, with small pets eager to try their new tasty, healthy diet.

We also complement the food with a range of tasty, healthy baked treats that are rich in natural ingredients, high in fibre and again have no added sugars.

It's making quite an impact in pet stores across America and we're pleased to be making a difference.

Which varieties of Supreme Petfoods are most popular in the United States?

A: It's all about the extrusions in the United States right now. Selective Rabbit Adult and Guinea Pig, our cornerstone extruded products, are showing strong growth and generating lots of repeat sales. We're also seeing increasing awareness of our lifestyle type products that pet owners really relate to once they have bought into the extrusion concept. In particular, our grain-free food is hugely popular, which is not a great surprise as we know that as many as 93 percent of rabbit owners want to see a grain-free food that more closely replicates the diet of wild rabbits.

Of course, with most rabbits being kept within the home, Selective House Rabbit is another winner and flying off the shelves right now. It offers a blend of fibre to mimic foraging by offering a range of tastes and flavours within the kibble. The House Rabbit product is also fortified with the sunshine vitamin, vitamin D to compensate for additional time spent indoors. It's really rewarding to see a lifestyle product be so successful when we look back at where we aimed to be when we first started out. We can certainly say that we've achieved parity with cat and dog foods now we have quality foods, tailored to the nutritional needs of rabbits and specific to their lifestyle. **PA**

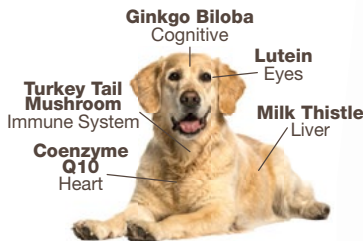


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Senior Advanced Incontinence



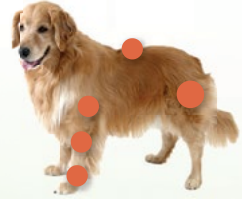
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