

# Global Pet Expo Preview

## Grooming

Grooming exhibitors are making the time to have conversations with prospective and current retail partners, and Global Pet Expo provides the backdrop to foster that dialogue. The expo offers retailers the chance to understand the key points to discuss with manufacturers about the products on their shelves, the perks of using natural and organic ingredients and that manufacturers are guided by pet owners' feedback versus their preferences and assumptions.

"Having overcome material challenges to supply chain, earthbath is back in the business of new product development, and we will be showcasing several new products that will be available second quarter," said earthbath owner Paul Armstrong. "We have three fair trade, nilotica shea butter-based products to fill dogs' needs for extra moisturizing and skin and coat care, plus we will introduce a foaming face and body wash to complement our needs-based line of green grooming products."

"At the Warren London booth, the top thing we want retailers to see is our wide selection with our unique products that are loved by customers," said President and CEO Eric Bittman. "We stand out with our innovative solution-based products that no other companies have and that makes us different and a good catch for new retailers."

Exhibitor Pure and Natural Pet is creating an environment and space within its booth where retailers are comfortable asking questions and conversing with a manufacturer that takes its responsibility of providing safe and effective products seriously. "We want the retailers to see that we are serious about having USDA-certified organic and natural grooming and health and wellness products," said Julie Creed, VP of Sales and Marketing for Pure and Natural Pet. "We want them to see us and feel comfortable approaching us and asking us questions."

SynergyLabs is debuting a brand new look for their flagship brand veterinary formula. "If you look at the reviews and the number of units sold and where it's sold, our veterinary formula has really become America's favorite specialty

skincare product or family of products for skin conditions," said Brent Stern, Chief Commercial Officer. "It needed a fresh look. We came up with a custom bottle that's beautiful, that uses a recycled plastic that has the logo embossed on the sides so it's unmistakably ours. When you're giving your dog a bath, things can get a little slippery, so it also acts as some extra resistance or grip there too. We wanted it to have a really polished look, and we accomplished that for sure."

"The No. 1 is we're not the old Nilodor. People know Nilodor; we've been around. We were one of the first in the industry and we want them to see that we're not the old Nilodor," said Todd Sauser, Director of Marketing. "We have new and exciting things, and it's just not the same old Nilodor. Plus what we have to offer from our full depth of the line of stain and odors, shampoos custom formulation and custom branding, things that a lot of people, when we do a show say, 'I remember the old Nilodor; I don't remember you having this many things in your line.' We're kind of a hidden secret but people are amazed at what we have to offer once they get into our booth. We found with the way we can manufacture at our facilities we can cater to a lot of people's needs from the large retailer to a small mom and pop; we have the capabilities to handle everybody's needs. That's what has always made us stand out from the competition."

"Going into Global, we've got some targeted people and we're reaching out," said David Campanella for Best Shot Pet Products. "I'm talking to a rep group and looking at doing a little bit of retaining, working on a retainer to get to have them help drive introductions to our booth with the people that they know. It's such a big audience, and it's important where your booth is. Having been to the show before, not everybody has the luxury to buy a 1,000-square-foot booth and hang a big revolving billboard above your booth with flashing lights. So where you're located, the strategy there, the prep with e-mail, reaching out to your customers, and then thinking outside the box of work-

ing up either short term agreements to try to work with somebody to draw qualified leads like a rep group, those are all of the things we're looking at. You have to look at it as an investment."

The message earthbath would like for retailers to take away from their booth is how, "we strive to work with our business partners in an honest, transparent, professional manner to achieve mutual success through the conduit of superior quality green grooming products for pets," Armstrong said.

At the Warren London booth, it's important for retailers to meet the company's owners Bittman and Tony Ivancich and feel as though these are people they want to do business with. "Tony and I are people that can be trusted, innovative and knowledgeable in the pet industry, and we know how to help grow retailers' businesses with our line of products," Bittman said.

After visiting the Pure and Natural Pet booth, the company wants retailers to walk away secure knowing, "Pure and Natural Pet wants to be their partner," Creed said. "We want to support them with the best products, the best service and the best marketing support for all pet grooming and pet wellness products."

After having a conversation with SynergyLabs, the company wants retailers to walk away knowing, "that our brands, and more specifically the veterinary formula is the smartest way to care for your pet," Stern said. SynergyLabs looks forward to conversations with retailers. "This is a really comprehensive assortment; how can I offer this to my customers? What does the path look like for us to bring this brand on and all of these SKUs? We've put a lot of work into showcasing all of the products within the brand to see how they all work together. It's not just a bottle of shampoo that you buy once per year. We hope retailers will look at our brand as something that's a value-add to their set because it performs. This, is the smartest way to care for our customers' pets, and this is going to perform really well in our set. If we can leave them with those two thoughts, that will be a successful interaction."