

## Brexit: Trow Nutrition plans ahead

Trow Nutrition has received certification from the British customs authorities of its status as an Authorised Economic Operator Full (abbreviated: AEOF) so that its goods can clear customs formalities quickly in the event of a so-called "hard" Brexit. Goods that require inspection will also take priority. This accreditation will enable the company to keep stocks low without affecting the quality of customer service by being able to continue to satisfy

customer demand promptly and in full in an increasingly difficult retail landscape.

The system was introduced by the EU to make lawful trade easier, safeguard the international supply chain and ensure adherence to customs regulations. To have achieved this standard in just nine months is something that Trow Nutrition is very proud of; to date only 398 companies in Great Britain have AEOF status.

## Back to Nature changes hands

With their founding company Back to Nature Holding GmbH, Daniel Heerz and Sebastian Mozol are taking over the shares of the Swedish firm Back to Nature AB from the previous parent company Aqualogistik in Germany. The new company is based in Soest in Germany. Production continues at the traditional location in Koppberg, Sweden.

Back to Nature has been producing aquarium decorations for

30 years and is known as the inventor of the 3D aquarium background. The company gained international recognition at Interzoo in 1994. In the last five years, Daniel Heerz has played a key role in marketing and sales for Back to Nature at Aqualogistik. Sebastian Mozol was responsible for production and product development for three years in his capacity as production manager.



Sebastian Mozol (left) and Daniel Heerz are the new owners of Back to Nature.

## Fressnapf reorganises its distribution

As part of its corporate strategy Challenge 2025, Fressnapf has restructured its distribution. The stores of franchise partners and the company's own stores are to be brought together with immediate effect.

Jochen Huppert, senior vice-president of sales for the Fressnapf store chain in Germany and contact partner for more than 200 national franchise partners for around 20 years, will assume joint responsibility in future with the head of the field sales force, Michael Vinzing, for the stores belonging to Fressnapf also.

"The new structures and the division into geographical regions will give us and our teams in the field and in house the opportunity

to focus more on the customer and draw synergies from both channels," said Huppert. There are currently around 680 franchise partners and nearly 220 of Fressnapf's own stores in Germany. All of the approximately 700 Fressnapf and Maxi Zoo stores in other European countries are operated as chain stores and are the responsibility of Norbert Marschallinger, senior vice-president of international sales.

Fressnapf's veterinary service, headed by Dr Olaf Türck, and the Activet veterinary practices operating in selected Fressnapf stores, for which Dr vet René Reinhold is responsible, will also be subordinated directly to the distribution division in future.



Board member Jochen Huppert (right) and the head of the field sales force, Michael Vinzing, will assume responsibility in future as a team for the business of Fressnapf's own stores also.

Photo: Fressnapf/Holding SU/Vivante Photo

## Pura Naturals Pet cooperates with Anipet

Pura Naturals Pet has announced a partnership with Anipet Animal Supplies as a distributor for its brands in Western Canada. An-

ciality pet retailers, professional groomers and veterinary clinics in North America.

Anipet Animal Supplies is a distributor of quality pet products, supplies and food in North America. It distributes products from recognised brands for dogs, cats, birds, fish, reptiles and small animals in Western Canada.



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