

# PET & Co. Dog and cat accessories are shaking up the market

Zurich, 13.10.2022: With PET & Co. pet owners are discovering a company that, with its "accessories for cuddly toys", is able to cater precisely to every living situation. True to the motto: Boredom was yesterday, pet lovers finally have the opportunity to express their good taste in living style through the favorite places of dogs and cats.

## How the success story began:

PET & Co. was founded in 2021 by Kerstin and Sarah, two sisters. These two dog owners, who have a long experience in the textile industry, marketing and sales, are the creative minds behind the young brand. With a lot of passion and love for detail, the team designs comfortable, easy to maintain and at the same time aesthetically pleasing products, adapted to the needs of dogs, cats and their owners. The varied, modern and well thought-out assortment is inspired by current trends in Home & Living. The original furniture contributes to an elegant design and creates the perfect atmosphere in the home. True to the motto: "Create good vibes in your home and live in a happy place".

For many people, it is impossible to imagine a comfortable home without pets. The pet becomes a faithful friend who is always by your side, even in difficult times. The need is great, the market large - which can be proven by figures. In Switzerland alone, more than 1.7 million cats and 600,000 dogs live in harmony with their owners. In 2020, there was an increase of 70,000 dogs. This is probably due to the fact that in times of crisis, people like to feel comfortable at home with a pet.

In view of all this, it is surprising that, although there are many suppliers on the market, there is no real leader. A company that is able to meet the high design demands of clients, satisfy their wishes and express them through its products: Accessories for our furry friends that not only serve their main purpose, but also add a touch of beauty to the home thanks to their special design. This is precisely where PET & Co. comes in. Pet lovers finally have the opportunity to express their exquisite taste with accessories such as a dog teepee or a cat couch.

This is also the conclusion of [Zukunftsinstitut.de](https://www.zukunftsinstitut.de), which also draws attention to an important criterion. Accessories for our furry friends should not only fit in with the atmosphere of the house, but also meet ecological requirements. This means that the accessories, just like other furniture, must comply with fair trade guidelines and that sustainable materials are used in their manufacture. For PET & Co, these principles are fundamental and part of the company's philosophy. Pet owners can therefore buy the accessories in good conscience.

## The current lookbook 2022:

Lookbook <https://petandco.ch/pages/main-collection-pet-co>

Lookbook <https://peta.ndco.ch/pages/summer-breeze-collection-2023>

Animal lovers will not close the [lookbook of PET & Co.](#) so fast, because there is one more idea presented online on every page. First, the materials are presented. Anyone who even begins to think that corduroy is old-fashioned is immediately proven wrong. A sophisticated dog bed for the big four-legged friend or a corduroy couch - that has style. Likewise, the dog sofa made of linen is an absolute eye-catcher. You are still amazed at the creativity of PET & Co. when the next highlight arrives.

A whole collection in the trend material "felt" opens up in front of you. You don't have to call your little dog Winnetou because of that, but when he looks out of the felt tepee, it sure looks cute. The tent for the cat even gets little ears. All this shows how much attention to detail goes into the accessories from PET & Co. These are not mass-produced items, but artfully handcrafted. The "Nature Line" also points to this. "Bongo" for the dog and "Simba" for the cat are two articles made of water hyacinth - beautiful, practical and sustainable.

The natural product wood may not be missing in the current collection either. The wooden house with felt roof even gets along without screws thanks to ingenious construction with slot and tenon. Besides that, it shows how beautifully light birch wood and a cushion made of the finest cotton harmonize with each other. The "Wooden Line" thus proves to be noble and fine. With the "Travel Line", meanwhile, the animal lover is also well equipped when on the move. With a flick of the wrist, the carrier bag becomes a resting cushion on which the four-legged friend can feel comfortable. The lookbook also features many other highlights such as fluffy cuddle bags, handmade baskets, feeding bowls, patches and much more.

## The marketing strategy of PET & Co:

Now it is important to make the start-up from Switzerland known as quickly as possible. After all, both pet owners and their four-legged pelt noses should soon be enjoying the accessories. It therefore seems obvious that PET & Co. should approach large furniture stores such as XXXLutz or Westwing and Home24, since they are generally concerned with furnishings for the home. However, PET & Co would also like to find a place in selected Concepts stores. Indeed, the question arises as to why these stores do not also offer a range of stylish pet accessories - a real gap in the market. PET & Co. wants to fill this gap and will henceforth be present in these stores, among others.

In this regard, the team points out the high standards they have in terms of design and aesthetics. First the specialized trade may persuade itself now of the assortment of the still young label. This alone should cause a sensation in the scene and make animal lovers sit up and take notice. The goods for the end customer are now available at the end of October 2022. The accessories from PET & Co. should quickly become a sales hit.

## More information:

On youtube, there are numerous short inserts and making offs that provide a good visual impression of the assortment. The lookbook, in which the accessories are described and illustrated in detail, is equally informative. The webpage for retailers can be found under this link.

We have compiled a few facts for you. Alone in Switzerland:

- over 1.7 million cats
- over 600'000 dogs (
- increase of 70 000 dogs in 2020)
- 44% of all CH households in Switzerland have either cats or dogs
- Annual sales of accessories excl. food: over 600 million.
- The dogs & cats market is a huge sales market - payoff.ch - 08.11.2021, by R. Magnatantini, DECALIA
- People value the beauty of their homes more than ever, and the accessories for their furry companions should be tailored to their lifestyle - Nov. 2021 - Zukunftsinstitut.de
- Sustainable materials and fair trade are in fashion, even in the field of living is a MEGA trend - Nov. 2021 - Zukunftsinstitut.de

## About PET & Co.:

PET & Co. was founded in October 2021. The assortment consists of accessories for dogs and cats and ranges from stylish dog beds made of corduroy and leash or hand-woven baskets to felt tepees and wooden houses. The unusual design immediately catches the eye, which makes the accessories eye-catchers in the home. The products comply with the fair trade principle and are mainly made from sustainable resources. The products are manufactured both in Switzerland and overseas - with a consistently high standard of quality.

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