

Media Toolkit

Advertising opportunities with Pedigree Wholesale 2025

Updated 08.11.2024

This document may be **subject to change without notice**

Pedigree®
Wholesale
Here for your pet business

Our Mission

Is to be The Wholesaler of Choice for our Partners and Suppliers.

Working together to drive effective activity for mutually beneficial and sustainable growth.

Built on long-term relationships that are driven by our shared passion to inspire and support retailers with quality products and services. Creating a better life for pets and the people who love them.

We deliver primarily on our own fleet with our own drivers, with an infrastructure that covers most of the UK.

1,500
Customers
ordering per
period

4,000
Deliveries per
period*



*Average figure taken from P10 2024

Reaching our customers

Publications

Pet People

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Digital

Website

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Instore

Point of Sale

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Training

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Outdoor

Truck Branding

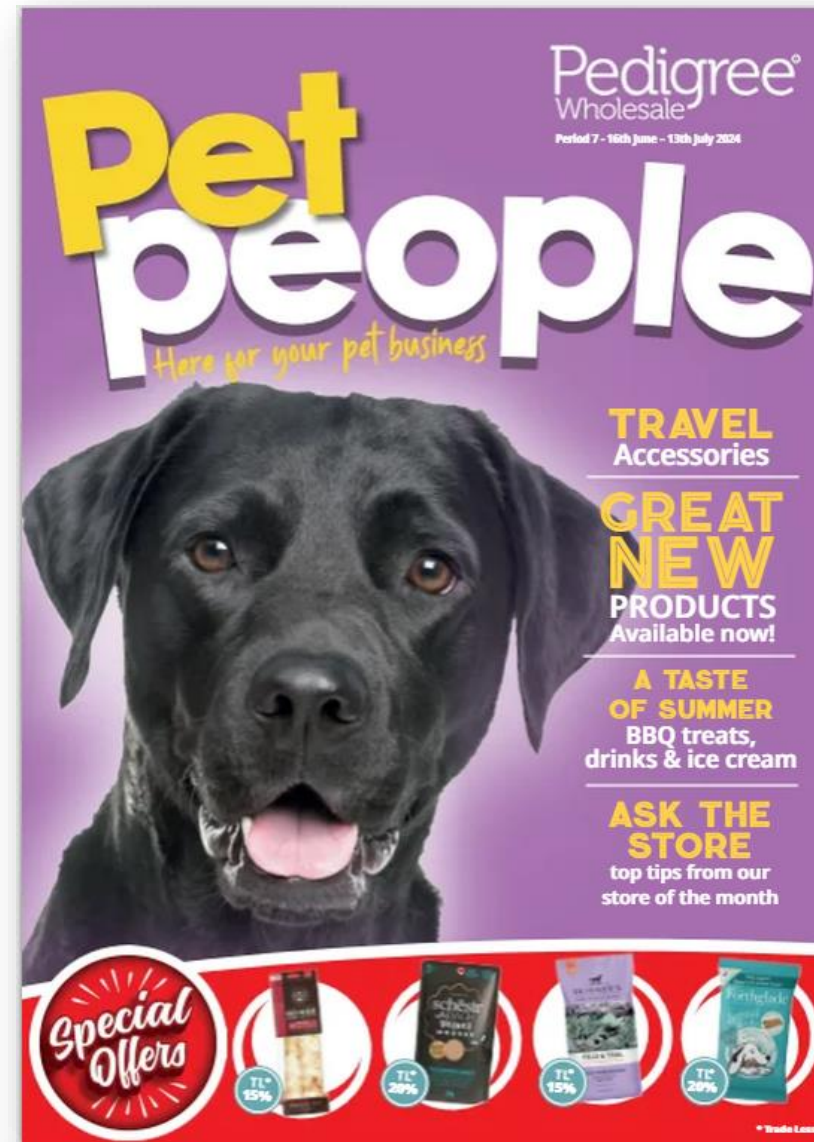
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Publications

Pedigree®
Wholesale
Here for your pet business

Pet People

- 4 Weekly publication
- Each issue is mailed directly to approximately 2,300 customers
- Accompanying emails mailed to 2,000+ customers
- Each issue features a digital version on the **Petproducts.co.uk** website with an Online Flipbook
- Multiple opportunities to feature



Feature 1: Front Cover Special Offer Spotlight

- Feature Image
- Front cover placement
- Must be accompanied by offer & advert within the special offers section of the same issue
- Limited spots (4 brands only)
- Placement on the 'Special Offers' section of petproducts.co.uk

Booking Time:	9 weeks prior to promo start date (see calendar for exact dates)
Content deadline:	7 weeks prior to promo start date (see calendar for exact dates)
Dimensions & Requirements:	Print: High res solo product shot. File size 1mb+. Supplied on transparent background or a path around product on artworking file.



Feature 2: Full page Brand Ad

- Up to 2 brands per issue
- Full page brand ad (Not offer led)
- Supplementary email to full mailing list within issue period.

Adverts **Should Not:**

- Include any sales contact details for the supplier.
- Include an offer table.

Booking Time:
Content deadline:
Dimensions & Requirements

9 weeks prior to promo start date (see calendar for exact dates)
7 weeks prior to promo start date (see calendar for exact dates)
Print ad: W 200mm x H 275mm. No Crop marks or bleed. Supplied in CMYK. Min 300dpi Hi-res PDF file.
Email: 600px W x Max 1600px H. Supplied in Mid-High res Jpeg.

Feature 3: What's New Spotlight

- Feature Image
- Short description of product (around 30 words)
- Product must be new for that period
- Placement on the 'What's New' section of petproducts.co.uk



Booking Time: 9 weeks prior to promo start date (see calendar for exact dates)

Content deadline: 7 weeks prior to promo start date (see calendar for exact dates)

Dimensions & Requirements: Print: High res solo product shot. File size 1mb+. Supplied on transparent background or a path around product on artworking file. Copy supplied in word file or email body (around 30 words describing product and key features)

Feature 4: Category Spotlight

- Category feature placement alongside other related products
- Recommended that it is accompanied by offer/ad within the special offers section
- Limited spots (8-12 brands only)
- Subject to publishing calendar and availability

	Dates		Feature Focus	Feature Categories
Period 1	29-Dec-24	- 25-Jan-25	Healthy Options	Food/ Treats/ Bowls
Period 2	26-Jan-25	- 22-Feb-25	Dental	Dental Hygiene, Dental Treats
Period 3	23-Feb-25	- 22-Mar-25	Puppy/ Kitten	Treats, Training, Hygiene, Toys, Accessories
Period 4	23-Mar-25	- 19-Apr-25	Small Animal	Food & Accessories
Period 5	20-Apr-25	- 17-May-25	Wildlife	Wild Bird, Local Wildlife e.g Hedgehog
Period 6	18-May-25	- 14-Jun-25	Grooming	Cat & Dog hygiene and accessories
Period 7	15-Jun-25	- 12-Jul-25	Travel	Cat & Dog Accessories to make travelling easier
Period 8	13-Jul-25	- 09-Aug-25	Itchy Pets	Flea & Tick products/ accessories
Period 9	10-Aug-25	- 06-Sep-25	Cat	Food & Accessories
Period 10	07-Sep-25	- 04-Oct-25	Reflective	Night & reflective accessories and coats
Period 11	05-Oct-25	- 01-Nov-25	Sustainable Products	Food & Accessories
Period 12	02-Nov-25	- 29-Nov-25	Older Pet Care	Food, Accessories, Supplements
Period 13	30-Nov-25	- 27-Dec-25	Winter	Coats, Beds, Outdoor Warming

Category Spotlight

Travel ESSENTIALS

It's the time of year when Pet Owners will get out and about more and travel with their pets.

Whether Owners are journeying far to the other side of the UK, out of the country, or locally for a day trip, pets can get overwhelmed and nervous when travelling. We've put together a selection of travel essentials to help keep pets comfortable, calm, hydrated, and well-fed when out and about so both Pet and Owner can enjoy themselves.

Animal Instincts Comfort Crate 61x44x51cm
34181
Trade Price: £26.24
RRP: £44.99

HomeoPet Anxiety Travel 15ml
24310
Trade Price: £6.67
RRP: £11.53

Hurtta Travel Harness ECO Blackberry 5-10kg
934253
Trade Price: £53.33
RRP: £79.99

PetFusion Cooling Crate Mat 40x27"
268280
Trade Price: £27.08
RRP: £49.99

KONG H2O Stainless Steel Bottle Blue 740ml
269438
Trade Price: £7.70
RRP: £14.99

Sotnos Universal Seat Belt Restraint Teal
261724
Trade Price: £4.44
RRP: £7.99

Cooper & Co Air Dried Treats Calming Turkey with Camomile 100g
269167
Trade Price: £26.90 (Case 10)
RRP: £4.99

CoA CarSafe Crash Tested Dog Harness XS
260351
Trade Price: £19.42
RRP: £34.99

KONG Ultimate Safety Tether
269448
Trade Price: £29.99
RRP: £15.50

Dexas Collapsible Kennel Bowl Pro Blue 5
265150
Trade Price: £6.69
RRP: £11.99

Dexas Snack-DuO with Companion Cup Pro Blue
265134
Trade Price: £13.95
RRP: £24.99

Category Spotlight

Did you know?
The Highway Code (Rule 57) states that pets must be "suitably restrained" when travelling in a car, so we have multiple solutions to help keep pets safe.

KONG Secure Booster Seat
269429
Trade Price: £33.50
RRP: £64.99

Dexas Collapsible Kennel Bowl Pro Blue 5
265150
Trade Price: £6.69
RRP: £11.99

Dexas Snack-DuO with Companion Cup Pro Blue
265134
Trade Price: £13.95
RRP: £24.99

Booking Time:
Content deadline:
Dimensions & Requirements:

9 weeks prior to promo start date (see calendar for exact dates)
7 weeks prior to promo start date (see calendar for exact dates)
Print: High res solo product shot. File size 1mb+. Supplied on transparent background or a path around product on artworking file.

Feature 5: Double Page Advertorial

- Up to 2 brands per issue
- Double Page in front section of Pet People
- Must be purchased with an ad in the special offers section (Feature 8)
- Editorial and brand imagery mix.
- Call out on front cover
- Supplementary email to full mailing list within issue period.
- Subject to publishing calendar and selection criteria being met

- An advertorial is more detailed than an advertisement. It is only available in a DPS to make the most impact in the magazine
- As it contains more detail it gives the reader an opportunity to understand more about your products/brand than an advert
- It's a piece we know our readers take the time to sit down and read, so making the content engaging and informative is key
- Within the advertorial we recommend using the space to talk to the reader about key product information, showcase instore displays, use case studies/quotes from sellers of your product, provide insight to help strengthen the reason why
- It's important to make sure the advertorial is targeting the retailer, and not the end consumer. E.g. No use of the phrasing "your dog"
- Advertorials must not contain a table, this can be included on your Special Offers advert



Booking Time:
Content deadline:
Dimensions & Requirements:

9 weeks prior to promo start date (see calendar for exact dates)
 7 weeks prior to promo start date (see calendar for exact dates)
 2 Pages set as separate Full Page ads. 1 full spread. 1 page, W 410mm x H 275mm. No Crop marks or bleed. Supplied in CMYK. Min 300dpi Hi-res PDF file. If call out referring to another page is added, we must receive the artwork in an editable format (packaged up design file)
 Please be mindful of the page fold which is in the centre of the ad. This is to ensure key information is not lost.
 Email: 600px W x Max 1600px H. Supplied in Mid-High res Jpeg.

Feature 6: Seasonal Spotlight

- Category feature placement alongside other related products
- Recommended that it is accompanied by offer/ad within the special offers section
- Supplementary email to full mailing list within issue period
- Limited spots (8-12 brands only)
- Subject to publishing calendar and availability

Dates			Feature Focus	Feature Categories
Period 1	29-Dec-24	- 25-Jan-25	Valentine's	All relevant seasonal lines
Period 3	23-Feb-25	- 22-Mar-25	Easter	
Period 6	18-May-25	- 14-Jun-25	Summer	
Period 10	07-Sep-25	- 04-Oct-25	Halloween	
Period 11	05-Oct-25	- 01-Nov-25	Bonfire Night	
Period 12	02-Nov-25	- 29-Nov-25	Gifting	



Booking Time: 9 weeks prior to promo start date (see calendar for exact dates)
Content deadline: 7 weeks prior to promo start date (see calendar for exact dates)
Dimensions & Requirements: Print: High res solo product shot. File size 1mb+. Supplied on transparent background or a path around product on artworking file.
Email: See timings in Email Section

Feature 8: Back Cover

- Limited to 1 brand per issue
- Fully branded advert
- Back page placement.
- Supplementary email to full mailing list within issue period.

Booking Time:
Content deadline:
Dimensions & Requirements

9 weeks prior to promo start date (see calendar for exact dates)
7 weeks prior to promo start date (see calendar for exact dates)
Print ad: 210 x 212mm + 3mm Bleed. No Text within 12mm of edge. Supplied in CMYK. Min 300dpi Hi-res PDF file.
Please leave 15mm clear at the bottom of the file as the footer will cover this space on the right hand side as it curves up.
Email: 600px W x Max 1600px H. Supplied in Mid-High res Jpeg.



Feature 9: Inserts & Samples

- Option to include supplementary flyers/brochures/samples.
- Quantity required: 2,300 to reach all customers for special offer mail-outs.
- Speak to your Pedigree Wholesale contact for more information.



Booking Time: 12 weeks prior to promo start date (see calendar for exact dates)
Sample/literature deadline: 10 weeks prior to promo start date (see calendar for exact dates)

Product Samples

Dimensions: Max dimensions: 105mm x 150mm x 10mm
Requirements: Weight max 50g.
Sample must be completely sealed and leak/spill proof. Any legal/usage requirements should be on the sample or attached to the sample via a label.

Flyers

Dimensions: No larger than A4 when folded Max A2 Unfolded.
Requirements: N/A

Brochures

Dimensions: Maximum A4
Requirements: No larger than 20 pages.

Brochures

- Including Seasonal Brochures, Christmas, Spring/Summer & Autumn/Winter
- Each brochure is mailed directly to approximately 2,300 customers
- Accompanying emails mailed to 2,000+ customers
- Each brochure features a digital version on **Petproducts.co.uk** with an online Flipbook



Christmas

- Limited spaces available, subject to being ranged. Submission of product ranges by 28th February. Products/ranges should be seasonal offerings
- Issue live in June and acts as pre-order brochure for Christmas
- Supplementary emails throughout the period. Brand focus emails available at additional cost (See email page for more details)
- Option of Double Page Spread, Full & Half Page

DPS



Dimensions & Requirements: 2 Pages set as separate Full Page ads. 1 full spread. 1 page, 412 x 282mm. No Crop marks or bleed. Supplied in CMYK. Min 300dpi Hi-res PDF file. Please be mindful of the page fold which is in the centre of the ad. This is to ensure key information is not lost.

Nomination Deadline: 15 weeks prior to promo start date (see calendar for exact dates)

Content deadline: 7 weeks prior to promo start date (see calendar for exact dates)

Full



Dimensions & Requirements: 200 x 282 mm. No Crop marks or bleed. Supplied in CMYK. Min 300dpi Hi-res PDF file.

Nomination Deadline: 15 weeks prior to promo start date (see calendar for exact dates)

Content deadline: 7 weeks prior to promo start date (see calendar for exact dates)

Half



Dimensions & Requirements: 200x139mm No Crop marks or bleed. Supplied in CMYK. Min 300dpi Hi-res PDF file.

Nomination Deadline: 15 weeks prior to promo start date (see calendar for exact dates)

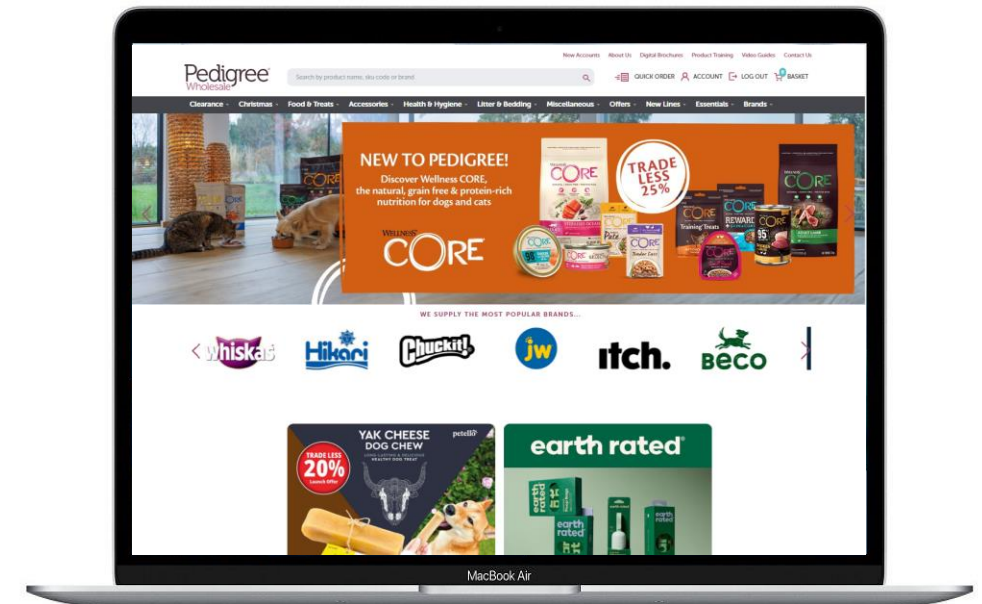
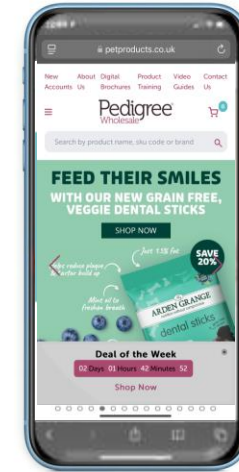
Content deadline: 7 weeks prior to promo start date (see calendar for exact dates)

Digital

Pedigree®
Wholesale
Here for your pet business

Petproducts.co.uk

- The Pedigree Wholesale website has an average of 38,000 visits every period
- Over 65% of our customers use the website to place orders
- Updated News Section to encourage regular visits
- Multiple opportunities to feature across the site



Homepage Hero Banner

- Limited availability, max of 4 per period (discussion with your PWL buyer required)
- Seen by an average of 38,000 visitors per period
- Banner rotates every 3 seconds
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailer/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 15 (Including CTA)
- Average CTR 618

Booking Time:

4 weeks prior to live date

Content deadline:

3 weeks prior to live date

Dimensions (All required):

Desktop: 1920 x 500px

Mobile: 800 x 800px

Requirements:

Supplied in .jpg format

Quality 60%

72 PPI



Home Page Upper Section- Large Tile

- Limited availability, 2 per period (discussion with your PWL buyer required)
- Seen by average of 38,000 visitors per period
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailler/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 15 (Including CTA)
- Average CTR 102



Booking Time:	4 weeks prior to live date
Content deadline:	3 weeks prior to live date
Dimensions:	All: 800 x 800px Rounded Corners 24px
Requirements:	Supplied in .jpg format Quality 60% 72 PPI

Home Page Upper Section- Small Tile

- Limited availability, 4 per period (discussion with your PWL buyer required)
- Seen by average of 38,000 visitors per period
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailler/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 15 (Including CTA)
- Average CTR 64



Booking Time:	4 weeks prior to live date
Content deadline:	3 weeks prior to live date
Dimensions:	All: 800 x 800px Rounded Corners 24px
Requirements:	Supplied in .jpg format Quality 60% 72 PPI

Home Page Lower Section- Large Tile

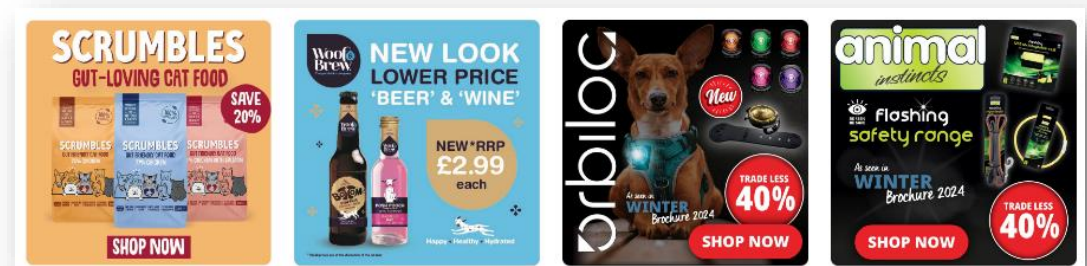
- Limited availability, 2 per period (discussion with your PWL buyer required)
- Seen by average of 38,000 visitors per period
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailler/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 15 (Including CTA)
- Average CTR 62



Booking Time:	4 weeks prior to live date
Content deadline:	3 weeks prior to live date
Dimensions:	All: 800 x 800px Rounded Corners 24px
Requirements:	Supplied in .jpg format Quality 60% 72 PPI

Home Page Lower Section- Small Tile

- Limited availability, 4 per period (discussion with your PWL buyer required)
- Seen by average of 38,000 visitors per period
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailler/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 15 (Including CTA)
- Average CTR 32



Booking Time:	4 weeks prior to live date
Content deadline:	3 weeks prior to live date
Dimensions:	All: 800 x 800px Rounded Corners 24px
Requirements:	Supplied in .jpg format Quality 60% 72 PPI

My Account- Main Banner

- Limited availability, 1 per period (discussion with your PWL buyer required)
- Seen by customers checking their account e.g. previous orders
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailler/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 10 (Including CTA)
- Average CTR 93

Booking Time:

4 weeks prior to live date

Content deadline:

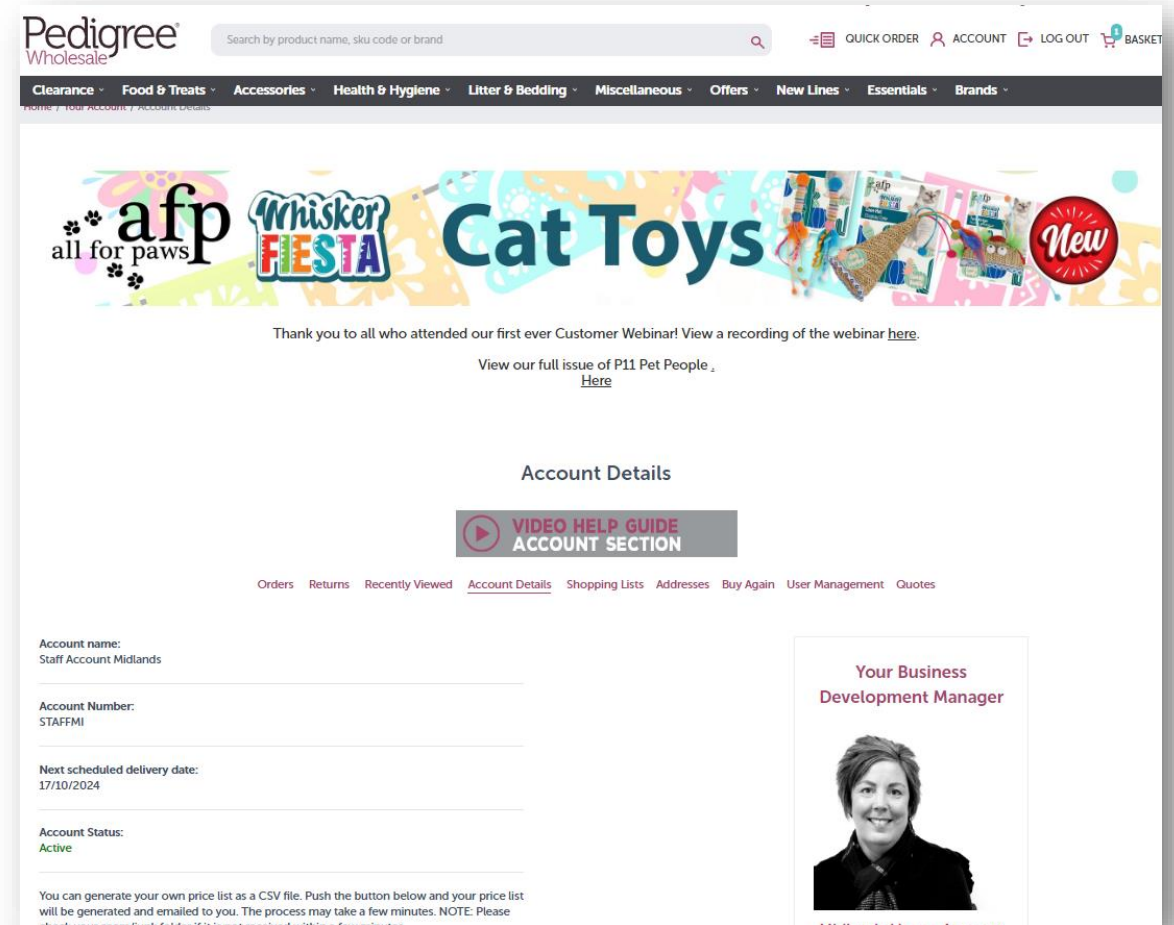
3 weeks prior to live date

Dimensions:

All: 2500 x 300px

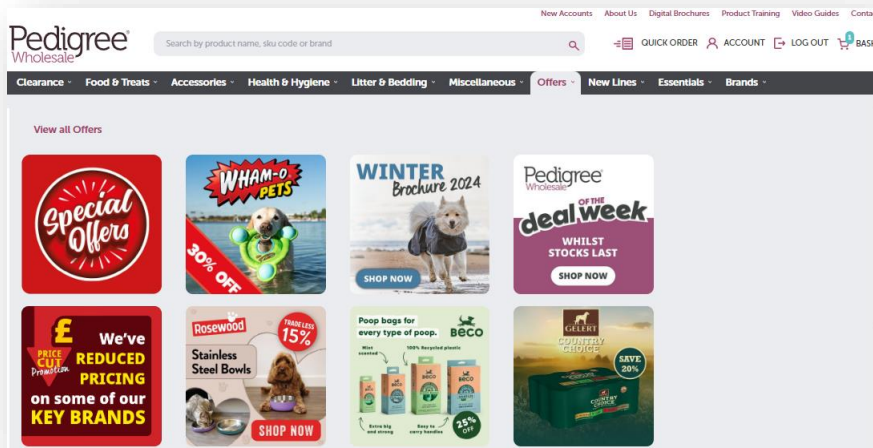
Requirements:

Supplied in either jpg or png with a file size of 72 PPI. Low res required DPI 96.



Promotional Offers Drop Down Menu

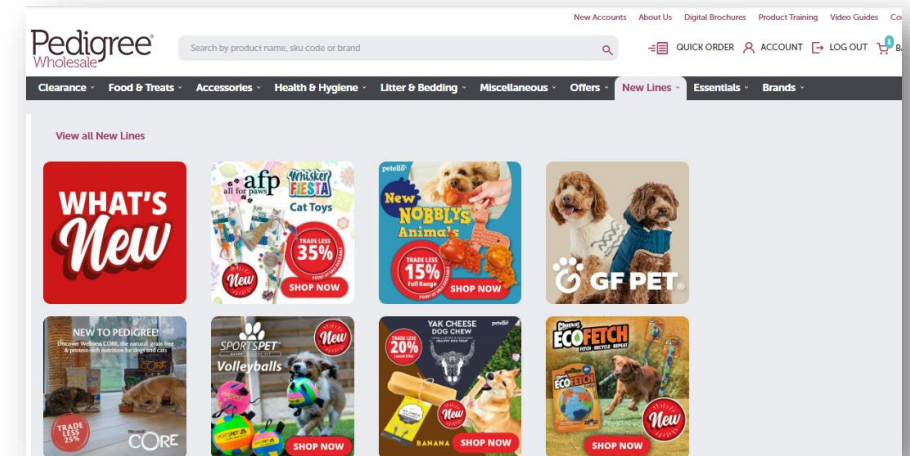
- Limited availability, 6 per period (discussion with your PWL buyer required)
- Seen by customers looking for Promotions
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailer/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 10 (Including CTA)
- Average CTR 175



Booking Time:	4 weeks prior to live date
Content deadline:	3 weeks prior to live date
Dimensions	400 x 400px
Requirements:	Supplied in .jpg format Quality 60% 72 PPI

New Lines Drop Down Menu

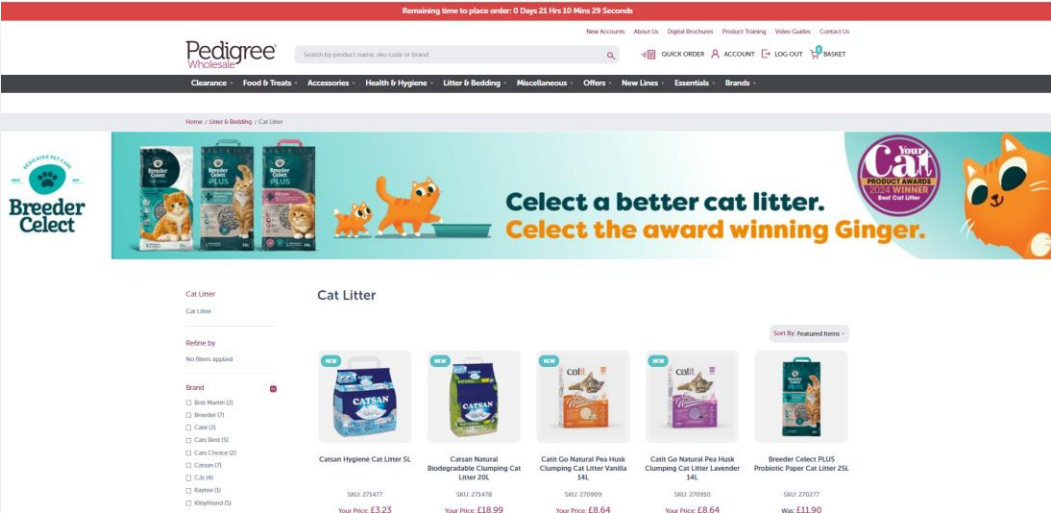
- Limited availability, 7 per period (discussion with your PWL buyer required)
- Seen by customers looking for New Products
- Live for 4 Weeks (1 period)
- Must be linked to season or promotion/mailer/new launch etc
- Must include call to action i.e. click to buy
- Word limit max 10 (Including CTA)
- Average CTR 103



Booking Time:	4 weeks prior to live date
Content deadline:	3 weeks prior to live date
Dimensions:	400 x 400px
Requirements:	Supplied in either jpg or png with a file size of 72 PPI. Low res required DPI 96.

Category Page Banner

- Availability across multiple categories (Listed on the right) 1 per quarter (discussion with your PWL buyer required)
- Seen by customers looking to shop by any category
- Live for 1 Quarter (P1-P3, P4-P6, P7- P9, P10-13)
- Must include call to action i.e. click to buy
- Word limit max 15 (Including CTA)



Booking Time: 4 weeks prior to live date

Content deadline: 3 weeks prior to live date

Dimensions: 2500 x 300px

Requirements: Supplied in either jpg or png with a file size of 72 PPI. Low res required DPI 96.

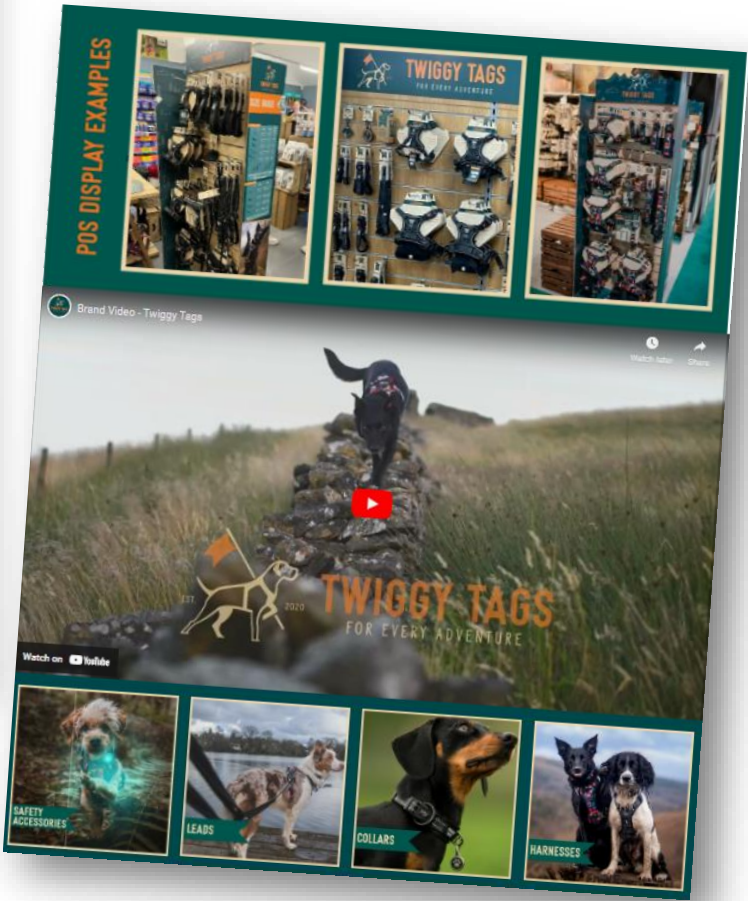
Accessories	Aquatic Accessories Bird Accessories Cat Accessories Dog Accessories Reptile Accessories Small Animal Accessories Wild Bird & Wildlife Accessories
Food & Treats	Bird Food Cat Food Cat Treats Dog Food Dog Treats Fish Food Reptile Food Small Animal Food & Treats Wild Bird & Wildlife Food
Health & Hygiene	Bird Health & Hygiene Cat Health & Hygiene Dog Health & Hygiene Household Hygiene Pet Grooming Poop & Clean Up Small Animal Health & Hygiene
Litter & Bedding	Bedding Cat Litter Reptile Substrates
Miscellaneous	Gifting

- For categories not featured in above, please discuss with your PWL buyer as more options available.

Enhanced Brand Page

- Variable offering dependent on requirements
- Initial 1-on-1 Consultation with Pedigree Wholesale Ecommerce team to discuss wants and needs from page. Allowing us to work closely with you to bring your brand to life on our website.

Booking Time:	On Request
Content deadline:	Dependent on requirements. Confirmed after 1-on-1 consultation
Dimensions:	Variable
Requirements:	Variable



Email

- Emails to database of 2,000+ subscribers (Campaign dependant)
- Average 42% Open Rate
- Mailing data (upon request) can be tailored based on previous purchasing data, spend, location etc.

Pedigree Wholesale **Special Offers**

Burgess Excel 92% of vets recommend Excel!

There's a Burgess Pet Care store in every town, village and hamlet. It's the heart of everything.

Backed by our 100 year heritage, our team of experts are constantly working for excellence and passion in everything we do. It's the heart of everything.

A family trusted brand, and now even more so, as the UK's most recommended dog food. Burgess Excel is a nutritious and healthy plan for small dogs.

SAVE 30% on all Excel 1.5kg bags

The Excel feeding plan

How retailers merchandise Burgess Excel in store

Sales Kits available now

For more information visit www.burgesspetcare.com

Save **30%** on all Excel 1.5kg bags

Pedigree Wholesale **Special Offers**

Forthglade Tail-waggingly tasty

Meaty Treats NEW LOOK

✓ 100% Natural
✓ No Junk or Fillers
✓ 75% chicken/salmon
✓ Grain Free

Super-tasty and moreish meaty treats designed to help nourish the relationship between dogs and their owners. Available in two tasty recipes of everyday bite sized treats and one meaty nibbles pack - perfect for use as a training reward. All three plus come in 10x70g SRP cases.

Heart shaped, soft and squishy bites

Perfect meaty rewards

Easy to portion in two for smaller dogs & puppies

Air-dried to seal in goodness

Hypoallergenic recipes

SHOP THE FORTHGLADE OFFER NOW

Email 1: Brand/Product Email

- Campaign includes 1 email plus Sub Nav web banner (Live for 4 weeks)
- Content can be brand/product or offer focussed.
- Solely focussed on specific product or brand

Booking Time:	6 weeks prior to live date
Content deadline:	4 weeks prior to live date
Dimensions & Requirements	600px W x max 1600px H To include key features and benefits. Supplied in Mid-High res jpeg.



Email 2: Targeted Emails

- Tailored to your target audience (e.g. people who have bought your product in last 3 months)
- Campaign includes 1 tailored email
- Discussion required with Buyer prior to ordering to discuss potential targets.

Booking Time:	6 weeks prior to live date
Content deadline:	4 weeks prior to live date
Dimensions & Requirements	600px W x max 1600px H To include key features and benefits. Supplied in Mid-High res Jpeg.



Email 3: Deal of the Week

- Offer runs from Friday through to the following Thursday, for one week only
- Campaign includes 1 email featuring the products on offer, with products appearing in the Deal of the Week featured section on the website
- Solely focussed on one individual brand each week

Booking Time: 4 weeks prior to live date


Dimensions & Requirements
Speak to your buyer about the offer. Offer must be market-leading and unique to Pedigree Wholesale.
Please note: There is no artwork to supply as the email is set up in-house

Pedigree[®]
Wholesale


WHILST STOCKS LAST

OF THE
deal week


Get **TRADE LESS 25%** on Pedigree lines!



Pedigree Gravy Bones Original 10kg
1098
RRP: £42.80
Trade: £24.85
Offer: £18.64
Margin: 48%
[Buy Now](#)



Pedigree Markies Original Marrowbone 12.5kg
1047
RRP: £52.75
Trade: £31.38
Offer: £23.52
Margin: 46%
[Buy Now](#)



Pedigree Markies Mini 12.5kg
1818
RRP: £52.75
Trade: £31.38
Offer: £23.52
Margin: 46%
[Buy Now](#)

There will be exciting new promotions each week, available while stocks last, so don't miss out - place your orders today!
These great offers are available exclusively online.

[SHOP DEAL OF THE WEEK NOW](#)

Pedigree[®]
Wholesale

WHILST STOCKS LAST

OF THE
deal week

Get **TRADE LESS 50%** on selected Cesar Dog Food lines!



Cesar Country Stew with Chicken & Vegetables in Gravy 24x150g
267140
RRP: £21.87
Trade: £17.72
Offer: £8.86
[Buy Now](#)



Cesar Classics Terrine Mixed Selection 8x150g
738497
RRP: £7.94
Trade: £17.70 (Cse_3)
Offer: £8.85 (Cse_3)
[Buy Now](#)



Cesar Natural Goodness Tins Mixed Selection in Loaf 6x400g
266179
RRP: £13.75
Trade: £9.20
Offer: £4.60
[Buy Now](#)

There will be new promotions every week and these offers are available while stocks last, so place your orders today!

[SHOP DEAL OF THE WEEK NOW](#)



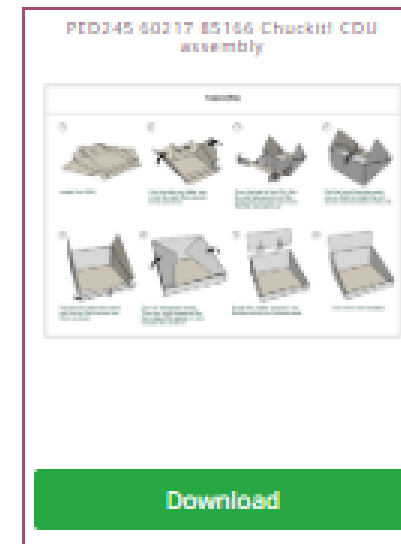
Instore

Pedigree[®]
Wholesale
Here for your pet business

POS Storage & Shipment

- We're able to receive, hold and dispatch your POS to our customers
- POS is held on a portal and with the tap of a button our sales team & customer services can get this dispatched to the customer
- Each SKU is held in its own picking location, we can dispatch items from FSDUs, CDUs and other displays down to brochures, flyers or branded merchandise
- Every unique item will be photographed and placed on PDS+. We ask that when setting up your first item you also send across a high-res logo so a brand order section can be created
- We can also display planograms, in store images and assembly instructions and demo videos which are downloadable from the portal
- Delivered within 3 working days. Option to specify delivery date

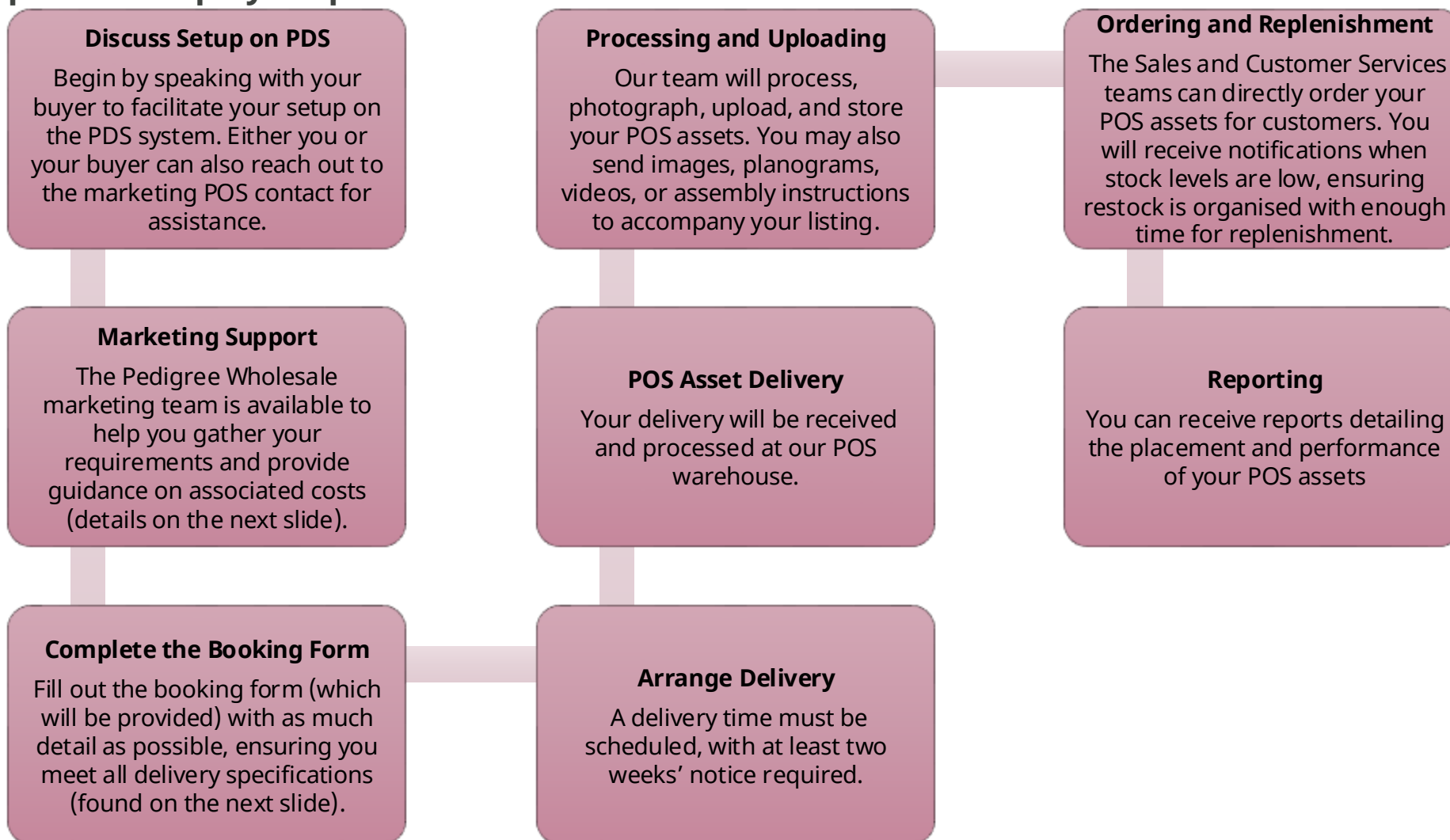
Product Image Preview - Product Code: PED10003



SCHEISIR: PRODUCTS AVAILABLE

<p>SCH Stopper After Dark Eng</p> <p>Code: PED367 In Stock: 238</p> <p>Quantity: <input type="text"/> Add To Basket</p>	<p>SCH Stopper Baby Eng</p> <p>Code: PED368 In Stock: 189</p> <p>Quantity: <input type="text"/> Add To Basket</p>	<p>SCH Stopper Silver Eng</p> <p>Code: PED369 In Stock: 1490</p> <p>Quantity: <input type="text"/> Add To Basket</p>	<p>SCH Wobbler Spec. Mousse Eng</p> <p>Code: PED370 In Stock: 1442</p> <p>Quantity: <input type="text"/> Add To Basket</p>
<p>SCH Wobbler TW Eng</p> <p>Code: PED371 In Stock: 90</p> <p>Quantity: <input type="text"/> Add To Basket</p>	<p>SCH Stopper Born Carnivore Eng</p> <p>Code: PED372 In Stock: 96</p> <p>Quantity: <input type="text"/> Add To Basket</p>	<p>SCH Pendolino Born Carnivore Eng</p> <p>Code: PED373 In Stock: 1498</p> <p>Quantity: <input type="text"/> Add To Basket</p>	<p>SCH Expo Born Carnivore Empty Eng</p> <p>Code: PED374 In Stock: 59</p> <p>Quantity: <input type="text"/> Add To Basket</p>

POS Storage & Shipment- Step by Step Guide



POS Storage & Shipment- Costs & Requirements

Product	One Off Costs (Per unique product/shipment)		Per Pick Costs			Ongoing Costs	
	Goods In/ Quality Control/ Locating	Photography and Upload to Online Ordering Portal (Will build if flatpack)	Pick from Location	Pack, Outer Packaging and Labelling for Despatch (if required)	Delivery Costs	Storage per Pick Location	Additional replenishment deliveries
e.g. FSDUs, 1 Metre Displays	£7.50 per pallet	£25.00	£1.95	£2.20	£12.75 (if under max courier restrictions) Variable costs on pallet deliveries if exceeds restrictions.	£7.50 per pallet per week	£7.50 per pallet
e.g. CDUs, Smaller POS Items	£7.50 per pallet	£25.00	£1.95	£2.20	£7.56 up to 20kg. £12.75 if over.	£7.50 per pallet per week	£7.50 per pallet
e.g. Brochures, flyers, branded merchandise	£4.00 per consignment	£13.00	£1.25	£2.20	£7.56 up to 20kg May be reduced if item can be sent for less via Royal Mail as a letter.	£1.00 per pick face per week	£4.00 per consignment

Booking Time: 4 weeks prior to first required shipping date

Delivery deadline: To be arranged after booking, minimum of 2 weeks

Dimensions: Pallet Location Spec: UK Pallet 1200mm x 1000mm. Capacity 1000kgs Forklift Restrictions, 4 way entry. Total Height of 1.3mtrs (incl Pallet)
Nil Product Overhang

Pick Face Location Spec: 5 x A4 6" Boxes per pick face

Requirements: Palletised deliveries must be on standard Grade "A" 4-way entry block style pallets.

Anything in a pallet must be sent individually packaged ready for shipment via a courier (e.g. double walled sealed box). Anything not suitably packaged will be charged an additional fee.

Training- Myagi

- An online training tool designed to turn retail associates into brand advocates.
- Myagi helps drive brand loyalty, training, and brand-seller communications with access to the largest network of sales associates.
- Manage, Share and Measure Brand Training at Scale.
- Access and grow a network of retail partners, effortlessly share product knowledge, and influence your sell-through, even when it's out of your hands.
- Interested in joining the Myagi Family. Contact Vlad Chernysh to find out more about what Myagi can do for your brand. Vlad Chernysh vlad.chernysh@rallyware.com

Loved by over 250 brands including:



CASIO

GIANT

Gibson



Shop-floor data

Get feedback directly from frontline sales associates and gain an inside look at how your products are performing and how your brand is perceived.



Brand Advocacy

Learn how likely your frontline sales associates are to recommend your brand over the competition.



Commercial Network

Grow and engage with a network of retail partners and build new commercial connections.



Content Optimization

Track the performance of your content and leverage real-time data to improve its ability to engage your frontline sellers



Outdoor

Pedigree[®]
Wholesale
Here for your pet business

Truck Branding

- A highly visible, on the move advert for your brand or business. One of the most cost-effective and impactful forms of outdoor advertising.
- 2 options available of branding to the rear or the sides of the truck. Visible for a minimum of 48 months. Deliveries to independent pet stores across the country. On the road 5 days a week, fleet covers an average of 20,000 miles a week.
- Midlands x 6
- West x 5
- North x 4
- East x 4
- For booking timings, availability and content requirements please contact your PWL representative.

Option 1: Full Wrap- Curtains & Rear



Option 2: Rear Only



Timings

Pedigree®
Wholesale
Here for your pet business

Timings Breakdown | Publications | Pet People

Feature 1: Front Cover Spotlight

Feature 2: Full Page Brand Ad

Feature 3: What's New Spotlight

Feature 4: Category Spotlight

Feature 5: Double Page Advertorial

Feature 6: Seasonal Spotlight

Feature 7: Special Offers Section

Feature 8: Back Page

Period	Nomination Deadline	Artwork Deadline	Orders Placed w/c	Stock Delivered w/c	Promo Start	Promo End
2024						
1	08-Nov-24	29-Nov-24	09-Dec-24	23-Dec-24	29-Dec-24	25-Jan-25
2	22-Nov-24	13-Dec-24	06-Jan-25	20-Jan-25	26-Jan-25	22-Feb-25
3	20-Dec-24	10-Jan-25	03-Feb-25	17-Feb-25	23-Feb-25	22-Mar-25
4	17-Jan-25	07-Feb-25	03-Mar-25	17-Mar-25	23-Mar-25	19-Apr-25
5	14-Feb-25	07-Mar-25	31-Mar-25	14-Apr-25	20-Apr-25	17-May-25
6	14-Mar-25	04-Apr-25	28-Apr-25	12-May-25	18-May-25	14-Jun-25
7	11-Apr-25	02-May-25	26-May-25	09-Jun-25	15-Jun-25	12-Jul-25
8	09-May-25	30-May-25	23-Jun-25	07-Jul-25	13-Jul-25	09-Aug-25
9	06-Jun-25	27-Jun-25	21-Jul-25	04-Aug-25	10-Aug-25	06-Sep-25
10	04-Jul-25	25-Jul-25	18-Aug-25	01-Sep-25	07-Sep-25	04-Oct-25
11	01-Aug-25	22-Aug-25	15-Sep-25	29-Sep-25	05-Oct-25	01-Nov-25
12	29-Aug-25	19-Sep-25	13-Oct-25	27-Oct-25	02-Nov-25	29-Nov-25
13	26-Sep-25	17-Oct-25	10-Nov-25	24-Nov-25	30-Nov-25	27-Dec-25
2025						
1	07-Nov-25	28-Nov-25	08-Dec-25	22-Dec-25	28-Dec-25	24-Jan-26
2	21-Nov-25	12-Dec-25	05-Jan-26	19-Jan-26	25-Jan-26	21-Feb-26

Timings Breakdown | Publications | Pet People

Feature 9 - Inserts and Samples

Period	Nomination Deadline	Delivery Deadline	Promo Start	Promo End
2024				
1				
2	01-Nov-24	15-Nov-24	26-Jan-25	22-Feb-25
3	29-Nov-24	13-Dec-24	23-Feb-25	22-Mar-25
4	27-Dec-24	10-Jan-25	23-Mar-25	19-Apr-25
5	24-Jan-25	07-Feb-25	20-Apr-25	17-May-25
6	21-Feb-25	07-Mar-25	18-May-25	14-Jun-25
7	21-Mar-25	04-Apr-25	15-Jun-25	12-Jul-25
8	18-Apr-25	02-May-25	13-Jul-25	09-Aug-25
9	16-May-25	30-May-25	10-Aug-25	06-Sep-25
10	13-Jun-25	27-Jun-25	07-Sep-25	04-Oct-25
11	11-Jul-25	25-Jul-25	05-Oct-25	01-Nov-25
12	08-Aug-25	22-Aug-25	02-Nov-25	29-Nov-25
13	05-Sep-25	19-Sep-25	30-Nov-25	27-Dec-25
2025				
1	03-Oct-25	17-Oct-25	28-Dec-25	24-Jan-26
2	31-Oct-25	14-Nov-25	25-Jan-26	21-Feb-26

Publications | Brochures

Period	Nomination Deadline	Artwork Deadline	Orders Placed w/c	Stock Delivered w/c	Promo Start	Promo End
Spring Brochure P4-P6	17-Jan-25	07-Feb-25	03-Mar-25	17-Mar-25	23-Mar-25	14-Jun-25
Xmas Brochure	28-Feb-25	02-May-25	26-May-25	09-Jun-25	15-Jun-25	06-Sep-25
Winter Brochure P10-P12	04-Jul-25	25-Jul-25	18-Aug-25	01-Sep-25	07-Sep-25	29-Nov-25

To discuss your media plan activity please contact the relevant buyer:

Accessories: Amanda.Clark@petproducts.co.uk

Food & Treats: Beth.Wright@petproducts.co.uk

For final nominations and adverts please contact:

Accessories: Rebecca.Turner@petproducts.co.uk and Food & Treats: Sheung.Wong@petproducts.co.uk

For E-commerce product and banner queries or Pet Products Basket Add On Sampling please contact Dawn.Raymond@petproducts.co.uk

For more details on Myagi please contact Vlad Chernysh

vlad.chernysh@ralleyware.com

For instore POS queries please contact

Georgia.Worrall@petproducts.co.uk



What Good
Looks Like

Pedigree®
Wholesale
Here for your pet business

Advertorials

Expand your frozen offering, with our fast growing, raw pet food brand

Introducing Nutriment Raw - high quality, complete nutrition that generates footfall and repeat sales!

Grow your frozen category with one of the leading brands in the UK, now available from Pedigree Wholesale. Whether your customer base is pet owners, working dogs or cats, we have the perfect products for optimal health, all completely natural and using high quality ingredients!

Why stock Nutriment?

- Unique recipes that satisfy all raw feeding styles.
- Drives repeat sales - frozen pet food customers tend to visit more regularly due to freezer space limitations. This builds customer rapport and gives you more upsell opportunities!
- Eye catching packaging designs, branded point of sale and stylish freezer deals - make an impact in store!
- Inhouse nutritionists to support you, your team and customers with free advice.
- Multiple brands available from Pedigree Wholesale - check out Leo & Wolf treats too!

Our ingredients

Carefully selected, high-quality ingredients are at the heart of every single Nutriment meal. Our in-house canine nutritionists develop balanced formulations that provide all the essential nutrition that dogs need to truly thrive.

Human Grade Quality Meat
Packed full of high quality protein

Green Tripe
Contains gastric juices and enzymes to support digestion

Offal
Nutrient-dense in vitamins and minerals

Vegetables
Carefully selected for added fibre & restricted carbohydrates

Salmon Oil
Provides Omega fatty acids

Spinulina
With antioxidants, and highly concentrated vitamins and minerals

And other superfoods
Functional ingredients such as sesame seeds, coconut oil, raw sea kelp powder and more!

Starting out and need a branded freezer?

Get in touch and ask about our energy efficient freezer deals!

Not just for Dogs!

Appeal to cat owners by listing our popular cat food products - we have seen a huge **61.12% volume growth** on our cat food ranges this year so far, compared to 2022. The purr-fect addition to your frozen offering!

- Easy to follow information the retailer can use instore
- Visual Breakdown of product range and key information
- Gives the retailer the ‘why’ to stock

Advertorials

The *Excel* feeding plan

THE EXCEL FEEDING PLAN IS A FIVE STAGE FEEDING PROGRAMME WHICH IS A COMPLETE DIET FOR RABBITS AND GUINEA PIGS. FOLLOWING THE PLAN ENSURES THAT YOUR SMALL PETS ARE GETTING THE CORRECT BALANCE OF FIBRE, VITAMINS AND MINERALS LEADING TO HEALTH AND HAPPINESS.

- FEEDING HAY AND FRESH GRASS IS THE MOST IMPORTANT PART OF YOUR RABBITS' DIET AND SHOULD BE 85-90% OF THEIR DAILY FOOD INTAKE
- A SMALL AMOUNT OF HIGH FIBRE EXCEL NUGGETS SUPPLEMENTS YOUR RABBITS' DIET WITH VITAMINS AND MINERALS AND PREVENTS SELECTIVE FEEDING
- EXCEL NATURE SNACKS ARE MADE WITH NATURAL INGREDIENTS AND IN SMALL AMOUNTS CAN BE USEFUL FOR ENCOURAGING BONDING AND NATURAL FORAGING BEHAVIOUR
- A SMALL HANDFUL OF SUITABLE FRESH GREENS AND HERBS BRING SOME VARIETY INTO YOUR SMALL ANIMALS' DIET
- FRESH WATER SHOULD ALWAYS BE READILY AVAILABLE

How retailers merchandise Burgess Excel in store

92% of vets recommend Excel*

Here at Burgess Pet Care we're celebrating 25 years since Burgess Excel was born! That's 25 years of feeding nutritious food to generations of small pets.

Backed by our 300 year heritage our team of experts are continually striving for nutritional and animal welfare excellence and it is at the heart of everything.

A family trusted brand, sold not only in the UK but worldwide, when it comes to choosing the best small animal food, Burgess Excel range comes out on top.

In fact, 92% of UK vets recommend Burgess Excel as a nutritious and healthy plan for small pets.

Big care for small animals

For more information visit www.burgesspetcare.com

Turn to page 53 for **30%** off all Excel 1.5kg bags

- Showcases POS for the retailer to visual how it can look in their store
- Discusses the Return for the retailer
- Mentions launch deal (Turn to page) to encourage purchase

Advertorials

VISIT US AT PETS,
BOOTH C12

schësir®

100% NATURAL NUTRITION

with minimally processed ingredients

At Schesir we believe in putting pets first - that means **prey inspired**, nutrient-rich food made with real meat and fish. It's a simple premise that at its core ensures it's **naturally delicious**.

WE OFFER 100% NATURAL NUTRITION IN A WIDE VARIETY OF DELICIOUS TEXTURES & FLAVOURS TO PLEASE THE PICKIEST PETS.

Complete & Balanced,
different textures

Targeted Nutrition for
different Lifestages

Specific Needs

CAT FOOD: A GROWING CATEGORY

There is a big opportunity in Cat Food, since the Category is forecasted to **grow by 8.2% to 2026**.

69%

of this growth is expected to be delivered by **premium wet cat food and treats**.

Having the right assortment in the Cat Food Segment is therefore a **big growth opportunity** for your stores, with customers seeking the right formula for their pets' needs. **Assortment variety**, premiumisation and **service** are the most important key points for shoppers entering in specialised stores.

What does the UK cat market look like?

New cats owners in the UK are mostly young adults:

- 51% of them are in the 18-34 age range.
- 42% of cats bought in 2023 are purebred: this being another key point showing the market shift to premium.

Sources:
Euromonitor data
Cats Protection Report - Cats and Their Stats 2023

Ask The Retailer

Damon Davis - Superpet

What stood out for you so start stocking Schesir cat foods?

Stocking Schesir cat foods stood out for several reasons, firstly is their commitment to using high-quality, natural ingredients and minimal processing. They used named protein sources such as chicken, salmon, and beef, which provided essential amino acids for feline health. Schesir offers a diverse range of textures and flavours that cater to different dietary needs and preferences, this variety ensures that even picky eaters can find something they enjoy.

How has Schesir helped develop your cat category?

Schesir has introduced a range of innovative products that cater to the specific needs of cats, such as specific life stages and health conditions. These products have helped to expand the cat food market and provide pet owners with more options to choose from. This made them a popular choice among our pet owners who preferred natural and healthy ingredients for their feline companions who require targeted nutrition.

Why do you think independent retailers should pay close attention to their cat offering?

Independent retailers should pay close attention to their cat offering because it is a crucial aspect of their business strategy. Cats are a significant part of many households, and pet owners are willing to spend money on their feline friends. By offering a well-curated selection of cat products, independent retailers can attract and retain customers, increase sales, and differentiate themselves from larger competitors.

What advice would you give to a retailer looking to expand their cat range?

Conduct market research to identify gaps and opportunities in the cat product market. This involves analysing consumer trends, preferences, and purchasing habits to determine what types of cat products are in demand and what is currently missing in the market.

WHAT'S NEW

NEW!

Wild Alaskan Fish Oil

Add Schesir Oil to the bowl to balance Omega3&6 ratio and support healthy pets.

NEW!

Snacks for Dogs

Reward, support and train them - naturally - with our Dogs Snacks range. Made in the USA, free of artificial colours & flavours.

WE OFFER 360° RETAILER SUPPORT

Training Videos available on **Myagi**

NEW! Our POS materials are now available via PDS. Ask your Rep today!

Exclusive to **Pedigree Wholesale**
Here for your pet business

- Highlights new products well
- Features key insights for the category and cites the data
- Mentions online training available on Myagi
- Includes a Case Study from a retailer

Advertorials

Introducing **NEW Nobblys Animals**

petellö



With nobbles for an easy grip

New NOBBLYS Animals

Nobblys is the latest dental dog chew innovation on the market with its signature nobbles which help to support the removal of plaque and tartar to maintain overall dental hygiene.

Nobblys now offers a range of brand-new shapes and flavours. Introducing the Hippo, Lion and Unicorn which come in delicious Pumpkin, Banana and Strawberry flavours and all feature our signature nobbles for an easier grip!

Nobblys is part of the Petellö dog food and treats home and is the go-to brand for affordable and fun dental dog chews for your customers, and higher than competitor margins for you.



I'm tasty pumpkin flavour!

I'm delicious banana flavour!

I'm fruity strawberry flavour!

Unique Nobbles to Help Clean Teeth

New



NOBBLYS

Explore the Range

2703996, 2703997, 2703998

2705682, 2705688, 2705689

2688952, 2688953, 2688954

2705684, 2705685, 2705686

Hedges
freshen breath

Fights Plaque
& Tartar

Gluten &
Grain Free

Low
Calorie

Vegetarian

Lots of Benefits

- Natural Ingredients and no nasties
- With unique nobbles to help clean teeth
- Easy Grip for dogs to hold onto and chew
- 5 shapes, 5 flavours, 3 sizes
- Impactful SRP & POS available
- RRP from £1.69
- Margin £ from £27.90

PLUS

Why you will love it:

- Affordable and high margin treat
- Attention-grabbing Display Case for stores
- Point of Sale available

Why your Consumer will love it:

- Affordable price point
- No artificial flavours
- Supports dental health

Why it will build your Category:

- Specialist Pet Exclusive
- Higher Margin vs. competitors

Turn to Page 37 for 15% off all new lines

- Visually appealing
- New call outs (important to the reader)
- Infographics to demonstrate key features (bitesize and easy to remember)

Advertorials

NEW TO PEDIGREE WHOLESALE

MOVE UP TO NATURAL VETCARE

We are thrilled to announce the launch of **NATURAL VETCARE**, a brand dedicated to helping customers and dogs **FEEL GOOD!**

NAF **NATURAL VETCARE** **FOR PETS WHO WANT TO FEEL GOOD**

360° nutritional support for skin health from the inside out

Itchy ears? Scratching? Chewing feet? Dry flaky skin? Dull greasy coat? Red skin? Fur loss? **DogSkin** will help your itchy dog feel good.

360° care for synergistic joint support

Active or working lifestyle? Moving stiffly? Unable to go as far on walks? Large breed prone to stiff joints? Puppy at risk of future joint issues? **Mobility** will help your stiff dog feel good.

360° care for older dogs

Less active? Restless at night and asleep in the day? Confused? Less playful? Feeling their age? **Agility** will help your older dog feel good.

POUCHES RRP £9.99 (30 days supply for 20kg dog)

Natural VetCare is part of the well-respected equine supplement brand, NAF, and promises to deliver FIVE STAR TREATMENT to Customers and Pets and we have chosen a launch portfolio of supplements and topical products to assist with the conditions commonly encountered by dogs today, so you can offer safe solutions for your customers.

Skin & Coat - Targeting itchy skin in dogs, a complementary range of oral supplements and topical products to balance the immune system, support the microflora and aid with skin conditions such as itchy ears and allergies.

Joints and Anti-inflammatory Support - From puppies through to adulthood, Natural VetCare products offer canine joints the support they need. For those dogs who need a little extra support, Relief provides a safe anti-inflammatory option when a joint supplement alone is no longer enough.

Senior Health - For mature dogs, Agility offers a unique approach to cognitive support and aids liver, heart and kidney health. All the supplements are strictly tested for efficacy as well as palatability and offered in presentations which allow them to be mixed into the diet - such as tasty pellets or liquids and the topical products are uniformly safe for frequent use, easily handled and a little goes a long way. With over thirty years' experience in formulating and manufacturing nutraceuticals the company's ethos has always been to support the retail market through strong sales and marketing strategies and this, combined with the efficacy of the products and exceptional customer care means the time is right to - MOVE UP TO Better Products, Better Pricing, Better Margins and Better Support.

Natural VetCare is a "cross-disp" brand! We want you to **FEEL GOOD** working with us so we offer a wide range of sales and marketing support, including Counter Display Units, Branded Clip Sticks and Shelf Wobblers and are always open to exploring new opportunities.

Contact your Pedigree Sales Rep for more information.
www.petproducts.co.uk

- Visual breakdown of product range and POS planograms
- Communicates shopper messaging that retailers can use in their store in bitesize chunks of information

Special Offer Ads

10%
Trade Less

Oh So Precious
PET KEEPSAKES

Pedigree
Wholesale
2023

AWARDED
CATEGORY
WINNER
2023

Treats✓Toys✓

Now show how much you REALLY love them!

A brand new range your customers will love,
in addition to their usual, essential buys!

Non-competing, great gift ideas AND additional revenue.

From keepsake boxes and fur bottles for puppy's first trim to precious paw prints, clay impression kits.
Speak to your Business Development Manager today.

Code	Description	Size	Pack	RRP	MSD	Trade Price	Other Price	Other	MS% @ RRP
270084	Oh So Precious Pet Print Non-Toxic Ink Pad Standard	12.5cm	1	£7.99	20%	£6.39	£6.39	10%	52%
270085	Oh So Precious Memorial Photo Marker With Seeds		1	£7.99	20%	£6.39	£6.39	10%	52%
270086	Oh So Precious Pet Fur Keepsake Bottle	20cl	1	£8.99	20%	£7.19	£7.19	10%	52%
270087	Oh So Precious Pet Print Ink Photo Frame	A5	1	£14.99	20%	£11.99	£11.99	10%	52%
270088	Oh So Precious Pet Print Clay Moulding Kit		1	£9.99	20%	£7.99	£7.99	10%	52%
270089	Oh So Precious Pet & Charm Keyring		1	£7.99	20%	£6.39	£6.39	10%	52%
270090	Oh So Precious Buddy Bag		1	£9.99	20%	£7.99	£7.99	10%	52%
270091	Oh So Precious Pet Print Clay Mould & Photo Frame		1	£19.99	20%	£15.99	£15.99	10%	52%
270092	Oh So Precious Pet Print Wind Chime	11cm	1	£9.99	20%	£7.99	£7.99	10%	52%
270093	Oh So Precious Forever Loved Pet Photo Frame	A4	1	£14.99	20%	£11.99	£11.99	10%	52%
270094	Oh So Precious Cat & Charm Keyring		1	£7.99	20%	£6.39	£6.39	10%	52%
270095	Oh So Precious Family Ink Print Photo Frame	A5	1	£14.99	20%	£11.99	£11.99	10%	52%

www.ohsoprecious.co.uk

62

page 62 of 100

- Introduces range in a concise ‘why’
- Product imagery shows product in use (needed for more complex products)
- Clear Special Offer Call out
- Easy to read table

50 What good looks Like

Pedigree[®]

Wholesale

Here for your pet business

Special Offer Ads

NEW

RECOVERY & REVIVE
TO GET THEM BACK ON TRACK

NOW 15% OFF

DEVELOPED BY NUTRITIONISTS
VET RECOMMENDED

+183% Growth YOY¹

>50%
of owners want a supportive food when their dog is ill²

Exclusive
to the Pet Specialist Channel

GENTLE INGREDIENTS
made with just Chicken & Rice

BETA GLUCANS
helps strengthen a natural immune system

PREBIOTIC MOS & FOS
supports healthy gut bacteria

PARAPROBIOTICS
helps rebalance natural immune defences

Butcher's
NOURISHING FOOD FOR DOGS

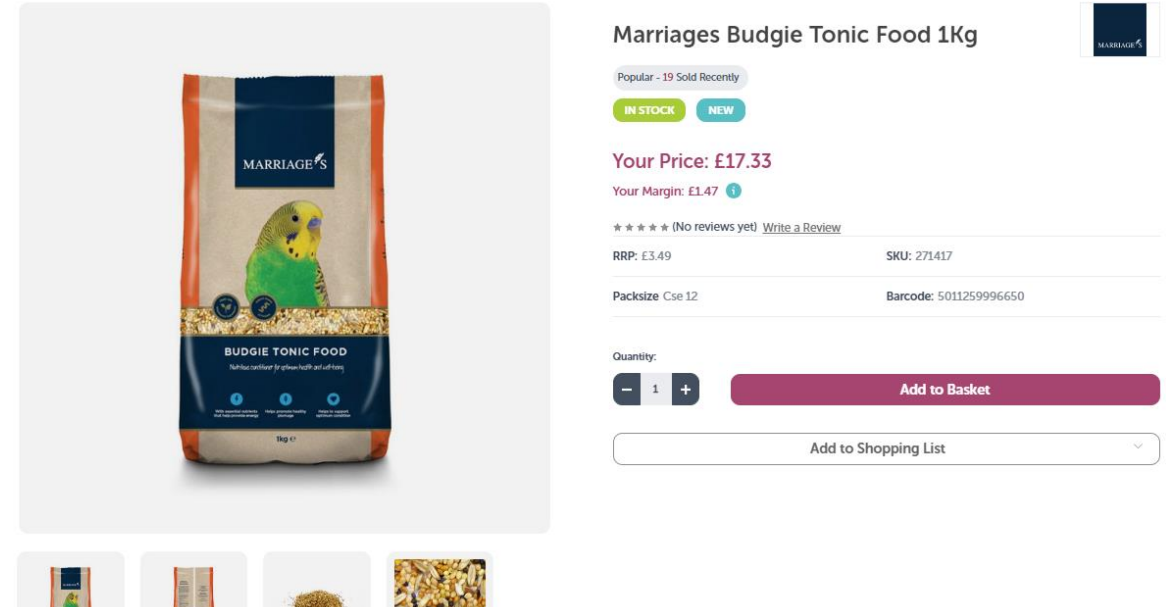
CODE	DESCRIPTION	SIZE	PACK	RRP	VAT	TRADE PRICE	OFFER PRICE	OFFER	SRP*	GM% @ SRP
271869	Butcher's Recovery & Revive Dog Food Tin	390g	12	£1.60	20%	£12.60	£10.71	15%	£1.40	24%
271870	Butcher's Recovery & Revive Dog Food Tin	18x390g	1	£24.49	20%	£15.99	£13.59	15%	£21.00	22%
271871	Butcher's Recovery & Revive Dog Food Trays	4x150g	1	£4.89	20%	£2.99	£2.54	15%	£4.20	27%

¹Value Growth YoY Butcher's Consolidated EPOS, Total Market, 12 wks 28.7.24. ²Butcher's Quant Research, Yipster, 400 Dog Owners, 07.08.23.

- 3 Strong, Clear why to stock messages for the retailer
- Pictures show product in and out of packaging
- Space for the ad to breathe
- Clear Table
- Strong TL call out

Website Product Listings

- Strong Imagery- Images show Front & Back of pack plus close ups of the product
- Easy to read Features and Benefits (Short bulleted list)



Description

Specification

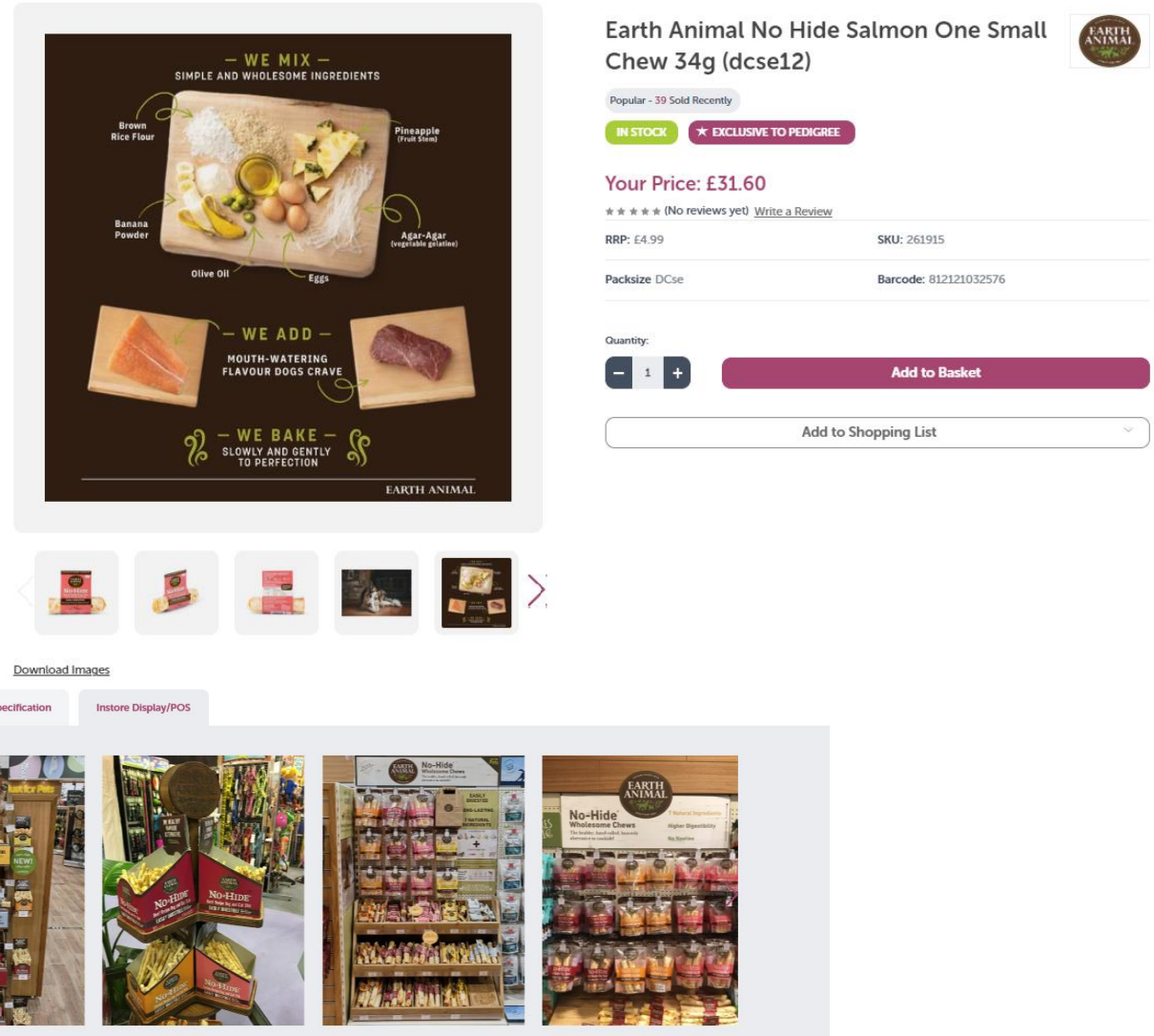
Marriage's® Budgie Tonic Food is rich in wholesome ingredients and is easy to digest. Formulated as a high energy food source, it's designed to get budgies in optimum show condition. Packed full of protein, this appetising mix also helps to assist budgies during breeding and moulting. With an added orange flavour, this supplementary tonic will help support their overall health.

Features & Benefits

- Made with wholesome ingredients.
- Packed with natural protein to assist during breeding and moulting.
- A natural source of fibre to help support optimal digestion.
- Contains no artificial colours or preservatives.
- Easy to digest.
- Helps keep show birds in good condition.
- Suitable for budgies and finches.
- Contains orange flavour.
- Naturally includes essential nutrients to help support optimum health and well-being.
- With essential nutrients that help provide energy.
- Helps promote healthy plumage.
- Helps to support optimum condition.

Website Product Listings

- Strong Imagery- Images show Front & Back of product. Product in use shots and ingredients breakdown visually.
- Examples of instore displays featuring point of sale/ product at fixture.



Earth Animal No Hide Salmon One Small Chew 34g (dcse12)

Popular - 39 Sold Recently

IN STOCK **★ EXCLUSIVE TO PEDIGREE**

Your Price: £31.60

★★★★ (No reviews yet) [Write a Review](#)

RRP: £4.99 SKU: 261915

Packsize: DCse Barcode: 812121032576

Quantity: **Add to Basket**

[Add to Shopping List](#)


[Download Images](#)

Description **Specification** **Instore Display/POS**

The 'Instore Display/POS' section shows four different ways the product can be displayed in a store, including a large wooden display, a smaller wooden display, a metal display, and a metal display with a sign.

Website Product Listings

- Images show single product in packaging
- Product in display case (how it will look on shelf)
- Size comparison
- Rest of the range
- Lifestyle/Product in use image



Petello Yak Cheese with Coconut Dog Chew 75g

petello

IN STOCK EXCLUSIVE TO PEDIGREE

Your Price: £60.35
Your Margin: £2.81

★★★★★ (No reviews yet) [Write a Review](#)

RRP: £6.99	SKU: 266625
Packsize Cse 20	Barcode: 5019146662503

Quantity: - 1 +

[Add to Basket](#)

[Add to Shopping List](#)

[Download images](#)

Thumbnail images showing product variations and a dog eating the chew.

Homepage Hero Banner & Category Page Banner

- ✓ Clear, simple images
- ✓ Concise messaging (no long sentences or multiple lines of small text)
- ✓ Brand logo
- ✓ Call out – e.g.. "new", "trade less 20%"
- ✓ Call To Action e.g.. "Buy Now", "Explore the Range", "Click to Buy"
- ✓ Non-white background

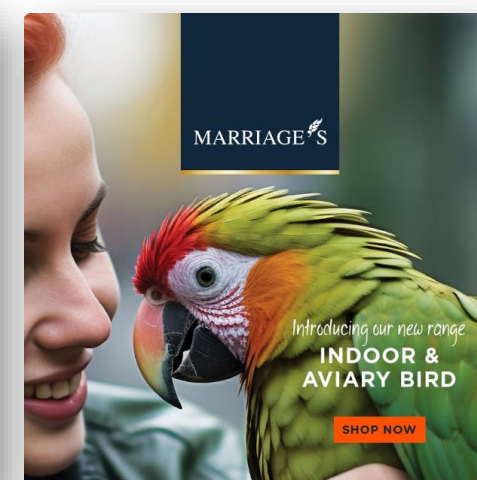
- ✗ Multiple small images
- ✗ No images
- ✗ Multiple lines of small text
- ✗ White background
- ✗ No call out
- ✗ No call to action
- ✗ External website address/email address/telephone number



Drop Down Menu (Promotional & Newness), Homepage Tiles (All)

- ✓ Clear, simple image
- ✓ Concise messaging (no long sentences or multiple lines of small text)
- ✓ Brand logo
- ✓ Call out – e.g. "new", "trade less 35%"
- ✓ Call To Action optional
- ✓ Non-white background

- ✗ Multiple small images
- ✗ No images
- ✗ Multiple lines of small text
- ✗ No call out
- ✗ External website address/email address/telephone number
- ✗ White background





Thank you!

Pedigree®
Wholesale
Here for your pet business