

UK pet product company stocked in 600 Canadian stores

A natural pet products company based in Maidenhead, Berkshire has just secured a new international contract with a Canadian pet supplies company which is set to increase its annual turnover by 20% to £2.4 million.

Founded in 2006 by three ex-athletes with a passion for pets, Pet Podium Products develops and manufactures a Wellbeing and Grooming range for domestic animals which includes aloe-enriched shampoo bars, soothing balms and odour eliminating candles.

The new deal will see the company's complete Wellbeing and Grooming range stocked in 600 PetSmart stores across Canada with this expected to extend to the chain's American stores as well. The company's flagship product Dog Rocks – a natural solution to prevent dog urine marks on grass, is already being sold across the 1500 PetSmart stores in the United States.

The Department for International Trade (DIT) has been supporting Pet Podium Products since 2012 with exporting advice, market reports and trade show access grants.

Carina Evans, CEO at Pet Podium Products said:

Exporting was an important part of our business strategy from the very beginning. It was a no brainer as the North American market is huge with plenty of opportunity for a business like us.

International contract wins are always exciting, and to be able to say that we have a relationship with all the major pet buyers in the United States and Canada is something that we are quite proud of.

DIT has been a great sounding board over the years and were instrumental in our 2016 Queen's Award for Enterprise. When we were new to market, they provided us with grants to attend trade shows which really was the catalyst to our overseas success. We are very proud to have worked with DIT extensively.

Pet Podium Products employs around half a dozen people in Berkshire and outsources elements such as warehousing, digital media and consultancy. The company has an annual turnover of over £2 million, with exporting accounting for 65% of this. Its biggest markets are currently the United States and Canada, with the company looking to the Asia Pacific and Australasia markets

to further expand its exports.

Ben Raby, Head of Region – South East at DIT said:

Pet Podium Products is a great example of a business in the South East that has been able to tap into the demand for British products overseas, and their international success should be inspiration for other UK companies.

We look forward to supporting the company as it looks to expand its exports in new markets and further showcase what British businesses can do on a global stage.

I would encourage other businesses in the region that are considering overseas trade for the first time, or looking to increase their international footprint, to get in touch. We have a dedicated team of International Trade Advisers based in the South East and specialists in 109 countries worldwide.

Businesses looking for support should call 0330 300 0012 or email info@tradesoutheast.com. They can also visit great.gov.uk which has information on live export opportunities and includes general information on exporting and events.