

A full-page photograph of a smiling woman with long dark hair, wearing a yellow t-shirt and blue jeans, holding a small white and brown dog. The background is a bright, modern living room with a grey sofa and wooden shelves.

# 2023

## Company overview



# Our roots

## Always close to the market needs

PETS & HUGS INTERNATIONAL SPA is a reality born in 2015 from the experience gained in the PET sector with the FLAIR PET brand, present on the specialized market since 2008. The PETS & HUGS brand has been created to design, produce and market innovative articles dedicated to the care, hygiene and feeding of animals, always in line with market trends and with high quality standards for the large-scale retail channel.

Large-scale Distribution



Specialized Shops



# Branding strategy

Always keeping up with market trends





# Our vision

---

We look ahead to get there first

**We look far, Always.**

We never get tired of seeking innovation and making our product the best solution to our customers' needs. We anticipate market trends and, since our establishment, we have been recognized as pioneers of innovations in this industry.

# Our mission

---

Professionals with passion

Our company consists of a motivated and passionate team with certified industry experience. The knowledge of the international retail world by our sales network is also profound.

**Our flagship is our Italian division dedicated to the research, design, development and production of articles in South Asia, which has been in operation for over 30 years and has supplied the largest modern retail chains almost all over the world.**





Our values are simple but extremely heartfelt from each one of us and they makes us a reliable partner for everything our pet friends need.

We have always innovated and will never stop doing so. Innovation is ingrained in our DNA: we listen to the market and develop products that meet its demands, but we also look beyond it to open up new perspectives.

# Our values

Innovative DNA, experience and Italian quality



Pets & Hugs  
INTERNATIONAL SPA

# Our strength

# 8 step

---

## Why choose Pets&Hugs?

The wide range of PETS & HUGS products represents the right choice of quality branded Made in

Italy: Our goal is to always maintain a high level of quality and innovation.

We challenge ourselves to improve our product range every day.

# 1

Only in our catalogue we count more than 600 SKUs, to which should be added another 150 SKUs of PL projects in our customers' catalogues. Catalogues are constantly updated in order to offer the best possible innovation and quality.

# 2

The historic 2600 m<sup>2</sup> headquarter will be flanked in 2024 by a new, ultra-modern, state-of-the-art facility with an automated warehouse of over 5600 m<sup>2</sup> to offer even more widespread distribution in Italy and beyond.

# 3

We have subsidiary production sites in China and Thailand.

# 4

We have a New Business Department in Asia dedicated to product development that guarantees our customers access to global markets.

# 8 step

---

## Why choose Pets&Hugs?

The wide range of PETS & HUGS products represents the right choice of quality branded Made in

Italy: Our goal is to always maintain a high level of quality and innovation.

We challenge ourselves to improve our product range every day.

# 5

We are specialists of 'Private Label' projects.

# 6

We offer a complete range of products of the highest quality.

# 7

Our global knowledge and experience allows us to work with partners to create tailor-made pet products that meet specific needs and requirements.

# 8

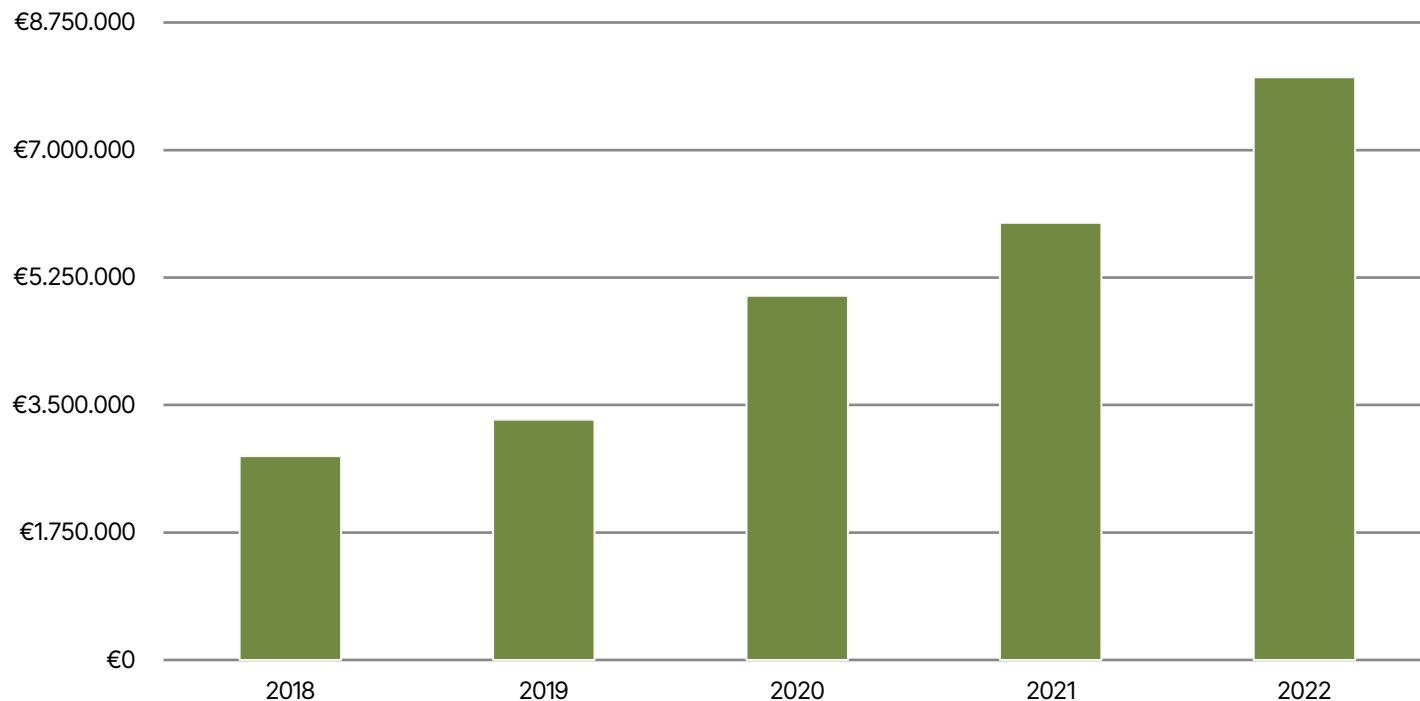
We are a 100% reliable partner, from product development to its delivery.



# An impressive growth

Every year, we have grown by 25 per cent\*

---



\*data related to the Italy Business Unit



# 3 key factors

---

## Our success in 3 steps

Constant attention to market trends, we respond quickly to challenges, without ever compromising our innovative spirit

Careful supervision of all stages of product research, development and distribution. We focus on technical and quality control for high quality products that meet European standards.

Looking ahead means never worrying about innovation, while maintaining values such as respect, transparency, honesty and ethics. We are more than suppliers, we are partners.



**1500+**

Customers from over 15 countries

**20%+**

New products every year

**450+**

Container per year

**100%**

Satisfied clients

**600+**

SKU in our catalogue

# Our clients

---

We always serve them best



# Our products

---

## Functionality and design Made in Italy

The range of animal-care products that we provide to our customers is wide and it is characterized, in each of its categories, by a combination of functionality and design.

Our product lines cover more than 600 references and we innovate, on average, 25% of our catalogue every year to create better performing products and to consolidate breadth and depth of range.





# Our products

Functionality and design Made in Italy

Here are some of our product categories:

## FOOD

Snacks & chewables

## LITTERS

Traditional and compostable litters

## HYGIENE&BEAUTY

Brushes and combs

## COMFORT

Cushioning

## ACCESSORIES

Toys and scratching posts

But that's not all: we also make BRUSHES and COMBS, BOWLS, CARRIERS, HYGIENIC BAGS and much more.

PETS & HUGS can offer its partners a DIRECT IMPORT service that consists in the purchase of products directly from production factories, wherever they are located.

# Private label

## From the idea to the production

Our private label products are made to ensure the highest quality to our customer.

We support the customer in all stages of development of the private label project: from the IDEA to the REALIZATION and finally the DISTRIBUTION of the product.

We operate in the field of complementary nutrition, hygiene, accessories or any other product attributable to quality pet care and pet food.



# Space management tools

---

How we increase your shelf profitability



Our Space Management tools allow us to create packages for our customers that optimize available space so that more products can be displayed thanks to functional package layouts that improve shelf profitability.

All this with one lowest common denominator: maximum innovation accompanied by maximum quality and maximum return on investment.





# Pet Asian Trading Company







# Pet Asian Trading Company

---

A well-established industrial strategy to strengthen and expand our production capacity directly in Asia, following the specific needs of customers directly from the production hub of Pet Products.

An investment that allows us to be not only the partner of the large-scale retail trade for the production of innovative, top-quality and novelty-designed products, but a safe intermediary for all players in the pet market chain.

**Headquartered in Shanghai, Pet Asian Trading Company is the new link between the large-scale retail trade and the factories producing items dedicated to pet care, hygiene and nutrition.**

# A service company

## Functionality and design made in Italy

Pet Asian Trading Company is a service company that promotes the development of new products by managing all the steps of the production chain: from the study of the requirements to the realization of Pet Products up to their import and delivery.

### PLANNING

We study the customer's needs and develop the required product, bringing it directly to the 'doorstep' on time.

### MANUFACTURER QUALITY

We select only certified factories.

### PRODUCT QUALITY

we perform certification tests, pre-production samples and audits with certified businesses before and during production.

### PRODUCTIVITY

we create certified products with an excellent price-quality ratio, meeting agreed delivery times.

### IMPORT

we handle customs relations and the corresponding documentation.

Pet Asian Trading Company has been dealing with these issues thanks to a proven sales structure operating directly in Asia for more than 30 years.

# Why choose Pet Asian Trading Company

## **Control of the entire supply chain**

We analyze customers' needs and propose solutions according to the new market trends.  
We select manufacturers for reliability, certifications and product.  
We supervise every stage of the process. Research, test, mass production start-up and distribution, focusing on technical and quality control to obtain articles that comply with the European standards.

## **Private Label**

We take care of Private Label projects for Pet Products that meet precise needs and requirements, handling everything from concept to pre-production sample.

## **Groupage**

We consolidate even small shipments through 'Less than Container Load', reducing transport costs and allowing more flexible 'Minimum Order Quantities' with mixed container possibilities.

## **Import**

We manage relations with customs by cooperating with them, following documentation and forms, in order to speed up customs clearance and to avoid unexpected delays. Thanks to a person who is always available, we are responsible for all the activities necessary for the goods to arrive in compliance with time and modalities.

## **Innovative DNA**

We see trends in advance, stimulating the customer with revolutionary product proposals and solutions.

## **Competitiveness, flexibility, precision and speed**

We have method, instruments and in-depth knowledge of the Pet world and market dynamics, supporting all customers in purchasing and importing.

**1500+**

customers from more than 15 countries

**20%+**

New products every year

**450+**

container per year

**600+**

SKU in our catalogue

**100%**

Satisfied clients



# Do you need more information?

Call us

**+39 0424 383101**

or write us an email

**info@petshugs.com**

**Pets&Hugs International S.p.A.**

**Legal seat**

Corso Magenta 85 - 20123 Milano, Italia

**Operational headquarter**

Via Valle Santa Felicità 5/B, 36060 Romano d'Ezzelino (VI), Italia

Customer service: [info@petshugs.com](mailto:info@petshugs.com)