

# A passion for animals!

*Quality from the  
Black Forest*



**Import-Export Peter Hoch**

ZOOLOGISCHER GROSSHANDEL



# Then and now

*Inspired by tradition, dedicated to the future -  
Our family business embodies continuity, quality,  
and innovation.*

## • Back then

- **Peter Hoch starts in 1976.**
- Commencing as a pet store, Peter Hoch early on prioritized reptiles and terraristics accessories, shaping the company's path to this day.

## • Today

- **Jürgen Hoch takes the reins.**
- Since 2009 Jürgen Hoch, continues the legacy, elevating the company to an international leader in the terraristics industry.



**1976**  
**FOUNDED**

# Our Vision

At Import Export Peter Hoch GmbH, our commitment to nature is unwavering. We believe that engaging with and understanding animals enhances our humanity. It is our conviction that this experience should be passed on to future generations, ensuring the continued opportunity for them to connect with animals and nature.

## Our Mission

We are reptile enthusiasts. That's why we firmly believe that terrarium animals deserve the best possible living conditions at all times. This is why we are not just a zoological wholesaler, but also offer a comprehensive range of terrarium products under our brand „Lucky Reptile“. We always align ourselves with the needs of the animals. We understand that our responsibility doesn't end with the product. That's why we provide all the information and support necessary for the appropriate care of your companions: We offer an extensive database of animal profiles, delivering all the insights required for a safe and effective use of our products.

## Our Location

The Black Forest region has long held a reputation that extends beyond its borders, particularly for its rich cultural heritage, picturesque landscapes, and culinary delights.

However, our presence in the Black Forest signifies more than just tranquility, nature, local customs, and tradition. The location also benefits from its position in the so-called tri-border region, in close proximity to France and Switzerland, boasting excellent infrastructure connections. Additionally, due to its proximity to the university city of Freiburg, the region possesses a wealth of expertise.



Animal Welfare.

More than 45 Years of Experience.

Research and Development.

Quality from the Black Forest.

Responsibility. Passion.

Environmental Protection.



# Who we are!

The Import Export Peter Hoch GmbH in Waldkirch near Freiburg is a leading European zoological wholesaler with over 45 years of experience in the field of terrarium animals. The specially developed animal facility includes more than 5000 terrariums on over 2000 square meters and is unique in Europe. On the upper floor of the company building there is a greenhouse with 1000 square meters, in which species from desert and savannah areas are kept during the summer months. On average there are between 200 and 300 different species in the stock.

**Import-Export Peter Hoch**  
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A brand of Import-Export Peter Hoch GmbH

**Lucky Reptile**

Developed, manufactured, and distributed under the brand Lucky Reptile by Import Export Peter Hoch GmbH, we specialize in providing accessories for the field of terraristics. Our product range includes essential items such as feed, UV lamps, substrates, and terrariums. Lucky Reptile now offers a comprehensive selection of over 750 articles and stands as the technological market leader in the European terraristics sector. The practicality of our products garners appreciation not only from terrarium enthusiasts and breeders but also establishes Lucky Reptile as a preferred choice in numerous zoos and research institutions.



# The view inside

With us there are...



**60 Employees**



Since our establishment in 1976, our company has consistently expanded. We now employ 60 professionals at our Waldkirch headquarters and in our field operations.

**1000 different items in stock**



With a spacious 4000 sqm, our warehouse accommodates approximately 1000 distinct items. This allows us to ensure a consistent supply not only of our in-house brand, Lucky Reptile, with its 750 articles, but also various brands such as Arcadia, Nekton, and Eden.

**200-300 animal species in stock**



At our headquarters in Waldkirch, our expansive 2000 square meter animal facility enables us to maintain a consistent inventory of approximately 200 to 300 animal species.

**4 Dogs**



Our office dogs are integral members of the team, as having dogs in the workplace has been proven to foster a positive work environment, enhance well-being, reduce stress, and strengthen team camaraderie.

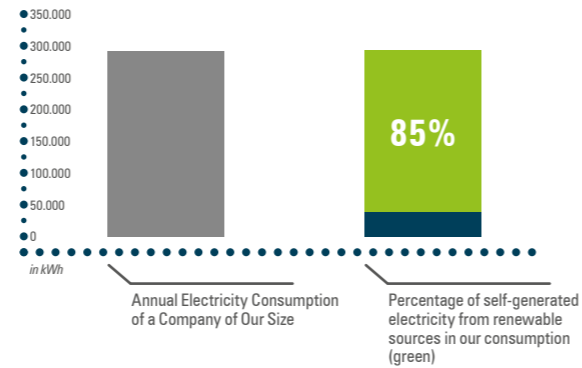
# Our CO<sub>2</sub> footprint

Environmental protection is firmly anchored in our corporate policy.

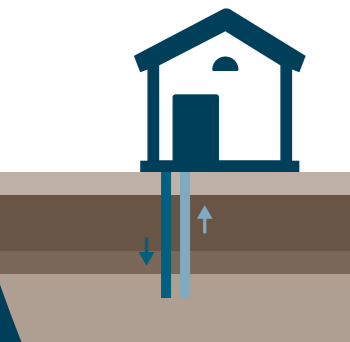


## Sustainability

The love for animals equates to a love for nature. It is therefore a matter of concern to us to preserve our nature. From outfitting our business premises to developing new products and designing innovative packaging, we strive to optimize all aspects of our company with sustainability in mind. The concept of sustainability is now integrated into many of our processes right from the start.



## We rely on geothermal energy!



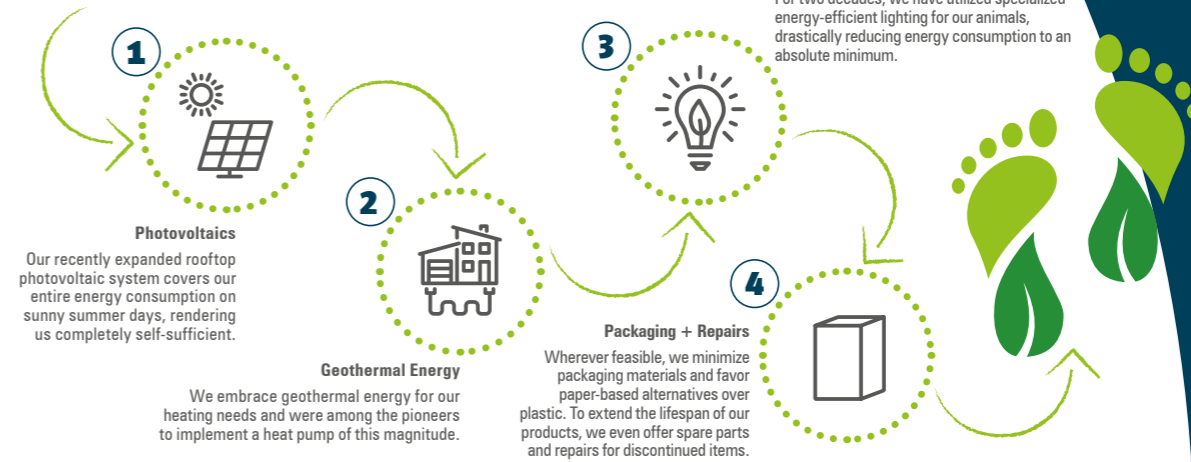
Geothermal energy, alongside hydropower, is the most environmentally friendly form of energy generation. It harnesses the natural heat of the Earth to produce eco-friendly energy. This enables us to minimize our ecological footprint as much as possible.

### Overall Ecological Significance

- A company of our size using gas heating generates around 87,000 kg of CO<sub>2</sub> annually.
- Renewable energy sources offer substantial potential for savings in this regard.



## Our contribution to environmental protection!



*We keep our CO<sub>2</sub> footprint as small as possible!*



An oak tree can process 2000 kg of CO<sub>2</sub> (convert it into oxygen) per year. Our CO<sub>2</sub> savings equate to the annual climate contribution of 96 oak trees.

*Amidst the Black Forest -  
here we are at home!*

## Quality from the black forest

Located in Waldkirch near Freiburg, amidst the Black Forest – a region long renowned for its craftsmanship – stands our headquarters. It's here, where tradition and precision intersect, that our top-tier reptile products are conceived. The values of this esteemed location are mirrored in the quality of our products.



# In-House Production

Many of our products are manufactured directly in-house, including a portion of our terrariums and a significant range of items from our lighting collection. Last year, we manufactured 130,000 items directly in-house. To ensure the utmost quality, our entire lighting division is manufactured in-house. Notably, our Thermo-Socket products stand out. With these, you acquire a product assembled in the Black Forest, primarily composed of European components.

This approach also enables us to promptly address individual customer inquiries and produce custom-made items. For instance, we consistently serve as a competent resource for zoos and store owners with specific lighting installation needs in their commercial terrariums.

Furthermore, we generate local employment opportunities - From the region, for the region.



# From idea to product

*Everything under one roof!*

## Experience - Expertise - Passion

For over 45 years, reptiles have been our passion. We believe these creatures deserve the best possible products. This commitment is evident throughout the entire process, from initial conception and product development to production.

### Product development

Our entire product development takes place in-house at our Waldkirch location. Through close collaboration with our animal department, our products are always geared towards animal welfare and field-tested, in line with our motto: Products from practitioners for practitioners.



### Production and quality management

When you purchase a product from our lighting range, such as the Lucky Reptile Thermo Socket PRO or Thermo Socket plus Reflector, you are acquiring an item crafted by one of our diligent production team members at our Waldkirch headquarters.



UV-Lamp test center

Products, such as our UV lamps from the Bright Sun line, undergo rigorous quality controls to ensure that the animals are maintained under optimal UV levels.

### Sustainability

Whenever possible, we prioritize European manufacturing. Substrate and feed, with a few exceptions, are sourced from European production. The lighting division of Lucky Reptile is entirely produced in-house in Germany. This approach annually reduces a significant number of container imports from Asia and thereby saves numerous tons of CO<sub>2</sub>.



# There is life in it!

The animal department



View into the animal department -  
11 animal rooms on 2000 sqm



## Dry room

Designed to cater to the climatic needs of species hailing from desert and savannah regions, our dry room is home to the likes of bearded dragons, spiny-tailed lizards, and collared lizards.

## Aquatic turtle room

Our specially outfitted aquatic turtle space features a collective filtration system equipped with a UV Clarifier. Water circulates in a closed loop, ensuring consistent water quality in the tanks.



## Humid room

In our two humid rooms, optimal conditions are maintained for tropical species, complete with automated misting systems.

## Climate room

Our pair of climate rooms can be lowered to below 15°C during the night, making them particularly suitable for montane species such as Kenyan highland chameleons.



## Animal department

Our state-of-the-art animal facility is an in-house creation, meticulously tailored to meet the unique needs of each species. In numerous aspects, our terrariums exceed even the regulatory standards to ensure animal welfare-centered conditions. When designing our new headquarters in 2005, the animal department took center stage in our plans. Every detail was conceived and constructed by our own team, incorporating the latest equipment. This includes custom-designed lamps that were later introduced to the market under our Lucky Reptile brand. Covering an expansive 2000 square meters, we house over 5000 terrariums.

## Cold storage

Our two cold storage units serve not only for storing feed but also provide a space for hibernating European species.

## 11 Animal rooms

With our 11 distinct animal rooms, we can replicate diverse climatic zones. This enables us to consistently ensure optimal living conditions for creatures from a wide array of habitats.



## Greenhouse

Covering a spacious 1000 sqm atop our main building, our greenhouse provides our animals with nearly natural conditions from spring through fall. Specially designed glass allows 85% of natural UV radiation to penetrate, providing optimal living conditions for the housed species, such as tortoises and various desert inhabitants.

# History

Since over 45 years  
your reptile specialists

## Early 1980s : 1980

• First exhibition appearance at Interzoo in Wiesbaden.



# 1976

## FOUNDED

Peter Hoch opens a pet store in Waldkirch near Freiburg.

A special emphasis is placed on reptiles, which are also supplied to other pet stores.

## 1992/1993 : Early 1990s

• New construction and modernization of the main building, including the creation of new animal chambers.

## 1996

• Terrarium accessories become a second foothold. Significant expansion of the accessory range and dispatch of the first price list for accessory products.



## 1999 : End of the 1990s

• Peter Hoch's son, Jürgen, joins the company..



## Mid-2000s : 2005/2006

• Planning of the new company building and relocation to the current location.  
• Major in-house trade fair to celebrate the company's 30th anniversary.

## 2007

• Introduction of the Lucky Reptile Bright Sun.  
• The first metal halide lamp for reptiles revolutionizes terrarium lighting and quickly becomes the most recommended UV lamp.



Easy entry into pet keeping

## Mid-2010s : 2016

• The Lucky Reptile Starter Kit is unveiled at Interzoo.  
• These sets are specifically designed for certain species like bearded dragons or leopard geckos, containing everything necessary for successful animal husbandry. Each kit includes comprehensive instructions and video tutorials to facilitate an entry into the world of reptile care.

## 2017

• Key account for France. Commencement of direct sales to pet retailers in France.



Bright Sun, the most recommended UV lamp

## End of the 2000s : 2009

• Transformation into a limited company, „Import Export Peter Hoch GmbH“.  
• Peter Hoch steps down as managing director. Jürgen Hoch assumes the position of managing director and becomes a shareholder.

## Early 2020s : 2021

• Peter Hoch retires, and Jürgen Hoch assumes full ownership of the company.

## 2022

• Lucky Reptile Soft Foods are introduced - Our Softfoods are available in a diverse range of variations, carefully designed to meet the unique requirements of different animals.



# Import-Export Peter Hoch

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