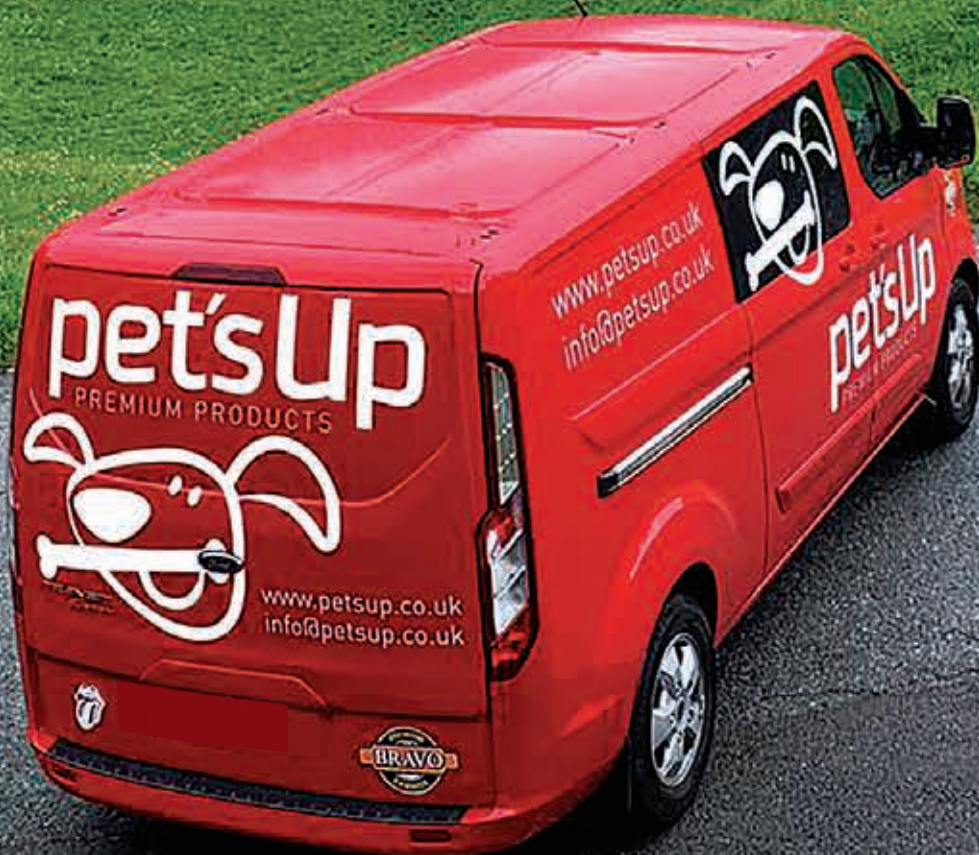


“Running a business can sometimes be a hard road but at Pet's Up we love to keep *pushing the destination forward* because we simply love the journey that our company is on”





Based in Essex, UK and Oldenzaal in the Netherlands, Pet's Up is a manufacturer and distributor of high-quality natural dog products.

Initially founded as Lennox, in 2001, the business focussed on large scale distribution and wholesale manufacturing of premium natural hide chews from South America. From originally working for Lennox, Andres Rodriguez learn the business from the ground up before acquiring the company in 2014.

In 2015, he co-founded Pet's Up, to focus on brand development and international distribution; expanding the product range to meet contemporary tastes and customer requirements.

Pet's Up now forms an umbrella under which the initial brand of Lennox now resides.



Our strongest value, your trust.

Pet's Up dynamic and flexible approach has allowed the company to fill the space left by less reactive wholesalers. Voted exporter of the year in 2023, Pet's Up prides itself on catering for its customers' needs; be it shipping a single parcel to a small independent retailer or twenty-six pallets to a multi-chain establishment. 2023 has been a record year for exports, distributing over 35 pallets of product each month.

Extending its product range from natural flavoured hide, Pet's Up introduced goodWood and most recently Chewllagen.

We are really excited about our dog collagen chews. It's a fantastic healthy alternative to hide; easily digested and promoting healthy joints, muscles and skin in dogs. We are incredibly proud that Chewllagen is the market leader.



Sustainability and environment.

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anufactured from long lasting chewable coffee wood, goodWood is a 100% natural dog treat. FREE from Caffeine, it not only helps dogs to develop healthy teeth and gums, but also helps small scale farmers and entire communities to grow. Sourced from the Colombian Valleys where the best coffee beans in the world are harvested at high altitude, goodWood is manufactured from the high quality coffee wood discarded by the farming process providing an additional source of revenue for local farmers.



We are focused on 100% natural products to benefit pets and contribute to sustainability and environment.



Your business's best friend.

Over the course of the last ten years, Pet's Up Products Ltd has established its presence in over twenty European countries. By exhibiting at international trade shows such as Anido, Interzoo and Zoomark, Pet's Up have enhanced their brand exposure and expanded their customer base. We are a dynamic and responsive company, able to solve our customers problems which is, in our view, the foundation of sustainable relationships and collaborative growth.

We understand that our business relationships need to be nurtured and be as flexible and as free from friction as possible and that has been our policy since 2014 when we first started our journey.

*Exporter of the year 2023
Andres Rodriguez
Agustin Rodriguez*



“Our strategy has always been based on offering premium quality products, flexible supply, great customer service and a strong dedication to our customers needs”.



Supplying premium brands across the UK and Europe.



www.petsup.co.uk



3 Brunel Road, Gorse Lane
Industrial Estate, Clacton on Sea,
Essex, CO15 4LU. United Kingdom
Tel: +44 (0) 1255 442920
info@petsup.co.uk



Scan the QR code
and visit our website.



Zwollestraat 14,
7575EP Oldenzaal
The Netherlands
info@petsup.co.uk