



COMPANY PROFILE



Index

Pet lifestyle according to MyFamily	5
Numbers.....	6
A family on the go	8
Logo evolution	9
Made in Italy according to MyFamily	10
Life in MyFamily	12
MyFamily innovations	13
Our pet accessories.....	15
ID tags	16
Collars,leashes and harnesses.....	18
memopet®	20
MyFamily for cats	24
Techla.....	28
Exhibition Displays.....	30
MyFamily around the world	33
MyFamily Main retailers	36
Mono-brand boutiques.....	39
Social Media	43
15 companies in one.....	45
MyThinks	52
MyFamily Foundation	55



Pet lifestyle according to MyFamily

In MyFamily, past and future always dialogue. On the one hand, the craftsmanship of our production winks at the goldsmith tradition of Valenza, where the company is based. On the other hand, new designs are studied every day and increasingly avant-garde technologies are adopted to create unique accessories. Only by constantly oscillating between these two aspects we can bring even more innovation and style to the pet lover community around the world. Every detail of MyFamily accessories is made in Italy, right in Valenza. From here, we export our philosophy to the world through our pet ID tags and accessories (collars, leashes, harnesses). Our intention is to write an aesthetic manifesto of the pet lifestyle, with a focus on functionality and personalization, building an affectionate community of people and four-legged friends.

20.000 Machines

20.000 Stores

1.500 Products

240 Employees

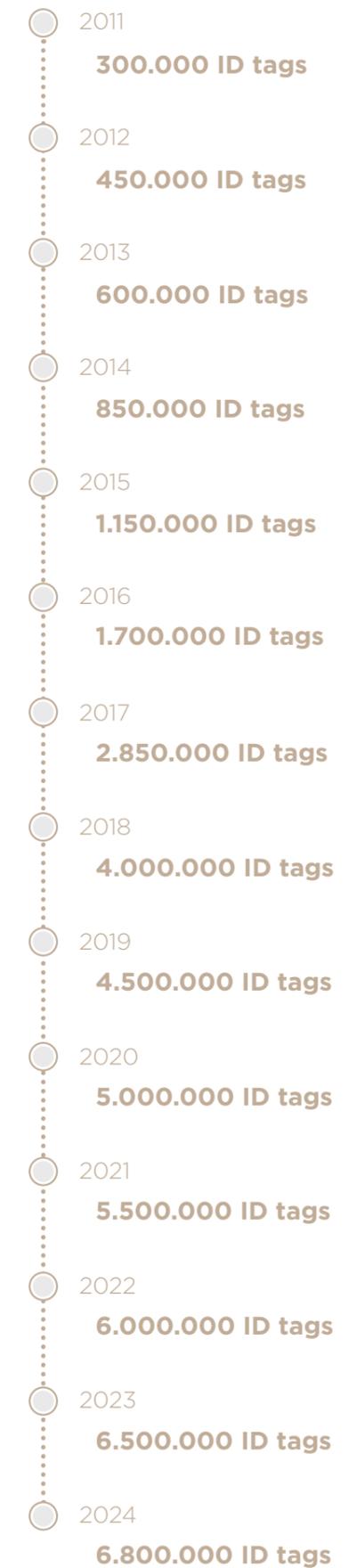
46 Distributors

+200 Chains of Stores

109 Countries

16 Boutique MyFamily

46,8 Millions
ID tags sold
in all over the world





A family on the go

Instinct is an essential component to embark on a great journey and it reminds us how similar we are to our four-legged friends.

As time passed on this incredible journey, we faced challenges and created our own future, and innovated the international pet market. All this was possible thanks to the people we met along the way.

Their ideas and talents have contributed to the growth of the company, now made up of 15 departments that work together towards a common goal, as a true family does.

Every day we work to improve the safety and comfort of our four-legged friends, ensuring the inimitable taste of “Made in Italy”.

A journey is worth this name only if you come home enriched in spirit. MyFamily is a reality that makes us grow every day, determined and curious.

But where is our home now? In the satisfaction of customers and employees and in the serene looks of four-legged friends around the world.

Logo evolution



2010



2011



2013



2015



2019



2020



Made in Italy according to MyFamily

Head, Hands and Heart

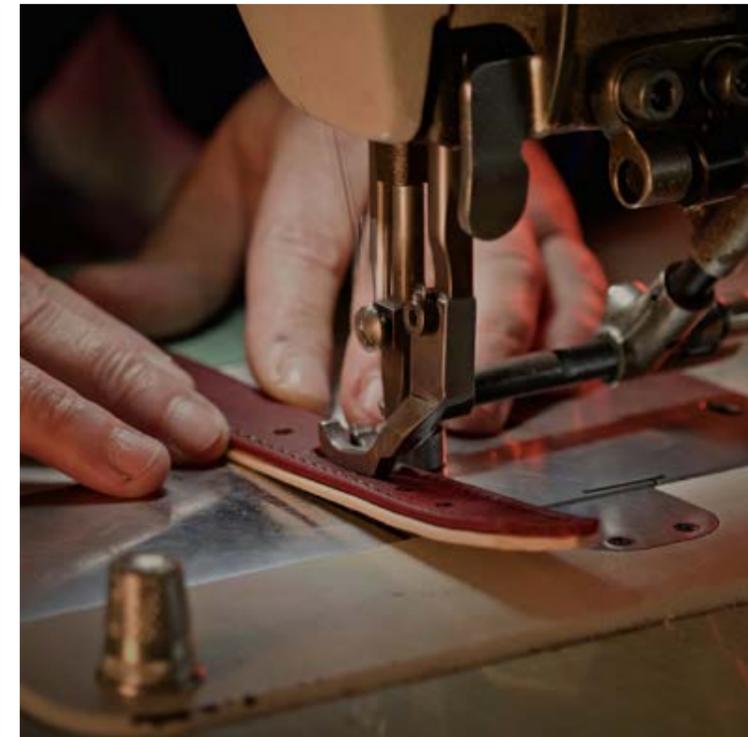
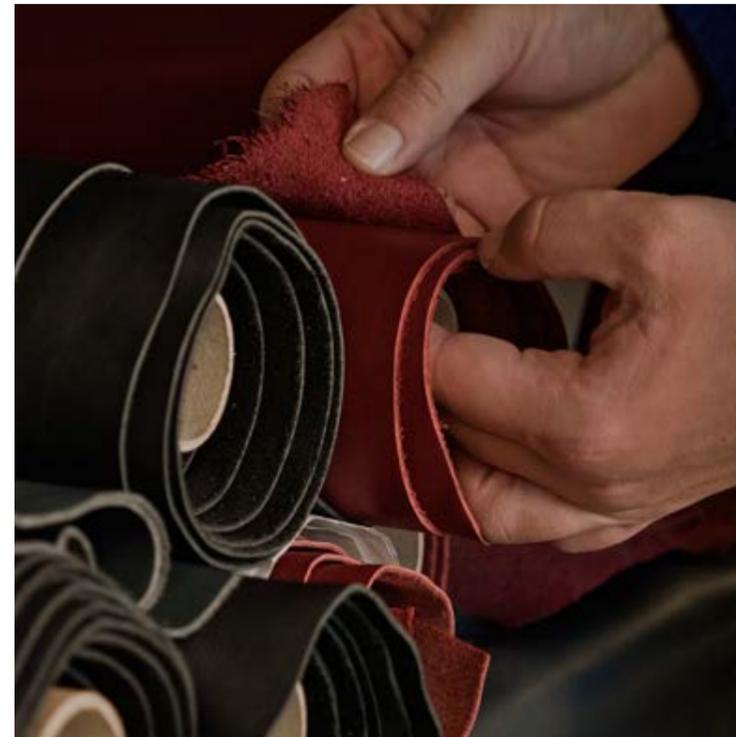
“Made in Italy” for us is a way of doing and thinking that combines craftsmanship and technological efficiency, also involving emotions.

“Head”, represents the historic Italian ability to rationalize an emotion and transfer it into an object. When a product does not generate emotion, for us, it is always a wasted opportunity.

“Hands”, because the artisan world from which we come reminds us that creating means shaping the raw material firsthand. At MyFamily we always add a touch of true craftsmanship: we glaze, sandblast, grind, we cut the leather and braid it.

“Heart”, because it is essential to create products that bring happiness to those who buy them, but it is also equally important to ensure the best working conditions for those who produce and design them. We make everything in Italy, here, in our company, where we can make sure that each person works peacefully and comfortably.

A love that you can touch



Life in MyFamily: a melting pot of ever-greener ideas

Believing is not enough, you have to invest.

Every day, MyFamily community has the chance to access a friendly and comfortable work space that looks towards the future of our society and environment. Strolling through our departments, you can see various personalities interacting, exchanging ideas and points of view. Of any age, gender, origin and background, in MyFamily everyone is free to express himself and influence the brand's image. Thus, even coffee breaks become an unconventional moment to brainstorm; the welfare and incentive programs, such as the MyFamily Coins project, make all collaborators involved always more enthusiastic to be part of the project and responsible for the value that each one can create.

Furthermore, through concrete actions, we commit ourselves to promote a sustainable corporate lifestyle towards the planet: from the installation of solar panels to the implementation of the digital catalog, from the reduction of plastic in ID tag packaging, through the provision of free water for all with the intent to eliminate classic bottles, up to the use of electric company cars. This way, every initiative is a step towards a more conscious world.



Innovation becomes reality: patents and surroundings

The technological innovation applied to a product is something tangible, evident and certifiable.

MyFamily is also a Software House: firmwares are written, Apps are designed and IoT infrastructure is managed.

MyFamily's innovations and patents, such as the Techla XL engraving system (2020) or the Hushtag rubber ID tag (2020), are tangible evidence of continuous research ranging from the pet business to instant engraving systems, to products dedicated to hygiene and personal safety.

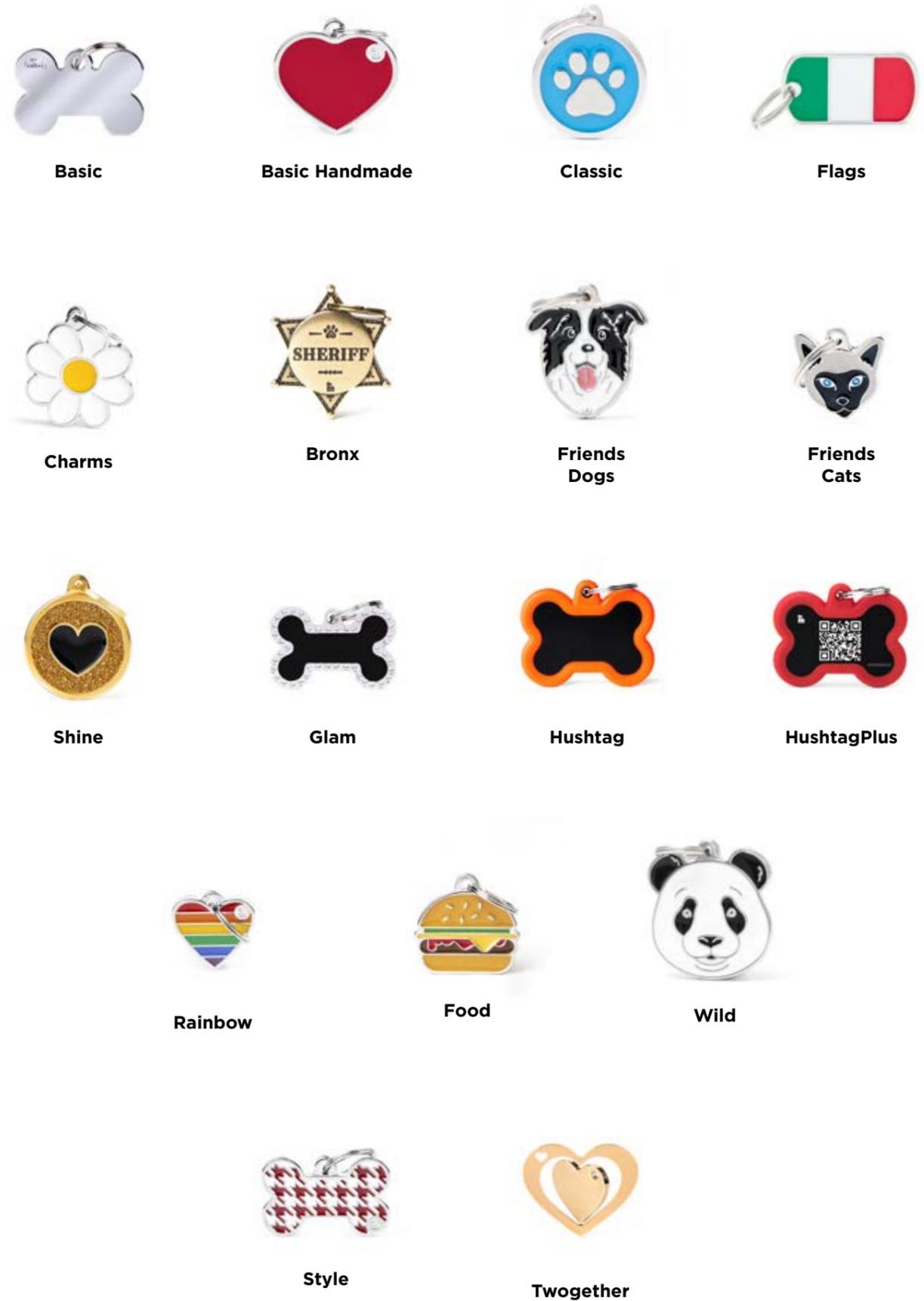


OUR PET ACCESSORIES

Exploring MyFamily collections means delving into a world where artisan care and creativity merge with a pinch of healthy madness.

ID tags: more than 800 designs for all personalities

MyFamily ID tags are the result of the ancient jewellery tradition from Valenza, which our company has its roots in. You can choose between more than 800 different designs: from the "Friends" ID tags, which faithfully depict hundreds of breeds of dogs and cats, to the "Food" ID tags that interpret the most famous dishes in a pop perspective. Furthermore, from the "Glam" ID tags with applied rhinestones to the revolutionary "Hushtag" ID tags, silent thanks to the fusion of rubber and metal.





Collars, leashes and harnesses: scent of craftsmanship

Entering our creative labs means living the same enthusiasm of our artisans who, with wisdom and dedication, create precious walking accessories. Our collars, leashes and harnesses aim to provide the pet and its human greater comfort, as well as to trace the birth of a new era in the fashion world. Dozens of different textures and materials offer the consumer the possibility to choose the ideal accessory to express their own personality and that of their four-legged friend. Synthetic leather, leatherette and genuine leather¹ are shaped to become companions of pet adventures during daily walks. But the brand's designers intuitions have also led to the creation of unique details. In particular, we are talking about the Always Ready D-Ring positioned on collars and harnesses, which allows the leash to be hooked up with one gesture, and the tag holder, a space entirely dedicated to the ID tag. Another invention by MyFamily is the Pelostop system, which makes the inside of the memopet harnesses repellent to hairs.

¹The leathers used to create MyFamily accessories are ethically selected and come exclusively from Italian livestock. The genuine leather collections are made from calfskin, while the even more precious leather that comes from larger bovines is vegetable tanned. Our collaboration with qualified tanneries allows us to produce a durable and excellent quality accessory in a circular economy perspective.



Ascot



El Paso



Firenze



Hermitage



Tucson



Monza



Ginevra



Bilbao



Royal



Amalfi



Saint Tropez



myfamily

memopet

Experimenting to evolve: collars, leashes and harnesses looking beyond.

memopet® is the MyFamily collection dedicated to those who value comfort wherever they go. Perfect for everyday adventures in any weather condition, it simplifies the life of pet lovers and stands out with its vibrant colors. Lightweight, soft, and designed with functionality in mind, memopet® accessories combine comfort and style for dogs and cats. In addition, in the special memopet® ID version, they feature an integrated tag that can be customized with engraving.

Every memopet® accessory can also be linked to the dedicated app: a true daily diary for your pet, useful for tracking nutrition, appointments, health, and walks.



COLLAR FOR CATS



COLLAR FOR DOGS



K-STYLED HARNESS



H-STYLED HARNESS



LEASHES





MyFamily apparel

This garment is the finishing touch to complete your four-legged friend's MyFamily look. Our vision, blending style and functionality, elevates the lifestyle of dogs and pet lovers with a charming and casual accessory. Pair it with ID tags, collars, leashes, and harnesses, and get ready to enjoy walks with a fresh look!

Italian savoir-faire, devotion to design, and craftsmanship in details: these are the pillars of haute couture, which you can also find in our line of pet lifestyle garments. Additionally, the snug fit and expressive texture of MyFamily's sweater will make walks with your pet even more distinctive. All you have to do is have fun creating matchy-matchy outfits!



JACKET



POCKET RAINCOAT



SWEATHER

MyFamily for cats

Our tireless search for new solutions has led us to develop lines of accessories dedicated to cats as well: **ID tags** of suitable sizes, **X embrace harnesses** of the Saint Tropez collection and **collars** specially designed for them. These last ones, available in synthetic material and with NFC chip (memopet line) or in soft genuine Italian leather (Firenze collection), possess the “safety click” release, a fundamental element for the protection of the cat, that, this way, can free itself easily in case of danger during its dynamic walks.



MyFamily Petbakery

Snacks from our Pet Bakery are meticulously handcrafted by professional bakers. These products are suitable for daily complementary consumption as well as for parties and celebrations. In short, all occasions to make even more special!

All raw materials used to make Pet Bakery snacks are exclusively selected. Each recipe is formulated in collaboration with experts in dog nutrition, using ingredients of excellent quality.

Snacks produced by MyFamily's Pet Bakery are unique because they faithfully reflect those intended for human consumption. Tempting not only for their taste, tailored to the needs of our four-legged friends, but also and above all for their shape and attention to detail.



Techla: the evolution of instant engraving

Over 18.000 machines placed in the world

Techla
myfamily engraving system



Techla XS

Techla

Techla XL

Automatic Engraving System

MyFamily meets the need for immediate personalization of ID tags in retail stores with Techla, an instant engraving system which is unique in the world, designed and built entirely in our company.

The design is minimal, the size is reduced. Techla allows you to customize the selected ID tag in 2 minutes and autonomously, in an intuitive and user-friendly way, **choosing from all languages and alphabets of the world.**

- Easy to set: the barcode reader inside Techla recognizes the engraving area of each tag without external intervention.
- Easy positioning of the tag thanks to the special MyFamily P.E.T.S. packaging.
- Maximum precision of the engraving with a 120 degree diamond tip.
- Creation of a MyFamily corner: possibility to place Techla inside its dedicated display



White and Gold



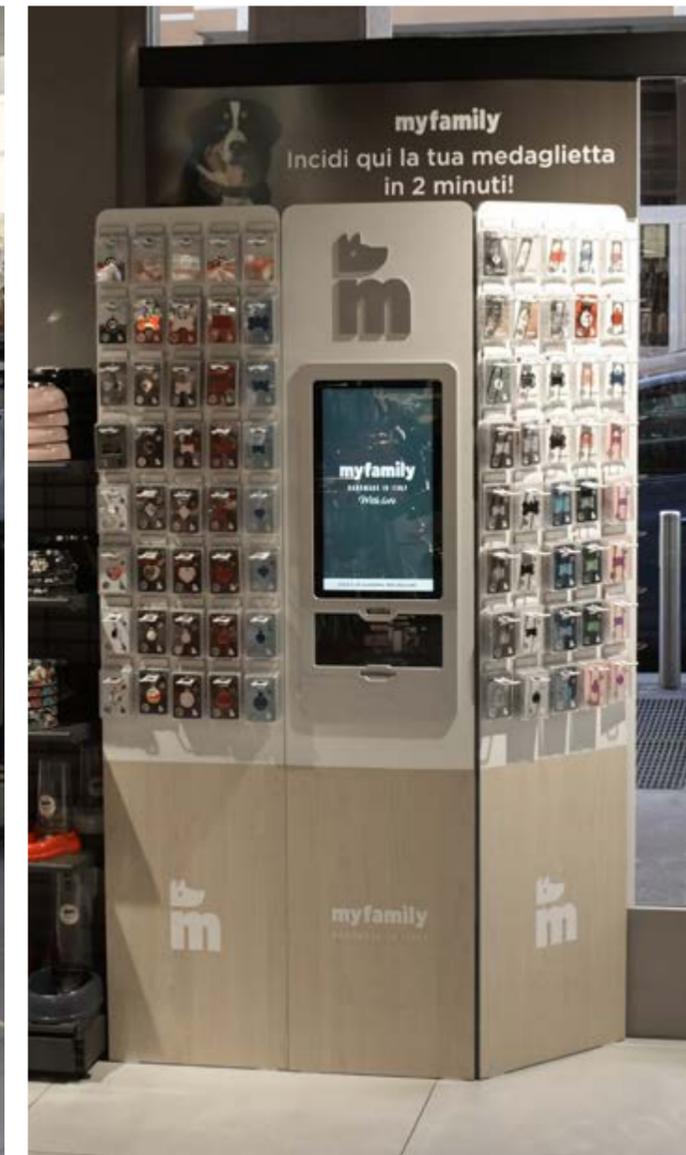
Black and Titanium



White and Titanium

Modular Display Solution

Every pet shop can create their own personalised MyFamily corner thanks to our displays. Endlessly adjustable, they offer multiple possibilities for the exhibition of the Techla engraving machine (available also in XL and XS versions) and our accessories: ID tags, collars, leads and harnesses will become the real protagonists of the store. The customer will feel catapulted into a new engaging shopping experience dedicated to his pet.





MyFamily in the world

From Valenza to the US, passing through Japan

With a staff of over 200 employees in the world, MyFamily has been a major player on the international scene since 2010 in over 100 countries, offering products that blend technology, craftsmanship and Italian genius.

Our products dedicated to the safety and style of pets and the Techla instant engraving systems for ID tags are present all around the world: they can be found in the best chains of stores, in independent shops, and in our brand new flagship stores.

MyFamily is also present at major international trade fairs such as Interzoo, Global Pet Expo, Zoomark, ExpoZoo, Cips, and Iberzoo, as a brand that is able to anticipate innovation and suggest new trends in terms of style and design.

MyFamily S.r.l.

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MyFamily USA Inc.

9402 American Eagle Way, Suite 100. Orlando FL

MyFamily Brasil Ltda.

Rua Antônio Zanini, 945 Pavilhão 1 Caxias do Sul/RS

MyFamily Germany GMBH

Schaufeleimnstr. 1, Munich, Germany

MyFamily Spain, S.L.

Aeropuerto de Malaga-Costa del Sol, Avda. Comandante Garcia Morato S/N, Malaga, Spain

MyFamily Denmark APS

C/O BDO, Faelledvej 1, Odense C(5000), Denmark

MyFamily in the world



-  HEADQUARTER - VALENZA, PIEDMONT, ITALY
-  USA DISTRIBUTION CENTER - ORLANDO, FLORIDA, USA
-  CANADA DISTRIBUTION CENTER - MONTRÉAL, CANADA
-  BRAZIL DISTRIBUTION CENTER - CAXIAS DO SUL, BRAZIL
-  GERMANY SUBSIDIARIES - MUNICH, GERMANY
-  SPAIN SUBSIDIARIES - MALAGA, SPAIN
-  DENMARK SUBSIDIARIES - ODENSE, DENMARK

- | | | | | |
|------------------------|------------------|----------------------|--------------|----------------------|
| ALBANIA | DENMARK | IVORY COAST | NIGERIA | SPAIN |
| ANGOLA | DOMINICAN REP. | JAPAN | NORWAY | SWEDEN |
| ARGENTINA | ECUADOR | JORDAN | PANAMA | SWITZERLAND |
| ARUBA | EGYPT | KAZAKISTAN | PARAGUAY | TAIWAN |
| AUSTRALIA | EL SALVADOR | KENYA | PERU | THAILAND |
| AUSTRIA | ESTONIA | KOSOVO | PHILIPPINES | TRINIDAD AND TOBAGO |
| BAHRAIN | FINLAND | KUWAIT | POLAND | TUNISIA |
| BARBADOS | FRANCE | LATVIA | POLYNESIA | TURKEY |
| BELARUS | FRENCH POLINESIA | LEBANON | PORTUGAL | U.S. VIRGIN ISLANDS |
| BELGIUM | GEORGIA | LITHUANIA | PUERTO RICO | UKRAINE |
| BOLIVIA | GERMANY | LUXEMBOURG | QATAR | UNITED ARAB EMIRATES |
| BOSNIA AND HERZEGOVINA | GREECE | MALAYSIA | REUNION | UNITED KINGDOM |
| BRAZIL | GUADELOUPE | MALTA | ROMANIA | UNITED STATES |
| BULGARIA | GUATEMALA | MARTINIQUE | RUSSIA | URUGUAY |
| CANADA | HONDURAS | MEXICO | SAN MARINO | VENEZUELA |
| CHILE | HONG KONG | MOLDOVA | SAUDI ARABIA | VIETNAM |
| CHINA | HUNGARY | MONACO | SERBIA | |
| COLOMBIA | ICELAND | MOROCCO | SEYCHELLES | |
| COSTA RICA | INDIA | N. MACEDONIA | SINGAPORE | |
| CROATIA | INDONESIA | NETHERLANDS | SLOVAKIA | |
| CUBA | IRELAND | NETHERLANDS ANTILLES | SLOVENIA | |
| CYPRUS | ISRAEL | NEW CALEDONIA | SOUTH AFRICA | |
| CZECHIA | ITALY | NEW ZEALAND | SOUTH KOREA | |

MyFamily Main retailers

ARGENTINA

- NATURAL • LIFE PUPPIS • NUTRICAN

AUSTRALIA

- PETSTOCK • PETBARN • PETO
- CITY FARMERS • BEST FRIENDS

AUSTRIA

- DAS FUTTERHAUS • KÖLLE ZOO
- FRESSNAPF

BAHRAIN

- PET ARABIA

BELGIUM

- MAXI ZOO • TOM&CO
- POILS ET PLUMES • HORTA

BRAZIL

- PETZ

BULGARIA

- ZOO CENTER • MAXI PET
- DR. STEFANOV

BOSNIA and HERZEGOVINA

- PET CITY

CANADA

- THE BONE&BISCUIT • REN'S PETS DEPOT • GLOBAL PET FOODS
- MONDOU • PET CENTRES NATURE

CHILE

- SUPERZOO

CHINA

- PAW.DAY

CROATIA

- PET CENTAR

CZECH REPUBLIC

- PETCENTER • SUPER ZOO
- ZVEROKRUH

DENMARK

- COTTON SHOPPEN • BONNIE
- POPPI • MILJOFODER • SUPER PET
- MAXI ZOO

ESTONIA

- PET CITY

FINLAND

- MUSTI JA MIRRI

FRANCE

- MAXI ZOO • JARDILAND • TRUFFAUT
- TOM&CO • ANIMALIS • ZOOMALIA
- NOS ANIMAUX • BOTANIC • DO&KA
- MAGASIN VERT • CAP ANIMAL • NOA
- SAISONS & JARDINS • TWO TAILS
- TERRANIMO • TOP ANIMAL
- MOUSTACHES • GAMM VERT
- MEDOR ET COMPAGNIE
- J'AI PLUS DE CROQUETTES

GERMANY

- FRESSNAPF • FUTTERHAUS
- KÖLLE ZOO • ZOO & CO

GREECE

- QUIKO MEGA PET
- PET CITY

HUNGARY

- ALPHAZOO
- MAXIZOO

IRELAND

- EQUIPET
- MAXI ZOO

ISRAEL

- ZOOLU
- ANIMAL

ITALY

- PETMARK • ARCAPLANET
- ZOOMEASTORE • ITALPET
- GIULIUS • AMICI DI CASA COOP
- MOBY DICK • CONAD • ROBINSON
- ZOO SERVICE • JOE ZAMPETTI
- VIRIDEA • SUPER ELITE • HOBBYZOO
- ZOOMIGUANA • HOMERY PET FOOD
- ANIMALI CHE PASSIONE • ALFA-TEC
- ZOOING

JAPAN

- CAINZ • KOJIMA

KOREA

- MOLLY'S PET SHOP

KUWAIT

- PETZONE

LITHUANIA

- KIKA

LUXEMBOURG

- TOM&CO

MALAYSIA

- PET LOVERS CENTRE

MEXICO

- PETLAND • LIVERPOOL
- EL PALACIO DE HIERRO
- LA JUNGLA DE TIMO

NETHERLANDS

- PETS PLACE • RANZIYN • PETS&CO
- WELKOOP • DIERSPECIALIST

NORWAY

- MUSTI JA MIRRI • DYREGO

PERU

- SUPERPET

PHILIPPINES

- PET LOVER CENTER

POLAND

- MAXI ZOO • AQUA EL ZOO
- ZOO KARINA • LEOPARDUS • ZOO

PORTUGAL

- EL CORTE INGLÉS • ORNIMUNDO
- KIWOKO • PETOUTLET • ZU
- PANDA PET • FISH PLANET

ROMANIA

- ANIMAX • MAXI PET

SERBIA

- PET CENTAR • PREMIUM PET

SINGAPORE

- PET LOVERS CENTRE

SLOVAKIA

- PETCENTER • SUPER ZOO

SLOVENIA

- MR. PET • PREMIUM PET

SOUTH AFRICA

- CAT BOX SERVICE
- ABOUT CATS & DOGS
- THE QUEEN PET SHOP

SPAIN

- EL CORTE INGLES • GUAW
- TIENDANIMAL
- INTERZOO • KIWOKO

SWEDEN

- DJUR MAGAZINET • ARKEN ZOO

SWITZERLAND

- MAXI ZOO • QUALIPET

TAIWAN

- X-DOGS • OSCAR PET

THAILAND

- PET LOVERS CENTRE

U.K.

- JUST FOR PETS • JOLLYES
- PETS & FRIENDS (FORMERLY KENNELGATE) • PETS AT HOME
- PETS CORNER • WILKO

U.S.A.

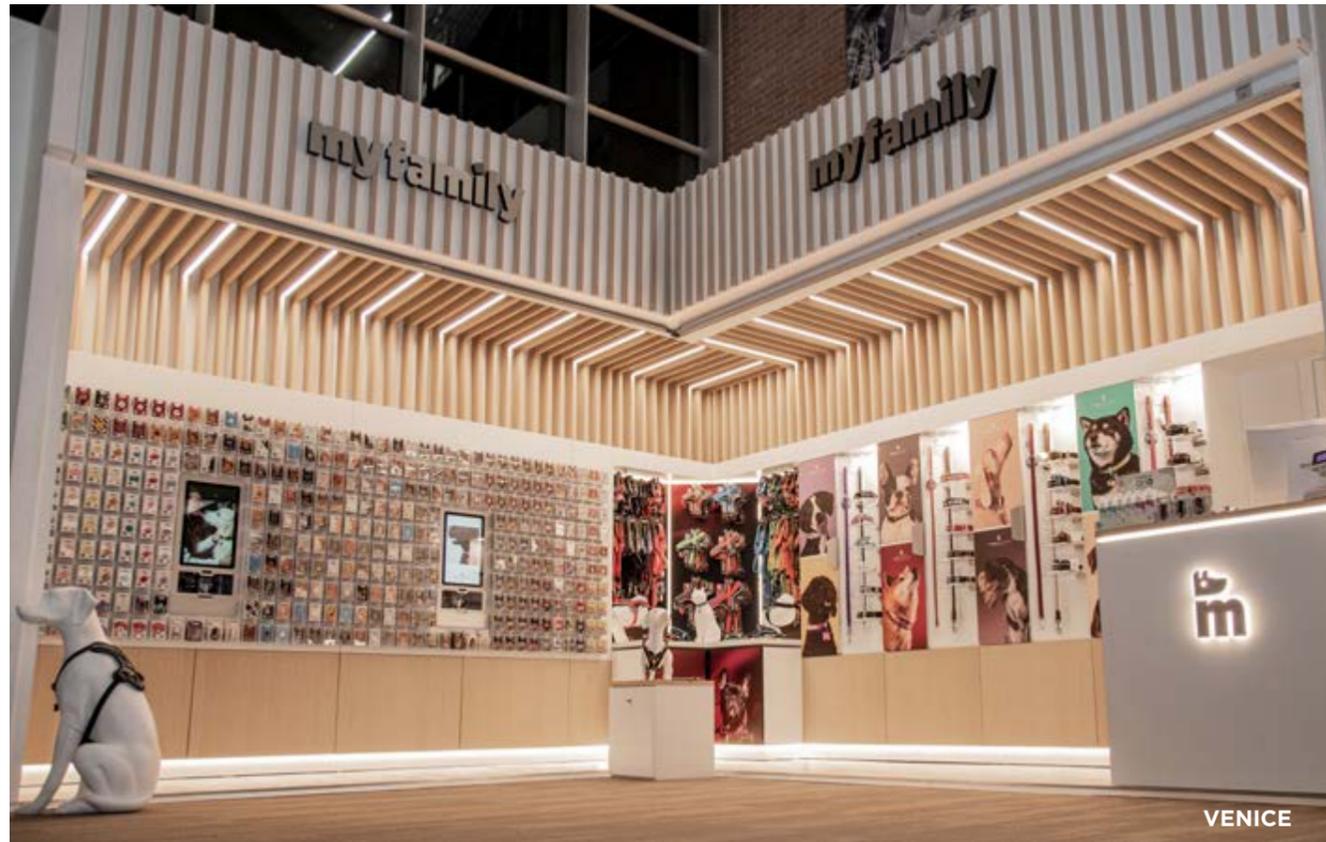
- PETCO • PETLAND
- PET SUPPLIES PLUS
- PETSSENSE • THE PET CLUB
- ALL THE BEST PET CARE
- MINI PET MART • TRACTOR SUPPLY

UKRAINE

- MASTER ZOO

URUGUAY

- LAIKA



VENICE



COPENHAGEN



BERGAMO

Mono-brand boutiques: for a solid brand identity

We want to establish ourselves as the first recognized brand in the pet accessories business in the world, creating a pet lifestyle universe dedicated to the consumer, to offer them a unique, innovative and personalized shopping experience.

In July 2022, we started a new adventure with the opening of our first single-brand store at Orio al Serio airport in Bergamo. A choice that amplifies our already international reach, perfect for developing a brand also in the consumer's mind.

With a design entirely cared for by our internal team and the entire MyFamily accessories proposal available to the customer, which includes the widest selection of ID tag designs in the world, we want to become an icon of the sector also on the B2C side. In each MyFamily boutique, you can appreciate creative flair, Italian ingenuity, care for our details. In addition, being able to customize the ID tag directly in the store and in a few moments through engraving, the customer will feel involved in an immersive experience.

After the inauguration of the second shop at Marco Polo airport in Venice in December 2022, we plan to open about 40 stores in strategic locations in Europe and around the world by 2025.

Following the opening of the second shop at Marco Polo Airport in Venice in December 2022, we have not stopped, planning to open around 40 shops in strategic locations in Europe and around the world by 2025.

Each MyFamily boutique is intertwined with the unique identity of the city in which it is located.

Most of our shops are located in areas beyond the security checkpoint, providing an exclusive experience for travellers waiting for their flights and positioning us alongside established international brands.



On the other hand, in some particular locations where the airport is situated nearby the town, our stores are positioned before the security checkpoints. A choice made to offer access to MyFamily shops not only to travellers, but also to the public arriving from the heart of the city.



In Milan, Rome and Naples, our first stores debuted inside major railway junctions. Located in a major shopping area, they are fully open to customers from all over the world.



Scan the QR code to stay updated on MyFamily boutiques:



Social Media

With the goal of making our brand increasingly recognizable, we nurture our relationship with the end consumer by entering their daily online life through a strong social presence managed by our internal team. We take care of our profiles on the main platforms with numerous creative content, designed to grow the MyFamily community day by day. Currently, we reach over 2 million users every month.

 **Facebook**
MyFamily Official **+560k** follower

 **LinkedIn**
MyFamily srl **+3k** follower

 **Instagram**
@myfamily_forpets **+65k** follower

 **TikTok**
@myfamilyforpets **+130k** follower

 **YouTube**
@myfamilyforpets **+1.300** follower

 **Spotify**
MyFamily for pets

Our podcast
Odd Dogs



Social Links



In addition to being completely Made in Italy, our products are also 100% Made in MyFamily. Everything takes place within our plant in Valenza: from the initial concept to the creation of molds, from the production of components to their assembly, to printing and advertising initiatives.

15 Companies in One:

Investing in technology and training brings evident benefits. Our 15 internal departments are real “companies within the company” with people working in synergy and relying on the efficiency of the most up-to-date machinery. All this ensures us significant strategic, economic and productive advantages.

Every detail is 100% Made by MyFamily.



• The metal melting department

It is the productive core of MyFamily, in an environment full of machines for casting and die-casting metal, the raw material takes shape and becomes the basis for the following processes. A fascinating journey that brings to life really unique pet tags and small metal parts.

• Metal processing

Objects begin to take shape here with CNC processing, numerically controlled milling, laser cutting, metal bending, calendaring, shearing, punching... each process is part of an efficient and proven system.

• Metal cleaning and finishing

A dip in the tub for an ultrasonic wash and then the drying process. The metal components then receive an initial roughing with a vibro-mechanical finish that, depending on the final result, prepares the surfaces for the following processes: grinding, sanding, polishing, shot blasting, sandblasting and glazing.

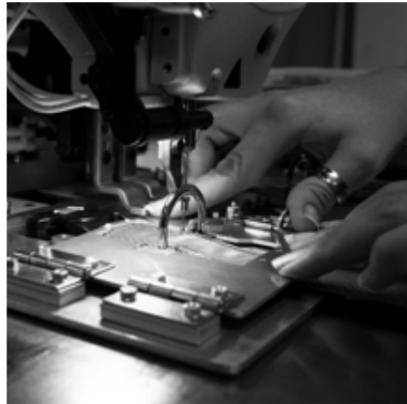
• Marking and laser engraving

Customization continues following two different paths, depending on the object being produced. Both procedures are carried out with absolute precision thanks to the use of the most advanced laser markers and engravers.

• Painting and enamelling

In a dedicated area of the company, metal objects receive paint and enamelling treatments. The latter operation, in regards to ID tags, is done strictly by hand and can involve the application of basic or glitter enamel.





• Injection molding of plastics

The plastic components used in MyFamily products are made by injection molding. It starts with the fusion of “plastic tablets” that, when made malleable, are injected under pressure into the cavity of the mold. For the assembly of the individual components, we proceed with an ultrasonic welding method. MyFamily, thanks to the internal production of plastic materials, can also independently manufacture its innovative collection of silent “Hushtags” and the proprietary packaging of each ID tag, designed to facilitate positioning within the Techla instant engraving systems.

• Leatherwork Lab

Here we work with meticulous craftsmanship on 100% Italian ethically sourced leathers, which we select after careful research. The leather cutters and sewers shape the leather with extreme precision and concentration to turn it into extremely comfortable collars, leashes and harnesses.

• Tailoring Department

Just like in a real atelier, the hands of MyFamily artisans dance between threads and machines to give life to unique accessories. With grace, they work manually or with specialized machines on different types of materials and textures, as well as on unique finishes. Every intervention has a decisive role in the aesthetics and longevity of our walking accessories.

• Mechatronics Department

Why does MyFamily have an internal division for mechatronics? This is essential in order to independently produce Techla, which combines precision, mechanics and electronics. The production of CareTowers sanitizing columns also requires specific skills and technological equipment.

• Robotic and Automated Logistics

The same attention that MyFamily dedicates to the mechatronic aspect of production also applies to product packaging and logistics. Robotic and automated solutions speed up internal missions (semi-finished and finished products) and facilitate the consequent fulfillment of orders, in an organized and rational workflow.

• Software House

An internal software house dedicated to the development of management solutions, mobile applications and data control, with a specialized team for backend and data integration, frontend and user experience design and architecture design of private and hybrid cloud with technical policy management. A young and dynamic team that, in addition to designing and implementing IT solutions, ensures the functioning and complete development of the intra and inter site network infrastructure and follows the realization of the electronics necessary for the operation of the Techla engraving machine and the IoT infrastructure thanks to which the company can manage thousands of machines installed around the world.

• Printing Lab

A real company within the company. Our internal typography brings to life all of the marketing communication, store point of purchase material and product packaging, all designed by the graphics and communication department. The technological equipment and the experience of MyFamily's printers make the difference, ensuring the highest quality and precision.

• Product Design

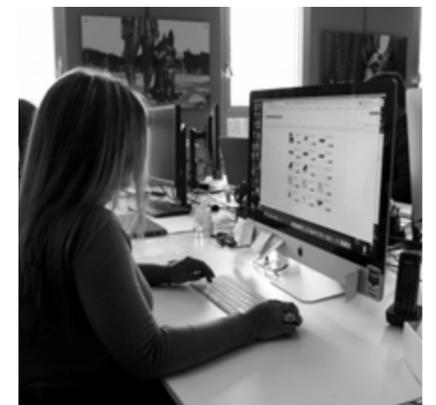
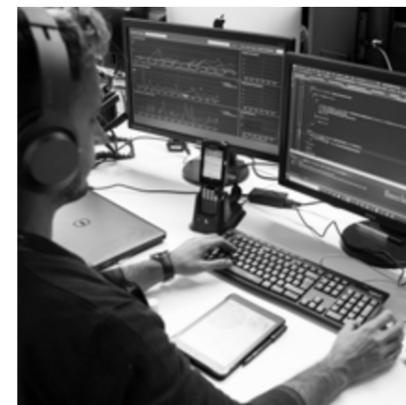
Design is of utmost importance. Not surprisingly, at MyFamily there is a dedicated product design department. Every product is designed to be functional, ergonomic, appealing, and unique. The packaging is also essential, especially for the ID tags, designed to be accepted and recognized by Techla's instant engraving systems.

• Graphic Design

Everything you see is communication. The choice of the most current visual codes, in line with the spirit of our products, is entrusted to the internal graphic design department. Here young but experienced professionals work, enthusiastic but with their "feet on the ground", able to generate emotion even before the products are purchased.

• Marketing and communication

In a open space that has the outlines of a real advertising agency, the creatives and marketing experts of MyFamily bring to life social campaigns, develop web initiatives, design communication for the point of sale and study how to give prominence to the brand even on traditional media.



MyThinks, custom creations for the Luxury Fashion sector

MyFamily used its knowledge in engraving and metalworking to create a new service: "MyThinks". The aim is to meet the demands of major fashion luxury companies that want to offer their customers special, personalized accessories.

We work with brands like Burberry, Hugo Boss and Chloé, designing dedicated pendants that, thanks to Techla's instant engraving, allow customers to make a gift unique through a special dedication that lasts over time.

With MyThinks project, we are also present at Rinascente, in Milan.





myfamily
FONDATIONE

MyFamily Foundation

There is one thing that unites all families: unconditional and mutual love. In ours, pets and children have a special place and it is them that teach us love in its purest and unselfish form.

When we cross their gaze, at home or in the streets, we feel something extraordinary in its simplicity.

That is why we want to dedicate our energies to a specific project aimed at their well-being, which also includes moments of interaction between the two subjects aimed at getting to know and respect each other.

With the birth of the “MyFamily Foundation”, we commit ourselves to continue a path of charity and volunteering that was already born within MyFamily S.r.l. over the years. Therefore, this is not a starting point, but an essential piece added to pursue a goal of concrete help towards these specific subjects: donations, ideation of dedicated projects, awareness on the topics involved and collaborations with private individuals and other non-profit associations.

There are stories that don't start with the classic “once upon a time”, but that talk about the future.

And we want to write them.



myfamily

HANDMADE IN ITALY

With love

Our journey in the pet universe continues day after day.

Without fear of change, we never lose the curiosity to explore new horizons, staying connected to a philosophy of Made in Italy craftsmanship and the values of an authentic family.

Al Basso



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