

**pet's up**®  
PREMIUM PRODUCTS



**Interzoo 2026**

VISIT US AT

**Hall 5 / Booth Number 5-347**

**"OUR STRATEGY HAS ALWAYS BEEN BASED ON OFFERING PREMIUM QUALITY PRODUCTS, FLEXIBLE SUPPLY, GREAT CUSTOMER SERVICE AND A STRONG DEDICATION TO OUR CUSTOMERS NEEDS".**



# About Pet's Up

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.

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.

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

# Sustainability and environment.

Manufactured 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.



***Exporter of the year 2023***  
*Andres Rodriguez*  
*Agustin Rodriguez*

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 relationship 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.

**SUPER  
PREMIUM**



# CHEWLLAGEN BAR



**THE ULTIMATE  
HEALTHY  
ALTERNATIVE**

**CHEWABLE  
COLLAGEN TREAT  
FOR DOGS**

CHEWABLE  
COLLAGEN TREAT  
FOR DOGS



SUPER  
PREMIUM

# THE HEALTHY ALTERNATIVE

**NATURAL SOURCE OF VITAMIN C:** **Chewllagen BAR** contains Cassava which is a natural source of vitamin C. Vitamin C helps boost the NATURAL PRODUCTION of COLLAGEN in the body.

**COLLAGEN:** The **ChewllagenBAR** contains beef collagen, a Natural source of collagen that contributes to joint health, skin resistance and elasticity.

**GLYCEMIC CONTROL:** The properties of cassava can help with glycemic control due to the presence of slow-absorbing fibers. In this way, they help to delay the absorption of sugar, helping to balance blood glucose levels.

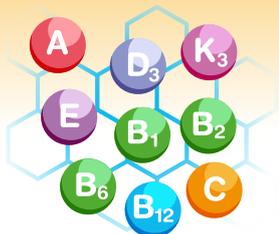
**GREATER DISPOSITION AND INCREASE ENERGY:** the presence of good carbohydrates increases energy and prolongs energy throughout the day.

**ANTIOXIDANT ACTION:** In addition to vitamin C, the **Chewllagen BAR** is rich in resveratrol, a powerful antioxidant. Its function is to act against free radicals and delays cellular aging.

## SUPPLEMENTED WITH VITAMINS AND MINERALS

The Chewllagen bar contains a supplement with ALL of the essential vitamins and minerals which are essential for the body to function optimally.

# PROPERTIES AND BENEFITS



*Rich in Vitamins  
and Minerals*



*GMO-Free*



*Sugar Free*



*Grain Free*



**HARD CHEW**



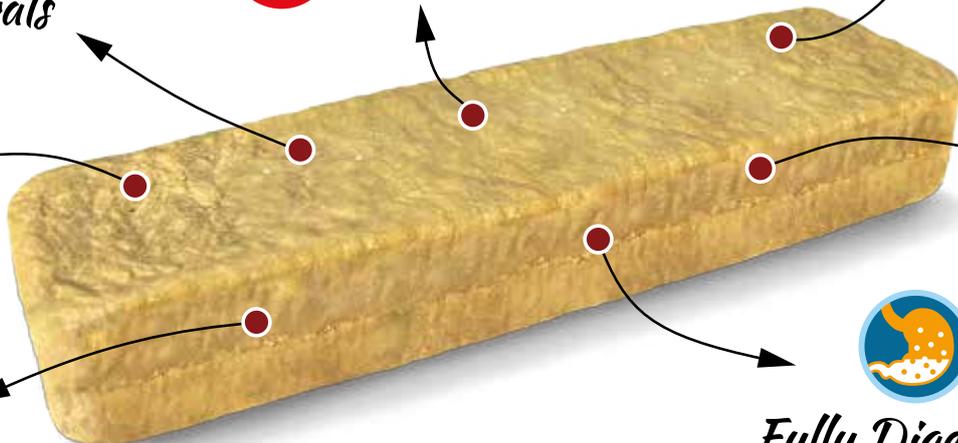
*Glicemic Control*



*Gluten Free*



*Fully Digestible*



**Made in  
South America**



**Chewllagen BAR** is designed to support joint health, promote mobility, and improve overall well-being by providing high-quality collagen, which is essential for the maintenance of connective tissues such as joints, skin, and tendons. **Chewllagen BAR** also contains hydrolyzed collagen, vitamins and minerals.



**Promotes  
healthier joints**



**Healthier fur  
& skin**



**Irresistible taste,  
instant reward!**



 **Made in  
South America**

Tasty & Easy to Administer: Many dog owners find that Chewllagen chews are tasty for dogs, making them an easy supplement to include in a pet's diet.

# 3 SIZES, 3 FLAVORS. ALL THE FLAVORS IN ALL THE SIZES



**CHEESE**  
FLAVOR



**PEANUT  
BUTTER**  
FLAVOR



with  
**PROPER  
BEEF**



**SMALL 3PK BAR**



**MEDIUM BAR**



**LARGE BAR**



# CHEWLLAGEN BAR

THE ULTIMATE  
HEALTHY  
ALTERNATIVE



My  
Favorite!



NATURAL CHEWABLE  
STICKS FOR DOGS,  
MADE FROM  
COFFEE WOOD.



Very  
**good,** proper  
**Wood**



# From the coffee valleys to your best friend



**goodWood** is a 100% natural dog treat that not only helps your dog to develop 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.



# NATURAL CHEWABLE STICKS FOR DOGS.

**goodWood** is a long lasting chewable coffee wood that stimulates your dog to chew time and time again.

Chewing gives natural dental care, reducing plaque and preventing gum disease. **goodWood** is 100% natural and contains ZERO calories and is FREE from caffeine and artificial ingredients.

**goodWood** is very hard, yet rewards your dog with a sense of achievement and its portable shape allows your dog to take it anywhere. Coffee tree wood is a close-grained type of wood, handcrafted and produced from a sustainable wood source.



# SOME ADVANTAGES OF GOODWOOD

- Free from: Caffeine, animal traces, artificial ingredients and additives.
- Suitable for overweight dogs and dogs with allergies.
- Long-lasting entertainment for our four legged friends.

**goodWood** is 100% natural and untreated wood.

## WARNING

It is the responsibility of the pet owner to decide if this chew toy is suitable for their pet. Pets should be supervised when playing with toys. This coffee tree chew is strong but not indestructible, and will eventually become susceptible to chew damage. Not suitable for puppies under 3 months old. Always ensure there is freshwater available when feeding. During the process of chewing, fine wood fibers are released by the dog's saliva. These are harmless and can be digested without a problem.



WHICH CHEW STICK SIZE DOES MY DOG NEED?



**S**  
Small  
Up to **10kg**



**M**  
Medium  
Up to **20kg**



**L**  
Large  
From **20kg**



**XS**  
Extra Small  
Up to **5kg**



**HS**  
Half Small  
Up to **10kg**



**HM**  
Half Medium  
From **20kg**



**BONE**  
Medium  
From **10kg**

The right  
**size**  
for the right  
**dog**  
.....

When in doubt, always choose one size bigger. GoodWood coffee wood chews are a natural product so size and shapes will vary.



As  
natural &  
genuine  
as the  
Love for your dog



Bone



Extra Small



Half Small and Medium



Small



Medium



Large



# THE HEALTHY CHOICE

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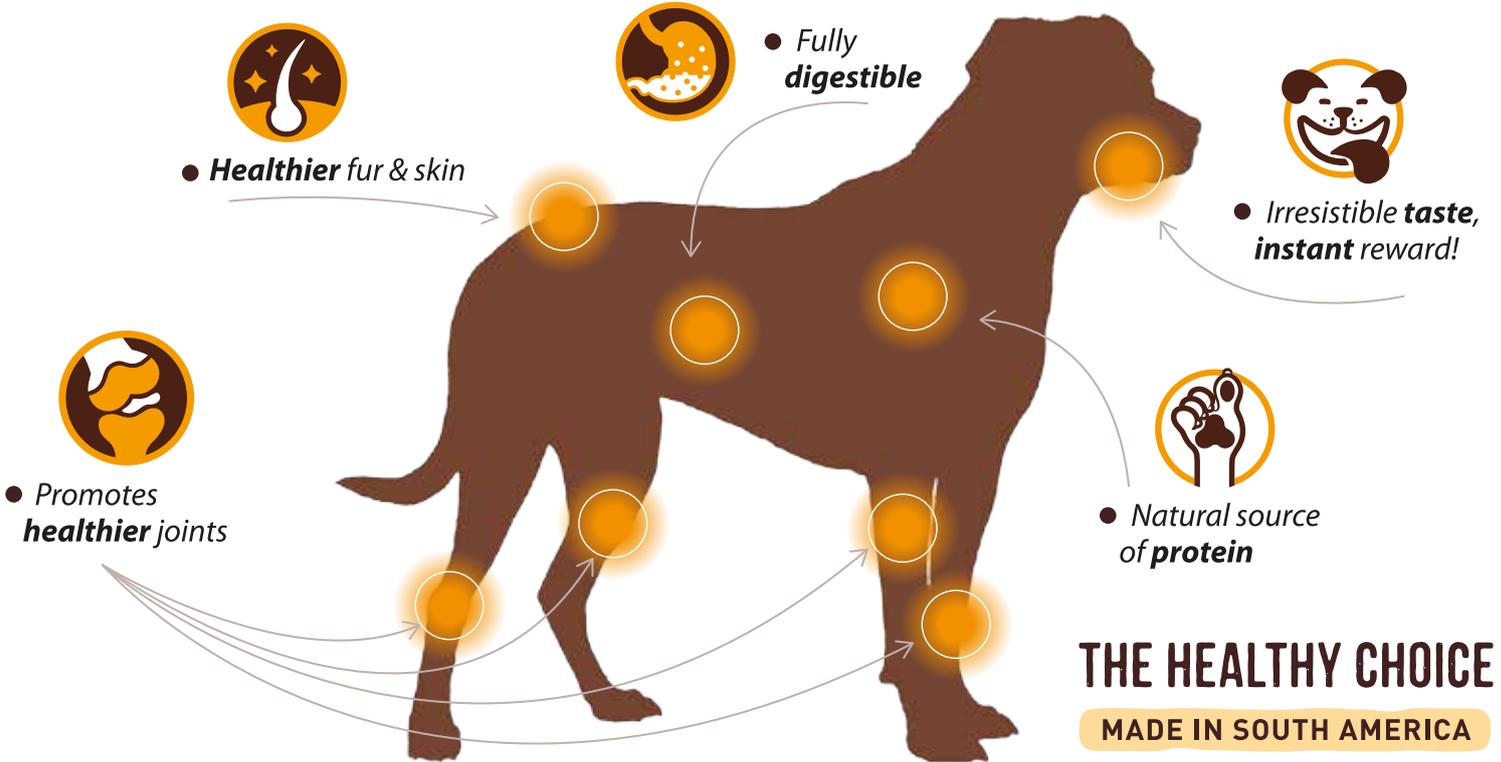
**CHEWLLAGEN**

The Goodness Within

CHEWABLE COLLAGEN TREAT FOR DOGS

# PREMIUM COLLAGEN TREAT FOR DOGS

Collagen is the most abundant protein in the body and has many important functions, including the growth and repair of bones, tendons, ligaments, skin and fur. As animals age, they produce less and lower-quality collagen.



**THE HEALTHY CHOICE**

**MADE IN SOUTH AMERICA**



100% natural  
COLLAGEN inside

Outside dipped  
in real beef or  
chicken



## THE GOODNESS WITHIN

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Chewllagen is a dog treat made from the collagen extracted from South American grass-fed cattle hide. The collagen proteins are hydrolysed and broken down through a heating process into smaller and more easily digestible molecules. The collagen is then shaped and baked where it acquires its bread like texture before being dipped in real beef or chicken.



MEDIUM ROLL 2PK



MINI ROLL 5PK



SMALL  
DONUT 3.5"



CHIPS 6"



ROLL 5"

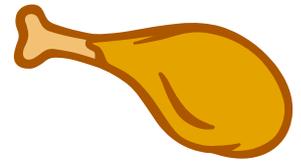


ROLL 10"



**CHEWLLAGEN**

The Goodness Within



With

**PROPER BEEF OR CHICKEN**

# Floor standing displays units.

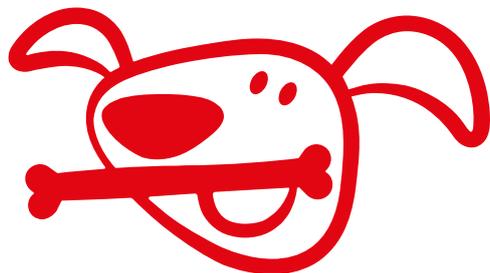
The ideal way to exhibit all of our products.



SUPPLYING  
PREMIUM BRANDS  
ACROSS THE UK  
AND EUROPE.



“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”



**pet'sUp**<sup>®</sup>  
PREMIUM PRODUCTS



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and visit  
our website.