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Nekmar is a family-owned company built on a clear vision: to enable partners to build and grow a successful business in the pet industry through a proven, turnkey model. What truly sets Nekmar apart and why it is trusted across more than **27 European markets** is the **quality of its products**, developed through real hands-on experience and expert knowledge, with a clear focus on delivering **measurable results for animals**. Nekmar works with distributors, industry professionals, and entrepreneurs who are looking for a reliable and scalable way to enter or expand within the market.

Our approach goes beyond traditional distribution. Instead of relying on retail chains, **Nekmar provides partners with a direct-to-consumer model supported by a strong professional network**. This allows each partner to independently build and develop their own market, while maintaining stability, higher margins, and long-term control over their business. At the same time, we actively protect the markets our partners create, ensuring that their growth remains sustainable.

The path to becoming a Nekmar partner is structured, yet simple:

1. Initial Contact & Introduction

We take the time to understand each partner and present the full Nekmar concept, including our products and business model.

2. Product Testing Phase

A key step where we organize product testing at our own expense, allowing partners to experience the quality across a broader sample.

3. Assortment Selection

After testing, we work together to define the right product range tailored to your market.

4. Business Setup Preparation

We support you in setting up your business, including webshop development and logistics organization.

5. Documentation & Compliance

Full assistance with all necessary documentation, permits, and certifications.

6. Launch & First Sales

With everything in place, you're ready to launch and quickly move towards your first sales- with continuous support from our team.

What do Nekmar partners receive?

A complete business infrastructure from day one. This includes *a fully developed brand, a ready-to-launch a webshop, a structured product portfolio, and an established supply chain.* The portfolio itself covers *premium and superpremium dog and cat food, nutritional supplements, and a professional grooming line,* all designed with a strong focus on high-quality ingredients, functionality, and the real needs of animals. With Nekmar, you get a product that practically sells itself-its quality is already recognized, trusted, and loved by both people and animals.

In addition, we provide continuous support through *marketing materials, strategic guidance, and both online and on-site education.* Our team is directly involved in the development of each market, often working closely with partners on the ground to ensure a strong start and long-term success.

While we provide the full system, our partners play a key role in executing and developing their local market. *We work with individuals from different backgrounds, including experienced distributors, industry professionals, and entrepreneurs entering the sector for the first time.* Experience in the pet industry is valuable, but not essential. What matters most is commitment, the right mindset, and a willingness to follow a proven model.

Who are the Nekmar partners?

A key driver of growth within the Nekmar model is the collaboration with professionals who are directly connected to end customers. Their role is essential in building both volume and trust, as they naturally influence purchasing decisions and accelerate brand recognition in each market. Combined with direct online sales, this creates a highly efficient growth model that does not depend on traditional retail. For this reason, partners are often advised to focus on direct channels in the early stages, building a strong foundation before expanding further.

Every market and partner is different, which is why *flexibility* is a key part of our approach. We adapt strategies based on local conditions and provide guidance through market analysis when needed. For the right partner, we are open to adjusting every detail of the cooperation in order to ensure the best possible results. Our goal is simple: to build a successful and sustainable business together.

In terms of operations, *Nekmar simplifies or fully manages logistics, including product supply, transport organization, and regulatory processes.* In most cases, partners can rely on us to handle operational complexity, allowing them to focus on growth, sales, and market development.

The strength of this model is best reflected in the success of our partners. Some come from completely different industries, such as a distributor from Slovenia who transitioned from beverages into the pet industry and, after starting with Nekmar alongside his existing business, fully shifted focus and expanded into additional markets. Others, like a breeder and entrepreneur from Poland, used the model to build a fast-growing business during a challenging period for his original industry. We also work with experienced professionals who chose Nekmar as a platform to build their own independent and growing operations.



Why is Nekmar already recognized across 27 markets throughout Europe?

What sets Nekmar apart is not just the quality of the products, but the completeness of the system and the level of support behind it. We provide a business model, not just a product. We offer independence from retail chains, strong positioning within professional networks, and a partnership approach focused on long-term success.

Nekmar is not simply a supplier, but a partner fully invested in the growth of each market we enter. For those looking to build or scale a business in the pet industry with a proven system and continuous support, Nekmar offers a clear, structured, and reliable path forward.