

# freedog<sup>®</sup>



Visit  
our web





1. Introduction
2. Mision, vision and values
3. History
4. Who we are
5. What we do
6. Presence Worldwide
7. Trust in Freedog
8. Catalog Map
9. Freecat, specialized Cat brand
10. Hero Products
11. Retail support
12. Operations, stock and services
13. Custom development
14. Roadmap, looking to the Future
15. What to expect from Freedog
16. CTA

# 1. Introduction



Freedog is a family-owned company with more than 25 years of experience in the pet industry.

Since its creation in 1998, FREEDOG has been committed to excellence and innovation as the fundamental drivers of the business.

We are passionate about the animal world, which is why we design and create top-quality pet products, placing special emphasis on material quality, product design, functionality, and market launch.

We are motivated and proud of well-executed work, driven by a competitive environment that pushes us to improve even what we already do well, and to put all our processes at the service of an excellent and sustainable relationship with our customers.

*"Committed to excellence and innovation,  
we design and create the best products for pets."*

# 2.

## Mision, vision and values



### Mision

Our mission is to continue improving and innovating in the design and production of accessories for dogs and cats, while also maintaining the satisfaction, commitment, and loyalty of our customers.



### Vision

We are firmly committed to continuing to lead the pet sector, becoming the trusted distributor for professionals, both nationally and internationally.



### Values

PASSION · PROFESSIONALISM · QUALITY · COMMITMENT ·  
TEAM · INNOVATION

# 3. History



# 4. Who we are



## We are Freedog

At Freedog, we work to go one step beyond the current market reality and become the brand any pet would choose. We design collections that combine aesthetics, functionality, and quality materials with a clear purpose: to improve the well being of pets while generating real, consistent results for retailers.

- **Products designed with purpose:** refined aesthetics, selected materials, and real functionality.
- **Coherent and stable collections** created to stand out on the shelf.
- **Solid sell through at the point of sale**—our priority in every development.
- **Professional retail support:** visual merchandising, displays, implementation, and support materials.
- **A brand with vision and constant evolution,** always working ahead of the market.

*“We create products that pets would choose...  
and that perform where it matters: in the store.”*

# 5.

## What we do



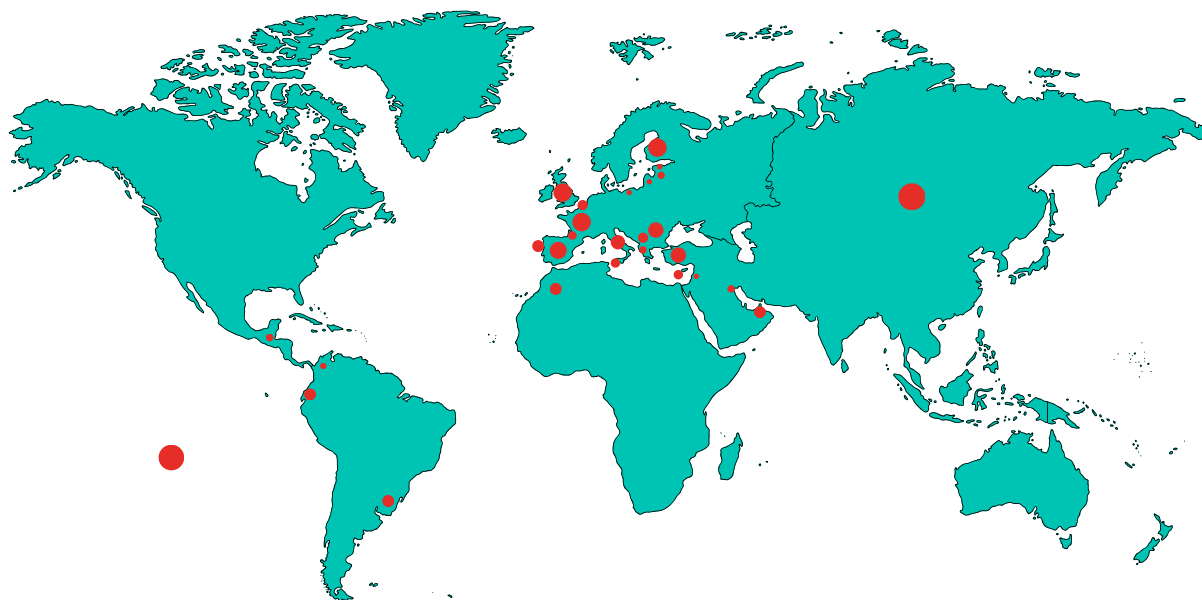
## Why we are relevant

At Freedog, we develop collections of pet accessories that unite design, functionality, and visual coherence. We create complete product families that stand out on the shelf and deliver a refined experience for both pets and final consumers, with a clear objective: to truly perform at the point of sale.

- **Coherent, visually aligned collections** designed to work as a family and enhance shelf impact.
- **Market-recognized products** with strong impact at points of sale.
- **Design and functionality combined:** selected materials, ergonomics, and aesthetics crafted to attract and convert.

*“We create collections that consumers fall in love with... and that deliver real results for retailers.”*

# 6. Presence Worldwide



## Slowly but surely

We are currently present in **30 countries**, reaching a large part of Europe, in countries such as France, Portugal, Italy, Belgium, Romania, Bulgaria, Greece, Andorra, the United Kingdom, Finland, Malta, Cyprus, the Baltic countries and, of course, Spain. In addition, we also have **exclusive distributors in Latin America, Israel, Dubai, China, Kuwait and Morocco.**



# 7. Trust in Freedog



**GUAW**

**miscota**  
*Uno más de la familia*

**Tiendanimal**   
Entendemos a las mascotas

**Animalis**

MASCOTAS  
**ÁVILA**  
Animales felices :D

 **mascota  
planet.com**

**verdecora**

**KIWOKO**  
mundo animal

# 8. Catalog



## Freedog Catalog Map

Our portfolio brings together all the essential categories of the dog universe, designed with visual coherence, functionality, and a clear focus on sell through. Each category is conceived to offer stability to the retailer and an excellent experience to the final consumer.

### Freedog Categories

Walk



Fashion / Apparel



Rest



Transport



Feeding



Hygiene & Cosmetics



Toys



Snacks



Accessories



### Freecat Categories

Walk

Fashion / Apparel

Rest

Transport

Feeding

Hygiene & Cosmetics

Toys

Snacks

Accessories

Scratchers

# 9. Freecat, our specialized Cat brand



## Freecat, our specialized Cat brand

Freecat is the group's own brand entirely dedicated to the feline universe. It follows the same philosophy as Freedog—design, functionality, and in store sell through—but with its own identity created to cover all the cat's needs while offering the retailer a complete, coherent, and specialized proposal.

- Scratchers
- Hygiene (litter trays, scoops, accessories)
- Cat Bedding / Home
- Cat Toys
- Accessories
- Feeding & Add ons

**freecat**<sup>®</sup>

*"Freecat completes the 360° vision  
of a home with dogs and cats."*

# 10. Hero Products

Linum Collection



Pet Wipes



Natural Cat Litter



Glacial Collection



Muffin Beds



Denver Pet Carrier



Gym Toys Collection

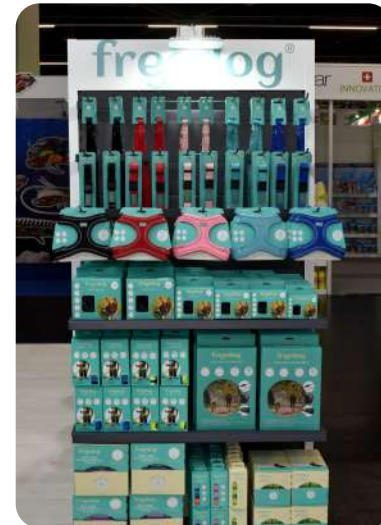


*"A selection that defines our DNA: design, functionality, and sell through."*

# 11. Retail support



## Retail Support





# 12.

## Operation, Stock and Service



## Operation, Stock and Service

- **Stable stock all year round**  
Continuous availability in our core ranges.
- **Summer and winter pre season campaigns**  
Early planning to ensure rotation without stockouts.
- **Fast and reliable service**  
Quick preparation, consistent deliveries, and clear communication.

*"A service designed for uninterrupted  
performance on the shelf."*

# 13.

## ODM / OEM



## Custom Development

We offer full development of customized collections thanks to our own office in China. From design and prototyping to final production, we guarantee direct supervision, validated materials, and Freedog/Freecat quality standards.

- Custom design
- Production control at origin
- Flexibility for retailers and distributors
- Quality assurance
- Exclusivity and confidentiality

*"Your brand, your collection, our expertise."*

# 14.

## Roadmap/ Future



## Looking to the Future

- We are working to expand the catalogue
  - Selective international expansion
  - Strengthening the Freecat brand
  - Innovation in products and materials
- Further development of ODM/OEM activities






*"We continue creating collections pets would choose...  
and that grow in store business."*

# 15.

What a professional client can expect



## What can you expect from us

-  Coherent and appealing collections
-  Products with proven sell through
  -  Continuity and stability
  -  Point of sale support
  -  Constant innovation

*“Quality, coherence and results: the combination we offer to retail.”*

# 16.

## CTA



## Next Steps

### For chains and large retailers

Schedule a visit to our Barcelona showroom

You'll see complete collections, real installations, and concrete shelf proposals.

### For distributors and international partners

Let's open a conversation about distribution and joint expansion.

We explore markets, assortments, capabilities, and exclusive projects.



Thank you!

freedog<sup>®</sup>