

This is PIF



Business
Support &
Representation
for your Pet
Business

PIF 
Pet Industry Federation



About the **Pet Industry Federation**

The **Pet Industry Federation (PIF)** is the UK's leading business support association for pet businesses. From pet retailers, groomers and kennels, to manufacturers and suppliers, we bring together every part of the pet sector under one trusted voice.

What we do

We help businesses grow, save money and raise standards. Whether it's expert training, compliance support, exclusive discounts, or representing you on licensing and regulation, PIF gives you the tools and backing you need. Our members told us they value practical resources, stronger representation and a supportive community and that's exactly what we deliver.



Why Join PIF?

Membership of the **Pet Industry Federation** connects you to the UK's largest community of pet businesses. Whatever part of the sector you work in, PIF helps you save time, reduce costs and stay ahead of the curve.

As a member, you'll benefit from:

- **Expert Advice & Support** – legal, HR, health & safety helplines when you need them.
- **Exclusive Savings** – fuel cards, insurance, software, PIF events and supplier discounts that quickly cover your membership fee.

- **Business Resources** – toolkits, pricing calculators, templates and guides to make running your business easier.
- **Training & CPD** – discount on on-demand courses to develop skills, raise standards and support compliance.
- **Representation** – a strong voice with Government on licensing, policy and regulation, ensuring your interests are heard.
- **Networking & Community** – opportunities to connect with other professionals at some of the top pet events in the UK and share best practice.

PIF membership gives you credibility, support and a community behind your business.





PIF For Pet Groomers

Joining **PIF** as a pet groomer gives you the backing to run a safe, professional and successful grooming business, with the confidence to stand out from the crowd. From setting the standards for safe grooming, to helping you grow your skills and business, we're here to support you.

- **Follow the Gold Standard** – access the 2025 Grooming Code and best practice standards, created with industry experts to support safe, high-quality salons.
- **Professional Recognition** – display the PIF membership mark, trusted by pet owners.
- **Training & Qualifications** – keep your skills sharp with discounts on industry-recognised courses, CPD updates on grooming techniques, welfare and regulation.
- **Business Support** – get access to a range of pricing help; business, tax and legal advice, as well as templates and policies, tailored to grooming businesses.
- **Community & Growth** – connect with other groomers, suppliers and service providers through networking, events and PIF's 'Find a Pet Business' platform.

With **PIF**, you're never grooming alone.

PIF For Licensed Pet Businesses

Selling pets, running kennels, catteries, day care or home boarding comes with unique responsibilities and complex regulation. Being a PIF member helps you stay compliant, raise standards and have your voice heard.

Licensing Made Simpler – practical guidance, templates and toolkits to help you prepare for inspections and meet compliance requirements.

Your Voice in Regulation – PIF represents you on licensing issues, pressing for consistency, fairness and tougher action on unlicensed operators.

Staff Training & Development – access on-demand training in welfare, customer service, first aid and leadership to keep your team up to date.

Business Support – get advice on business planning, financial advice, funding overviews, as well as HR and other legal issues that come with running a licensed business, so you can focus on providing excellent care.

Recognition & Trust – the PIF membership mark demonstrates professionalism and reassures pet owners and local authorities.

PIF gives licensed businesses strength, support and influence in an evolving industry.





PIF For Manufacturers & Suppliers

Whether you're launching a new product, exploring exports, or growing your customer base, PIF nurtures innovation and gives you the dedicated support you need to succeed. Our team works closely with suppliers and brands to open doors and create opportunities.

- **Bespoke Guidance** – one-to-one support tailored to your business goals, from funding opportunities to market entry advice. Access the expertise of our Associate partners for support with IP, contracts, consumer law, online marketplaces and more.
- **Export Help** – expert guidance on routes into overseas markets, including regulations, logistics and introductions to trusted partners.

- **Showcase Your Products** – gain exposure through trade shows, PIF digital publications and PR promotional opportunities that put your brand in front of other businesses and buyers.
- **Industry Insights** – access data and research about the pet industry; and trends and forecasts to help you make informed decisions for your business.
- **Stronger Connections** – network with retailers, groomers, licensed businesses and pet services across the UK.

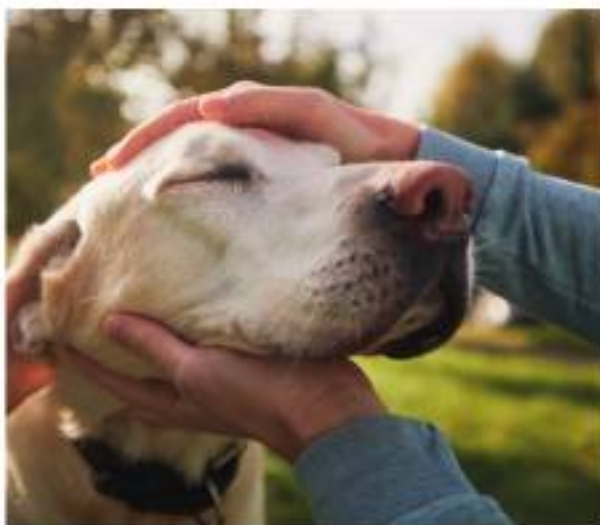
PIF membership helps manufacturers and suppliers scale faster, with expert support every step of the way.

PIF For Retailers & Pet Service Businesses



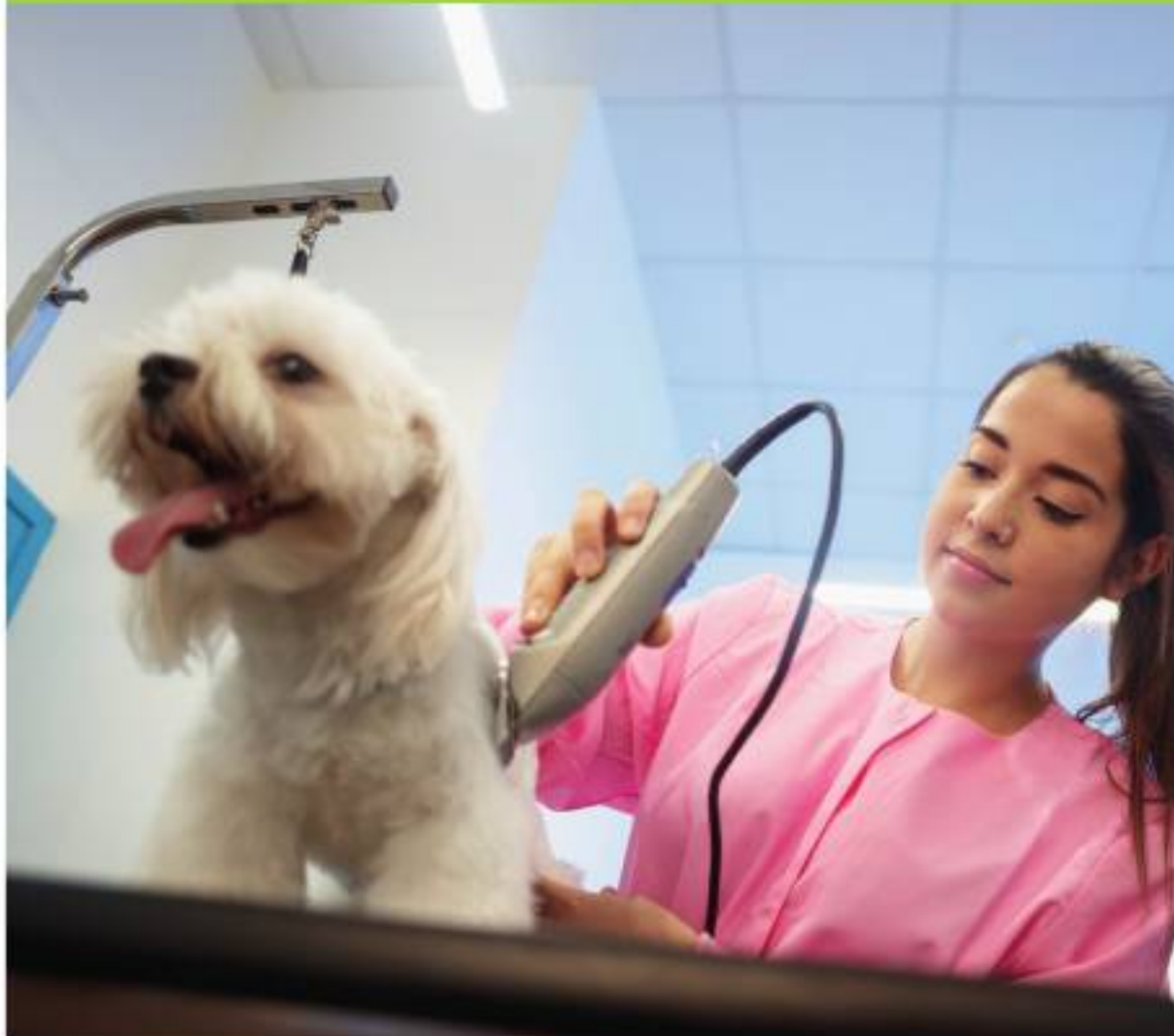
Independent retailers and pet services are the backbone of our industry. Whether you're walking dogs, training pets or offering home visits, PIF gives you the backing to run your business with confidence.

- **Credibility that Counts** – the PIF membership mark shows customers you meet recognised standards of care and professionalism, whether you provide services or sell pet products.
 - **Practical Resources** – ready-to-use templates, policies and toolkits to save time and simplify day-to-day operations.
 - **Learning on Your Terms** – flexible online training to help you and your team build knowledge in animal welfare, customer care and business management.
 - **Trusted Advice** – support on contracts, insurance, tax and legal matters, so you don't have to face challenges alone.
 - **Stronger Retail & Service Connections** – network with other pet businesses, share experiences, discover new products and opportunities to grow.
- PIF** helps small service providers and pet retailers turn passion for pets into thriving, professional businesses.



Join the Pet Industry Federation Today!

Becoming a member of the Pet Industry Federation is simple and offers a multitude of benefits for your pet business. Whether you're looking to expand your network, gain access to exclusive resources, or take advantage of our new membership benefits, PIF is here to support you.



Steps to Join:

1. Visit our website at www.petfederation.co.uk or scan the QR code
2. Select the membership plan that fits into your company turnover.
3. Complete the online application form.
4. Book your Welcome Call, so we can find out more about your business and the support you need.
5. Start enjoying benefits of being part of the UK's leading pet industry network!



PIF
Pet Industry Federation

Thank you to our associate members.
Find out more about associate membership
from our team.

Bird & Bird

**Rosetta
Brands**