

WAG & TONE WIN PFMA AWARD

Wag and Tone is the winner of The Pet Food Manufacturers' Association (PFMA) inaugural 'Get Pets Fit Award'. The honour recognises the work undertaken by Karen Laker in Lincolnshire and Nottinghamshire to promote fitness among her dog and human clients.

Nicole Paley, Communications Manager of PFMA said: 'When we read Karen's entry it was clear that Wag and Tone was a winner! This innovative initiative provides owners with a variety of ways to exercise with their dogs from steps over cavaletti bars to running figures of eight around cones. We were particularly impressed to see that lessons are tailored to levels of fitness (among owners and dogs) and the main focus is to have fun while you get fitter!'

PFMA is focused on promoting good health and nutrition among pets. Download information for those in the pet industry at www.pfma.org.uk/keeping-pets-healthy.

For more information on Wag and Tone please visit <http://thelakers.co.uk>. 🐾



BERN PET FOOD AT THE NATIONAL CAT SHOW

Over 400 cats were present on December 14 at the the National Cat Club Show in Bracknell. Bern Pet Food hosted a stand at the event to showcase its award winning ORIJEN and ACANA cat foods. The company has dubbed these new categories of cat and dog food 'BAFRINO'. It stands for 'biologically appropriate, made with fresh regional ingredients from trusted local suppliers and never outsourced to any other pet food manufacturer'. ORIJEN is made up of 80 percent meat, 20 percent fruit, vegetables & botanicals and 0 percent grain. Bern Pet Food announced it received a high level of interest in the brand. 🐾



NEW ADVERTISING CAMPAIGN FOR CEVA

Pet trade members who switched on their television sets over the last few weeks will have already seen Ceva Animal Health's latest television advertisement. Aimed at ABC1 women and showcasing product Feliway®, it aired between Christmas Day and January 11, 2015. The 30 second advertisement, appeared on ITV1, Channel 4, Channel 5, E4, Film 4, ITV2, ITV3, ITVBe and London Live.

Featuring the strapline 'Transforming behaviour begins with Feliway', the advertisement aimed to educate cat owners on the action they should take to keep their cats happy and maintain a happy home, particularly in multi-cat households where inter-cat tension may be a problem.

For further information on Feliway visit www.feliway.co.uk. 🐾

