

SUPERZOO TAKEAWAYS

Dog Beds

The SuperZoo show was the “perfect” platform for suppliers to showcase their latest offerings within the dog beds category and demonstrate to retailers how they differentiate from mass produced competitors. To generate excitement and brand loyalty, exhibitors were eager to talk with retailers and let them see and feel materials firsthand. Others noted SuperZoo is beneficial to exhibitors because it affords the chance for them to gauge initial reactions from retailers whose opinions on what will sell and resonate with consumers are ones which manufacturers trust.

“The past year has seen us introduce really popular products in new categories for us, so for SuperZoo we focused on showcasing how molly mutt products work for home, bed, travel and crate and bring distinctive design and great value to all,” said Art Simon with molly mutt.

P.L.A.Y. Pet Lifestyle And You launched two new collections of products at SuperZoo; California Dreaming Memory Foam Beds and Feline Frenzy Cat Toy Collection. “These are our first foray into the orthopedic bedding segment and cat toy category, so it was very exciting to see months of planning come to life at the show and getting positive feedback from our retailers and distributors,” said Natalie Hennessy with P.L.A.Y. Pet Lifestyle And You.

“We always find SuperZoo to be a perfect platform to launch new products for our boutique customers as we strive to introduce products that differentiate from the mass market,” Hennessy added. “We hope retailers enjoyed visiting our booth and talking to our team,” she said. “We always believe that seeing and touching our products, as well as meeting the various people behind P.L.A.Y. in person, are a few of the best ways to generate brand excitement and loyalty.”

“FurHaven was excited to present several new products to our customers, including our new Goliath line of super-sized pet beds,” said Jaynie Gablehouse with Furhaven Pet. “After months of development, testing and feedback, we finally get to show off our ideas and hard work,” Gablehouse said. “It is always a thrill to bring your buy-



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**Natalie Hennessy,
P.L.A.Y. Pet
Lifestyle And You**

ers products that you know will fit the needs of their customers, enhance their fourth quarter promotions and build sales year-round.”

“Arlee used SuperZoo this year to show some new concepts and gain the retailers’ opinions as to what was the most saleable,” said Ian Weiss with Arlee Pet. “It’s so beneficial for us to hear the thoughts and opinions from the folks on the front lines when developing new products,” Weiss said. “We design for the pet parent and with so many pet specialty retailers being part of this target demographic, their feelings are invaluable to us.”

“Our hope is that the retailers who stopped by our booth felt that Arlee Pet Products was a brand that listens to the needs of its consumers and retailers while creating products that are truly beneficial for the pet at home,” Weiss added. “We are still a very young brand and our message is still getting out there,” he said. “SuperZoo was a great way to remind retailers not only that we are here to partner with them but also that we are a brand that they can really get behind.”

“Our main focus was debuting new items and helping retailers understand how they can build a comprehensive of-

fering of essential products and accessories from MidWest’s diverse product offerings and excellent service to both retailers and consumers,” said Tara Whitehead with MidWest Homes for Pets.

“SuperZoo was the (too quick) culmination of the show season, and we had the opportunity to meet with customers we had seen at both Global and Interzoo, as well as connecting with many of our customers who hadn’t attended either of those shows,” Simon said.

“Our team puts in a lot of effort into making every show a success,” Hennessy said. “There are months of hard work and meticulous planning at every level from our suppliers, product development team and sales and marketing teams, that goes into making a three-day event a success,” she said. “Seeing months of vision and planning come to life at the show is truly a great feeling; we hope the level of excitement and energy from our team was palpable and contagious, so that every retailer walked away with an excellent vibe.”

“SuperZoo is a great venue for connecting with our customers and fostering new relationships,” Gablehouse said. “At FurHaven, we believe that relationships are the key to solid success,” she said. “We work hard to ensure that our buyers know they can trust us to always bring them the best value and quality possible that meets the needs of the public and follows current trends. Having the opportunity to meet with many of our buyers in one location and connect face-to-face is invaluable.”

“Our booth was much busier at this SuperZoo than at past trade shows,” Weiss said. “We offered a couple of show specials but what really drove people through the booth was the look, feel, variety and general quality of the products that we were showing,” he said. “We engaged each guest to the booth and did everything that we could to make the time spent valuable for all parties. We didn’t write orders for every person that went through, however, we sure opened a lot of new doors which should help us in the back half of this year but more importantly, give us some great momentum going into 2019.”