

SUPERZOO TAKEAWAYS

Leashes & Collars

For some exhibitors, reinforcing the importance of pet safety and promoting active, healthy lifestyles outdoors and offering appropriate solutions for both were top of mind during SuperZoo. Exhibitors launched products to promote and encourage being outdoors while others debuted new product lines for retailers to consider.

For Corky's Reflective Wear, reinforcing the importance of safety for pets and their owners was top priority during the SuperZoo Show. "The realization and understanding that safety is its own category and should be featured as such," said Alan Jacober with Corky's Reflective Wear. "Safety also offers great year-round PR for their store. Additionally, it is a high margin dollar return on their investment," Jacober said.

"DOOG's focus is to offer quality products to facilitate the outdoor lifestyle with our pets, and we continue to offer innovative products new to the industry such as The Seals and Pop-up Pools," said Cynthia Wood with DOOG USA.

"SuperZoo provided a great chance for us to highlight our new line of collars and leashes, a tail we could wag, and the ease of ordering a tail we could wag and our Auburn Leathercrafters' lines together to be shipped from one location," said Anita Dungey with Auburn Leathercrafters.

Exhibitors used a variety of benchmarks to deem what made the show a personal success for their companies.

For Corky's Reflective Wear, show success was measured by their relationships with attendees. "Being able to meet and interact with customers, reps and new people," Jacober said.

"This show ended up being very successful for us because of all the marketing opportunities we capitalized on," Leah Angelos of ZippyPaws said. "We had so many people seek out our booth because they wanted to learn more about ZippyPaws after seeing one of our eye-catching ads or seeing our products in the New Product Showcase," Angelos said.

"The retailers continue to embrace our products and look to DOOG for products that are truly unique and promote a healthy lifestyle," Wood said.



@doggybro_chigasaki/AuburnLeathercrafters

"The one-on-one time with buyers provided a chance to answer their questions and come up with creative solutions to their store's specific needs in a positive, interactive environment,"

**Anita Dungey,
Auburn Leathercrafters**

"Trade shows provide a wonderful opportunity to meet face-to-face with long-time customers and give us a chance to discuss our products and services with potential new customers," Dungey said. "The one-on-one time with buyers provided a chance to answer their questions and come up with creative solutions to their store's specific needs in a positive, interactive environment," she said.

This year's show featured two new showcases highlighting pet tech and Made in the US products. The reactions to these showcases were varied, but a common theme amongst exhibitors was the necessity of directing the industry's attention to these steadily up and coming areas.

"These categories appeal to many people in the industry and this is something that they actively sought out," Angelos said. "By highlighting these features in showcases, it is a proactive and convenient way to attract both exhibitors and attendees," she said.

"Made in the US is tricky because there are many products that cannot be 'Made in the US' in a cost-effective manner because their retail price would make them unsellable, but our case is a little different," Jacober said. "We use

high-quality materials in our products and have worked with several potential manufacturers, at our expense, for our products, but have not been able to find anyone who can produce them for a price that is even close to competitive."

"We spent an extensive amount of time and money working with the president of a leading manufacturing company who insisted that he could make our products in the US and still be somewhat competitive, which we were willing to cut some margin for that Made in the US advantage," Jacobson added, "We gave his manufacturing team managers products, our costs and our retail and they immediately recognized that they couldn't even make the products because they did not have the advanced sewing machinery," he said.

"The new showcases helped fill a need with retailers that are looking for specific categories of product," Wood said.

"Auburn Leathercrafters had the wonderful opportunity of participating in the new Made in the USA product showcase," Dungey said. "We heard from several visitors that they had seen our products in the new Made in the USA showcase," she said. "We look forward to working with others to find creative ways to maximize its potential in upcoming years for the benefit of buyers."

The SuperZoo show afforded exhibitors lessons in terms of industry trends and product ideas.

"In the ever-growing pet industry, it's inspiring to see the innovative ways that companies branch out with their products," Angelos said. "SuperZoo proved that the pet industry is moving further into an area which we'd like to emphasize going forward, home and lifestyle products," she said. "ZippyPaws is quickly becoming a lifestyle brand because of this."

"You always learn about the marketplace by seeing and talking to other manufacturers and seeing what's new," Jacober said.

"We walked away from SuperZoo with a sense that consolidation within the industry is leading to greater opportunity but perhaps slightly less diversity of products offered through traditional channels," Dungey said.