

2020 VANGUARD AWARDS

Grooming

Grooming category leaders bring forth innovative products that promote the health and well-being of pets and offer convenient and safe solutions for pet owners.

“Our products are made to address the daily needs of our customers to ensure a happier, healthier life for the pet,” said Pete Stirling of Skout’s Honor. “One of the things we pride ourselves on is providing previously unattainable results from existing products.”

Pure and Natural Pet pursued safe and organic ingredients along with added functionality in grooming and wellness. “We also actively engage with our customers and truly listen to their needs and what is missing in their current assortments,” said Pure and Natural Pet’s Beth Sommers. “It is from conversations like these that we have been able to develop new products, like our Flea & Tick Natural Canine Shampoo. Our Flea & Tick Shampoo is one of our best-selling products and has been awarded eight top industry awards, so it has definitely



filled a niche within our industry.”

Taking a step back, Sommers reflected, “This past year, we have really supported groomers and retailers that have added self-wash bays. Wipes have also been a big focus for us this past year.”

“At Amazonia Pet Care we continue to differentiate our products by utilizing our most valuable local resource, the Amazon Rain Forest,” said Amazonia

spokesperson Paul LaRose. “By sustainably sourcing essential oils, fruits, herbs and seeds that can only be found here in one of the most bio-diverse regions of the world, we are able to provide a truly unique product offering. With that same passion for innovation, we also pay close attention to our customers’ needs and also trends in underserved categories.”

To meet the needs of underserved cat owners, Amazonia recently introduced Cat Space. “Cat Space is an all-natural line of grooming, training, cleanup and between bath options, designed for cats and their needs.”

When it comes to grooming, Skout’s Honor advocates getting ahead of pets’ skin issues. “The common assumption in grooming is that the best approach to solving skin issues with grooming products is to treat the symptoms,” said Stirling. “However, this typically locks the poor animal into a cycle of ‘treat and repeat.’ Our products address the underlying cause of skin problems.”

Rawhide

Made in the US and domestically sourced rawhide products can be a top priority for many consumers when it comes to purchasing rawhide.

According to Tony March, Pet Factory has continued to ensure consumers’ needs are met and the company’s product line matches the ever-changing trends and market. “The trend continues in the market for more innovative natural chew treats that are highly digestible, have limited or single ingredients and are Made in the US. We believe Pet Factory products are right on point with what retailers and consumers are looking for.”

March continued, “With the introduction of many alternative chews and treats in the market, we feel that we stand out as the category leader in the all-natural chew segment. This is attributed to successfully producing single or limited ingredient beefhide chews that are safe, healthy and locally made for more than 30 years. This year we are focusing on educating customers



and the new generation of buyers that may not know the history of our safe, successful beefhide products, which have been trusted by millions of pet parents for generations.”

Stephanie Hullverson with Spectrum Brands said the company keeps a close eye on industry trends within pet, but also on overall market trends in other

consumable categories.

“While there are some market needs that are specific to the pet category, there are other trends such as products with no artificial flavors or colors from artificial sources that consumers look for across categories,” Hullverson said. “We monitor those trends and determine how to incorporate them into our new product pipeline.”

“The biggest misconception we have needed to dispel about the rawhide category is digestibility,” Hullverson continued. “Some people believe rawhide is not digestible, but that isn’t true. If your dog is properly supervised and chewing off small pieces, and if you are discarding large pieces, rawhide is a great occupying treat. While rawhide is digestible, we understand it’s not an option every consumer wants, so we created a highly digestible rawhide under the Better Belly brand that digests 2x faster than standard rawhide. It’s an excellent option for those consumers looking for a long-lasting chew.”