

PETS AT HOME CALLS OUT FOR PRODUCT INNOVATORS

Pets at Home, the UK's largest pet care retailer is once again preparing to open its doors to the country's most creative and innovative product entrepreneurs.

The next Innovation Day has been announced as Tuesday 13 August 2013, where aspiring inventors can showcase their ideas to a panel of expert judges.

The panel will be looking for the next big thing in the pet industry, and while every idea is considered, they are especially interested in accessories for small animals.

Claire Gavin, head of innovation at Pets at Home, said: "This will be the seventh Innovation Day we've held and the products we've been pitched are getting better with each event.

"One of the most enjoyable part of Innovation Day is giving our feedback on designs. Sometimes the prototypes we're shown aren't quite the finished article, but we really enjoy working alongside the product designer to create something really exciting for the pet owner market."

Nuala Bowes attended a Pets at Home Innovation Day last year with The Dog's Apron, an innovative grooming apron which includes restraints to allow owners to brush, blow dry, clip nails or give medicine to dogs with ease.

She said: "The last year has been incredible – a real whirlwind! I pitched my idea to the innovation team at Pets at Home in May 2012 and by early 2013 my product was on sale in more than 270 stores across the country.

"I'd highly recommend anyone with a pet product design to think about entering the Innovation Day. I mean, when else would you have the opportunity to showcase your product to the largest pet chain in the UK?"

Remember that well thought through pitches are the ones most likely to succeed. A fully developed and prototyped product, with a good idea of costs is

required. Please send through details of your design concept to productdesign@petsathome.co.uk.

Pets at Home will then contact anyone whose concept wins the chance to deliver a 30 minute pitch to the panel of trading experts on Tuesday 13 August at the Stoke on Trent distribution centre *. The deadline for responses is 5pm on Monday 22 July.

-Ends-

*Slots available on the day are limited and each attendee will be given 30 minutes to complete a concise product pitch. Please be aware that all presentations will need to be delivered as hard copies

For further information, please contact Alex Duckett or Oonagh Spence at Havas PR UK on 0161 2346 2277 or email alex.duckett@havasww.com or oonagh.spence@havasww.com

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are more than 345 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information.

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.