

# **PATS**

## **TELFORD**

**23-24 September 2018**

**patshow.co.uk**

### **PATS Telford 2018 New Product Awards revealed**

The winners of the PATS Telford 2018 New Product Awards were presented at the PetQuip Awards after the first day of a hugely successful show.

The awards were chosen out of an entry of more than 230 by a team of expert pet retailers on the first morning of the show. All the entries were displayed on the eye-catching New Produce Showcase, sponsored by PBW News.

The judges' decisions took into account a number of guideline criteria, such as product innovation, design, quality, packaging and value for money.

The experts agreed that the New Product Showcase had produced a high calibre of entries with wide variety and choice available. They were pleased to see such a wide range of products, and felt the majority of items on display showed some great innovation.

Here is a full list of the winners together with the judges' comments:

#### **CAT PRODUCT**

##### **Winner**

##### **Fish4Dogs – Finest Wet Cat Range**

The judges liked the choice of ingredients and thought the packaging was great. Available in a wide range of recipes, this product was described as "luxury for under £1".

#### **DOG FOOD PRODUCT**

##### **Winner**

##### **Forthglade Food Ltd – Turkey & Goose Gourmet Christmas Meal**

The judges felt the winning product will be a big Christmas seller. The packaging is distinctive and the price point is excellent.

## **DOG TREAT PRODUCT**

**Winner**

**Four Legged Fancies – Santa Paws Lollipops**

This product stands out because it will make a perfect gift. The judges loved the fact that these treats are hand-made and will also make a good counter display.

## **DOG ACCESSORY PRODUCT**

**Winner**

**Sharples Pet – LickiMat Buddy**

The judges liked the versatility of this product, and the fact there wasn't any unnecessary packaging. It's available in three different varieties.

## **BIRD PRODUCT**

**Winner**

**Petlife International – Harkers 4 in 1 Soluble**

This bird health product fulfills a need in the market, it is easy to administer and has clear instructions on usage. It will also have a long shelf life.

## **SMALL ANIMAL PRODUCT**

**Winner**

**Norfolk Industries – Recycled Paper Bedding**

The environmentally-friendly nature of this product won over the judges. It is well packaged in a perfectly-sized item for the shelf. The judges liked the fact it was recyclable.

## **PET CARE PRODUCT**

**Winner**

**Pet Remedy – Party Season Survival Kit**

This product to keep pets calm and relaxed during the party season has attractive packaging, and is well priced as there are three products in one box. It will make the perfect counter display.

## **GROOMING PRODUCT**

**Winner**

**Paw Naturel Ltd – Rub & Scrub Heart Shaped Cleansing Bar**

The judges said this product would make a good gift, and like the fact it is long lasting, paraben and sulphate-free, and eco-friendly.

**New Product Award Winning Photographs:**

Photographs of the presentations will be available online on the web gallery of our official show photographer, SIRA Studio. A wide selection of photographs will be uploaded after the first day of the show, Sunday, September 23, and will be available by midday on Monday, September 24. Here's how to access them:

1. Visit [www.sirastudio.com](http://www.sirastudio.com)
2. Click on Galleries
3. Click on the Conference and Exhibitions folder
4. Click on the PATS Telford 2018 folder
5. On the password screen enter: pats18telford

For more information contact Neil Pope at [press@impact-exhibitions.com](mailto:press@impact-exhibitions.com) or on 07595 442601.