

# CLASSIC for Pets

## Welcome!

Welcome to our latest product catalogue. It's been an exciting year and once again we have searched to find some really special new items for you to offer to your customers.

**NEW** There are over 100 new product additions to our main catalogue and each one has been carefully selected by our expert team. We have some great accessories for Dogs, Cats and Small Animals too.

**NEW** We are also delighted with the new additions to our market leading Aquatic Ornament range. There are lots to choose from so please take a look.

If you have any special requests or questions on any of our range just ask, we want to provide you with what's best for your business.

The Classic Team



Also, take a look at our fantastic range of exquisite aquarium ornaments pages 54-98!

## OUR NEW LOOK!

We are proud of our "Classic" heritage, we've been around since 1975 and many of our customers have been with us throughout. We export to over 25 countries.

Over the last twelve months we've been developing a new range of packaging to reflect what is happening in the Pets marketplace. Crisp, sharp graphics have been used to look good on display and to clearly communicate and engage with pet owners.

When developing the new packaging range for bottles we talked to our customers. We wanted to come up with a solution that was easy to use, one that displays the product to its best advantage and also a solution that was not wasteful of materials.

We've also changed the names of some of the bottles. For instance, BUNNY has become MIDI and HAMSTER has now become SMALL. Again, listening to our customers it became clear that the very specific reference to a particular type of pet was reducing the broad appeal of the range across all pet types.

Now, Giant, Large, Midi, Small and Mini have created a larger potential market to sell to.

What hasn't changed though is our absolute commitment to quality. Manufactured in the UK since 1975, the Classic range of drinking bottles continues to lead the field.



For pet lovers everywhere