



Interzoo
digital

1 – 4 June 2021

Organizer
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PRESS RELEASE

May 2021

Comfortable, healthy and sustainable: Innovative products for pet wellbeing

Wiesbaden – At this year’s online Interzoo.digital from 1 to 4 June, 336 exhibitors from 48 countries will exhibit more than 1,100 products to familiarize trade visitors with the latest pet trends. Comfortable, healthy and sustainable: that sums up the new products and services for dogs, cats, small mammals, pet birds, fish, terrarium species and garden animals on display by manufacturers at the digital edition of the world’s largest international trade fair for the pet supplies industry.

Since the outbreak of the Covid-19 pandemic, pet owners have been spending more time at home and paying closer attention to their animal companions. They have been finding it more important than ever to ensure their pets enjoy healthy treatment and care. Trends that were already in evidence, such as healthy feed, comfort, digitalization and sustainability, have received a strong boost in the process.

Healthy animal nutrition

“Just like when selecting products for humans, pet owners are increasingly paying attention to the need for healthy nutrition for their pets,” observes Norbert Holthenrich, President of the German Pet Trade & Industry Association (ZZF). The portfolio of foodstuffs for dogs and cats ranges from high-quality prepared food, healthy snack rewards and recipes using natural and sometimes vegan ingredients to functional food supplements to take care of the specific needs of puppies or pregnant animals.

Manufacturers offer special products to accommodate the trend toward smaller dogs, which suffer from dental problems more frequently than larger dogs, for example, and need different care products, more heating paraphernalia, and feed adapted to suit different age groups, given that life expectancies are generally longer.



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Special products for small pets and hobby farming

Pendulum feeder systems in rodent cages encourage movement and skills in guinea pigs, rabbits and mice. Recyclable litter with no chemical additives and designed for sensitive paws ensures a comfortable home for small mammals.

The increased focus on the home environment brought about by the pandemic has led to a noticeable upswing in hobby farming, resulting in a need for information, feed and care supplies for hens, ducks, quail and other yard and garden species, together with the corresponding products and services.

Comfortable and stylish products

There is also a trend toward wellness products to ensure improved comfort: sensitive cats and dogs are protected against cold and damp with clothing to provide warmth, and cooling mats, cushions and ribbons help them cope with the heat during summer.

Cats and dogs can be pampered from head to paw with special shampoos in collapsible baths. There are also portable bidets, cat toilets made of recyclable plastic, and compostable “poop bags” for dogs. And when it comes to hygiene products, Interzoo.digital has items for every purpose, from dust doors to carpet cleaners and odour elimination.

Active pet toys, training bowls and jogging belts for fun and games with dogs will also be on show at the fair. And following a good long play outdoors, a sound relaxation trainer helps cats and dogs to calm down, especially in stressful situations such as storms and around fireworks.

Pet products are available to suit your home environment and your own means of transport: high-quality beds, modular cat furniture or aquariums serving as room dividers are available to suit every taste. In the car, stylish, scratch-resistant seat covers and hammocks take the stress out of travelling together.

Technology and Smart Home

In addition to products such as the technical systems you need to keep your pets well, Interzoo.digital is also the natural place to find terrariums, aquariums, paludariums and other habitats for fish, geckos, frogs, snakes and beetles.



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Control software and ambient control systems are also available for the Smart Home, to make it easier to look after and care for pets as well as monitoring aquariums and terrariums.

Exhibitor Service

On behalf of the organizer

NürnbergMesse

T +49 9 11 86 06-80 95

F +49 9 11 86 06-12 00 49

www.interzoo.com

Visitor Service

T +49 9 11 86 06-49 69

F +49 9 11 86 06-49 68

www.interzoo.com/participate

For all press releases, photos and videos, see the Newsroom at:

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Interzoo.digital press contact

Dr Anja Wagner (PR Manager Interzoo)

T +49 6 11 447 553-17

Antje Schreiber (Press Spokesperson WZF/ZZF)

T +49 6 11 447 553-14

presse@zzf.de

Accreditation

Ariana Brandl (Press Office NürnbergMesse)

T +49 9 11 86 06-82 85

F +49 9 11 86 06-12 82 85

ariana.brandl@nuernbergmesse.de



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Information about the organizer

Information about WZF

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as the founder and professional sponsor. It is the owner and organizer of the world's largest international trade fair for the pet industry. With more than 1,900 exhibitors and about 39,000 trade visitors from over 125 countries, Interzoo is the undisputed world's leading trade fair for pet supplies. WZF has appointed NürnbergMesse with the organization of Interzoo on its behalf.

WZF is a one hundred per cent subsidiary of ZZF. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry.

www.wzf-online.com