

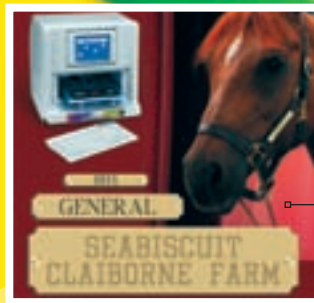
However, similar to the equine industry, there are a significant number of small companies who manufacture pet products. Nearly three-quarters of APPMA's membership is comprised of firms with sales of less than \$2 million annually.

Smaller retailers are also finding success in the pet world.

"While the superstores can offer a wide array of products usually at a lower price, the smaller shops can usually offer more personal service and other one-on-one benefits," Vetere said. "Knowing what you do best and focusing on it will always prevail."

Voluminous amounts of support are available to retailers through the association, whose Pet Products Trade Show has become the largest annual pet products trade show in the world.

The association also publishes a survey of pet owners every two years. The most recent version is an inch-thick volume with more than 300 pages of statistics. 📄



Don't be chicken about stocking something for the poultry fanatics that shop in your store, like these poultry feeders from Tail Tamer Products Inc.

The iMARC Engraving System has the capability of producing custom-engraved products for both equine and pet customers on high-quality satin brass plates. Easy to use.

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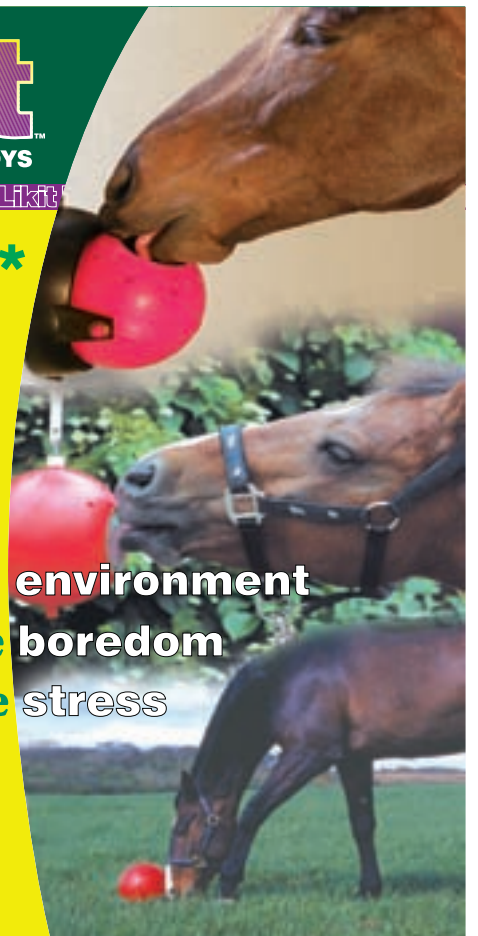
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- **Innovative**
- **Profitable**
- **Encourages Repeat Sales**

* (Please visit our website for more study results from the School of Veterinary Science, University of Bristol, UK)



enrich stable environment
reduce boredom
relieve stress



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All Likit Products have been tested and approved by equestrian behaviourists in the UK and USA.

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