



Company Profile: PatentoPet (Germany)

## Innovative solutions for pet owners and pets!

PatentoPet is a young and innovative company with the aim of turning pet lovers' problems into flexible solutions for the day-to-day contact with their lovely pets in peaceful harmony. The creative brain behind PatentoPet is Tzannis Fountoulakis. He founded the company in 2001. His idea was to develop a collar with a retractable short leash inside. Behind the walls of this company, ideas are turned into reality, which sets new standards and signals possible upcoming trends. And this is what makes their products unique: PatentoPet stands for products you cannot find anywhere else in the world.

### Ultrasonic dog training

Besides many other unique products, such as their nano-coated Anti Bite Leash (prevents dogs from chewing on the leash) and their Agility Hands-Free Leash, the latest goal of PatentoPet in 2010/2011 was the DOG-e-walk All-in-one Dog Trainer: A training device that prevents dogs from pulling on the leash by following their natural instinct. The innovative aspect of the DOG-e-walk is that it supports classical methods of training with ultrasonic frequencies. And with the help of the corresponding commands of the dog owner and the connected awarding in the form of treats and/or other compliments, the dog quickly learns to make an association between his behaviour and the signal.

### Product development

The entire range of products is well-tolerated and harmless to pets. The products are tested and recommended by vets, dog trainers as well as pet owners. At the Global Pet Expo in Orlando and Zoomark in Bologna this year, the company came up with a special flash light integrated in a dog leash, thus staying true to their policy of being unique and the motto: "Great success in dog education can be also be reached with minimum effort."

PatentoPet closely cooperates with major international quality control companies. With the DOG-e-Walk, for example, PatentoPet reached a new milestone: a

total return rate of less than 1.6%. The product was tested by TÜV – GS – and meets the standards of ROHS + CE + FCC. The company patents all their inventions, as they think it is the only way of developing new ideas and collecting the power necessary for new developments. Without patents there is no protection and copies can quickly appear on the market.

### Distribution network

PatentoPet works with the best international network. Each country has a major distributor that serves the market. After ten years in business, PatentoPet has now started cooperation in the USA. Together with their new partner, PetEdge, they are now able to offer same day shipping on all orders placed before 2 pm from Monday to Friday all over the USA. PetEdge is widely recognized as the leading source of pet care professionals because of a wide selection of supplies and equipment of professional quality.

The demand for the PatentoPet collection was very noticeable during the last two exhibitions and, meanwhile, the company has set up their own research and product development as well as a department for patent applications. In times of rhinestones, flashing collars, sweaters and small funny caps, PatentoPet can look to the future, with the expectation to launch new innovative products, which will also enrich the pet industry with smart and innovative products. ■

### Historical milestones

- 2001 Invention of the Dog Control Collar
- 2003 Invention of the City Leash (covered car adapter to save dogs in car travel)
- 2005 Cooperation with Bamboo USA
- 2008 Launch of the basic line (collars and leashes)
- 2010 March - Launch of the DOG e Walk at Fressnapf Germany  
October - CIPS Show in Beijing is a huge success and sales in China tripled
- 2011 January - Major international chains – such as Petco / PetSmart / Pet Supplies Plus – launch the DOG-e-Walk  
March - Global Pet EXPO – first presentation of the DOG Control Lite and the DOG e Walk basic  
Sales in Germany have more than doubled  
May - The Zoomark exhibition is a new milestone for PatentoPet – distributor network grows to more than 10,000 shops.