

Event report

COMEBACK AFTER MORE THAN 20 YEARS: DEUKA AT INTERZOO 2024



After more than two decades, we are returning to Interzoo. By exhibiting at the world's leading trade fair for the international pet industry, we are not only presenting the FIETE, FLORIE, caniland, deukavallo & Co. ranges to an expert audience. With our return to Nuremberg, we emphasised our ambitions in this important market segment and sent an important message to the competition and retailers: We are here to stay!

Interzoo in Nuremberg is one of the **largest trade fairs in the pet sector**. This year, the trade fair opened its doors between 6 and 10 May. Manufacturers, wholesalers and service providers from around 70 countries presented their products for dogs, cats, horses, rabbits, chickens and many other animal species. The **business-to-business event** spanned an impressive ten halls at the Nuremberg Exhibition Centre.



Transparency at a glance - FIETE is probably the most transparent dog food in Germany at Interzoo(© Deutsche Tiernahrung Cremer).



Product Manager, Theresa Oesterwind, explains the details of a product at the Interzoo trade fair stand (© Deutsche

Tiernahrung Cremer).

A wide range of products and information - the deuka companion trade fair stand

Our pet food umbrella brand deuka companion **was convincing across the board**. The wide, open spaces of our stand invited visitors to interact freely. We presented the **new dog and cat food from FIETE and FLORIE** on **man-sized dog and cat figures**. But there was also plenty of space for the **variety of snacks from caniland** on our expansive stand in Hall 3C.

But our pet food family does not end at the brand boundaries of **deuka companion** we had reserved a separate section of our stand for **Pauls Beute and Paulas Beute**, so that they too could present their **high-quality foods made from largely natural ingredients** to an expert audience.



Portrait photo_Sven Kramer, Key Account Manager deuka companion
(© Deutsche Tiernahrung Cremer).

"Interzoo once again more than lived up to its label: the world's leading trade fair for the international pet supplies industry has rarely been as impressive, diverse and innovative as in 2024. It offered opportunities for networking, open dialogue and further education. Discussions with old and new suppliers, producers and retailers opened up new opportunities for further business in the future."

Sven Kramer, Key Account Manager deuka companion

Product innovation at deuka companion

There was something new to marvel at in the deuka companion range at Interzoo: the **new deuka companion cat litter** made a name for itself and attracted visitors to the stand. With the natural litter, we attach particular importance to **resource conservation and regionality**. That's why we only use plant-based raw materials and by-products from food production for its manufacture. The **innovative approach**

deuka

to producing the cat litter **reduces energy and** CO₂ emissions as well as the amount of waste produced. The new cat litter is also impressive in practical use: it clumps particularly well and thus effectively binds odours - completely **free of chemical additives**.



Michael Alvermann, Division Manager deuka companion, responsible for sales and product development of our pet food umbrella brand, in conversation at Interzoo (© Deutsche Tiernahrung Cremer).



Lots of news: The stand team delighted visitors with many new products from deuka companion (© Deutsche Tiernahrung Cremer).

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