bestpets

Featuring ranges from

Rosewood ANCOL KONG DENZEL'S

SUMMER ESSENTIALS

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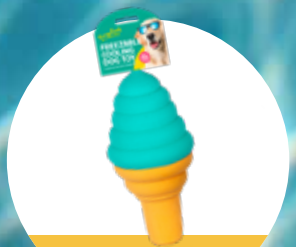

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Specialist Category Insight inside

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www.best-pets.co.uk

SUMMER ESSENTIALS

Category Insights - June 2026

PDSA Animal Wellbeing Report 2024, PFMA 2024, Population Data, Burgess Pet Care Small, Animal Census, Supreme Market Data & Category Insights 2024

Keep Dogs Cool in Summer

1. **Prevent heatstroke –** Dogs can suffer from heat exhaustion or heatstroke, which can be life-threatening if their body temperature rises too high.
2. **Avoid dehydration –** Hot weather increases the risk of dehydration, leading to lethargy, dry gums, and even organ failure.
3. **Protect paw pads –** Hot pavement, sand, or asphalt can burn their paw pads, causing pain and blisters.
4. **Ensure comfort and wellbeing –** Just like humans, dogs feel uncomfortable in extreme heat and need ways to cool down.

- ✔ Provide plenty of fresh water at all times.
- ✔ Keep them in shaded or air-conditioned areas during peak heat.
- ✔ Avoid walking on hot pavement, test it with your hand first.
- ✔ Use a cooling mat or damp towel for them to lie on.
- ✔ Let them enjoy cool treats like frozen dog-safe snacks.
- ✔ Never leave them in a hot car, even for a short time.

Advice for Pet Parents

Shade: Ensure your dog always has access to shaded areas, both indoors and outdoors.

Damp Towels: Lay out damp towels for your dog to lie on, or gently pat them down with a damp towel.

Ice Treats: Offer frozen treats like ice cubes, frozen water, or frozen toys to help them cool down.

Mist Spray: Use a spray bottle with cool water to gently mist your dog's fur, but avoid spraying their face.

Fans: Place a fan near your dog's resting area, but ensure they can avoid the breeze if they choose.

Temperature guide for walking dogs

Above 27°C

It's too dangerous to walk your dog, keep them indoors or in a cool shaded area

24-26°C

Only take your dog out if it's absolutely necessary and make it a quick, shady stroll

20-23°C

Stick to shaded areas and shorter walks

12-19°C

Keep an eye out for signs of overheating if they're running around a lot

Below 12°C

Perfect walking weather

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Paws and Picnics

Whether it's a sunny park trip or café stop, stock up on summertime favourites that help pet parents keep their dogs comfortable, hydrated, and ready for adventure.

783797
KONG
Fold Up Bowl
Single

CASH & CARRY **£4.25** P.O.R. 48.94%

SELL @ **£9.99**

815443
KONG
Travel Bag
5 Piece

CASH & CARRY **£25.49** P.O.R. 49.01%

SELL @ **£59.99**

5108
Pet Gear
Travel
Water Bottle
Single

CASH & CARRY **£3.05** P.O.R. 41.81%

SELL @ **£6.29**

663022
Rosewood
Portable
Collapsible
Travel Bottle
Single

CASH & CARRY **£4.69** P.O.R. 37.46%

SELL @ **£9.00**

663033
Rosewood
Travel Double
Collapsible
Bowls
with Zip Case
Single

CASH & CARRY **£7.95** P.O.R. 36.40%

SELL @ **£15.00**

827614
Jude's
Dog Ice Cream
Bones
4 Pack
45ml

CASH & CARRY **£2.85** P.O.R. 36.54%

SELL @ **£5.39**

253957
Frozzy's
Dog Ice Cream
Strawberry
4 Pack
85g

CASH & CARRY **£4.09** P.O.R. 24.37%

SELL @ **£6.49**

588737
Barking Bakery
Doggie Cheese
Popcorn
55g

CASH & CARRY **£2.19** P.O.R. 38.16%

SELL @ **£4.25**

832402
Barking Bakery
Doggie Cookie
8 X 75g

CASH & CARRY **£16.69** P.O.R. 37.25%

SELL @ **£3.99**

832401
Barking Bakery
Domuttz
3 Pack
8 X 75g

CASH & CARRY **£28.25** P.O.R. 29.25%

SELL @ **£5.99**

Did you know...

Dogs need access to fresh water every hour in hot weather. Regular sips help prevent overheating and keep them happy on sunny walks, picnics, and days out.

Doggy Day Out

From beach walks to woodland trails, these summer ready essentials keep dogs safe, comfortable, and ready to explore.

663055
Rosewood
Silicone
Training
Treat Bag
Single

CASH & CARRY **£4.79**
P.O.R. 42.51%

SELL @ **£10.00**

568454
Retreev
Action Football
19cm

CASH & CARRY **£5.49**
P.O.R. 49.28%

SELL @ **£12.99**

825688
Rosewood
Flingerz
Ladybird
20cm

CASH & CARRY **£6.15**
P.O.R. 38.44%

SELL @ **£11.99**

821026
KONG
Signature Balls
4 Pack
Medium

Best Seller

CASH & CARRY **£7.65**
P.O.R. 38.75%

SELL @ **£14.99**

827374
Zeus
Nitro Tugger
22cm

CASH & CARRY **£5.29**
P.O.R. 42.23%

SELL @ **£10.99**

580835
Beco
Super Strong
Unscented
Poop Bags
120's

Best Seller

CASH & CARRY **£2.55**
P.O.R. 48.91%

SELL @ **£5.99**

388035
Bags On Board
Scented
Waste Pick Up Bags
Triple Berry
140's

CASH & CARRY **£3.29**
P.O.R. 39.16%

SELL @ **£6.49**

Did you know...

Walking on hot pavement can burn paw pads - if it's too hot for your hand, it's too hot for paws. Choosing shady routes, grassy areas, or going out at cooler times helps keep walks safe and comfortable.

824678
Ancol
Lead
Soho Sunflower
1mtr

CASH & CARRY **£4.05**
P.O.R. 53.67%

SELL @ **£10.49**

824685
Ancol
Collar
Soho Sunflower
Medium

CASH & CARRY **£2.89**
P.O.R. 53.69%

SELL @ **£7.49**

824673
Ancol
Bandana
Soho Sunflower/
Yellow Check
2pk

CASH & CARRY **£4.75**
P.O.R. 45.66%

SELL @ **£10.49**

Chilled Treats and Cool Off Toys

Help keep dogs cool this summer by stocking refreshing snacks and engaging toys designed to keep them comfortable and entertained in warm weather.

794754
Animate
Cooling Fruit
Melon
Single

CASH & CARRY **£1.59**
P.O.R. 36.40%

SELL @ **£3.00**

822418
Ancol
Ice Paws
Lolly
3 X Large

CASH & CARRY **£9.85**
P.O.R. 47.39%

SELL @ **£7.49**

822416
Ancol
Ice Paws
Olwen Bear
Single

CASH & CARRY **£2.85**
P.O.R. 45.62%

SELL @ **£6.29**

822412
Ancol
Ice Paws
Orange
Single

CASH & CARRY **£2.85**
P.O.R. 45.62%

SELL @ **£6.29**

834222
Kingdom
Ice Cream
Cooling Dog Toy
Single

CASH & CARRY **£0.79**
P.O.R. 76.24%

SELL @ **£3.99**

Whilst stocks last

827120
Danish Design
Ice Cream
Cooling Dog Toy
Single

CASH & CARRY **£2.35**
P.O.R. 52.92%

SELL @ **£5.99**

834235
Kingdom Pet
Cooling
Drinking Bowl
Single

CASH & CARRY **£1.65**
P.O.R. 71.67%

SELL @ **£6.99**

822474
Judes
Dog Ice Cream
12 x 90ml

CASH & CARRY **£13.35**
P.O.R. 21.00%

SELL @ **£1.69**

834239
YowUp
Frozen Yogurt
Salmon Tartar
110g

CASH & CARRY **£1.35**
P.O.R. 39.80%

SELL @ **£2.69**

548578
Lickimat
Soother
Orange
Single

CASH & CARRY **£2.99**
P.O.R. 48.66%

SELL @ **£6.99**

Fun Fact!

Frozen toys can help increase hydration and reduce stress during hot spells, making them a popular summer essential for keeping dogs cool, calm and entertained.

Ready, Set...Travel!

Holiday season means more pets are travelling with their owners - make sure your store is stocked with the essentials they need for safe, comfortable and stress-free journeys.

815442
KONG
Travel
Deluxe Swivel
Tether
Single

CASH & CARRY **£8.45** P.O.R. 49.27%

SELL @ **£19.99**

86058
Safe 'N' Sound
Car Safety Belt
for Dogs
Large/XL

CASH & CARRY **£2.15** P.O.R. 48.29%

SELL @ **£4.99**

815447
KONG
Travel Protective
Seat Barrier
Single

CASH & CARRY **£19.15** P.O.R. 48.92%

SELL @ **£44.99**

Safety First...

It's a legal requirement to restrain dogs in vehicles. Proper restraints reduce the risk of injury during sudden stops and help create a safer, calmer journey for both pets and drivers.

783818
KONG
Travel 2 in1
Carrier & Mat
46x33x29cm

CASH & CARRY **£25.49** P.O.R. 49.01%

SELL @ **£59.99**

783807
KONG
Travel Secure
Booster Seat
40x30x20cm

CASH & CARRY **£24.49** P.O.R. 54.78%

SELL @ **£64.99**

815430
KONG
H2O Insulated
Bottle
Orange
25oz

CASH & CARRY **£7.19** P.O.R. 54.56%

SELL @ **£18.99**

834229
Kingdom
Collapsible Bowl
18cm

CASH & CARRY **£0.79** P.O.R. 76.24%

SELL @ **£3.99**

834224
Kingdom
Travel Bottle
450ml

CASH & CARRY **£0.79** P.O.R. 76.24%

SELL @ **£3.99**

821049
Hem & Boo
Pop Up
Slowfeed Bowl
18cm

CASH & CARRY **£3.39** P.O.R. 41.80%

SELL @ **£6.99**

815441
KONG
Kibble Storage Bag
Single

CASH & CARRY **£6.39** P.O.R. 48.84%

SELL @ **£14.99**

Up to 40% of pet owners travel with their pet during summer, driving demand for car safety, hydration and travel gear.

Dogs should have access to water every hour in warm weather, making travel bowls and bottles essential holiday buys.

Travel items are highly impulse-led, with customers often picking them up just before a trip for peace of mind.

651556
Supa
Cardboard
Pet Carrier
Large

CASH & CARRY **£23.29**
P.O.R. 47.76%

SELL @ **£5.35**

EXCLUSIVE TO bestpets

830211
Bestpets
Dog Crate
Black
Large

CASH & CARRY **£44.49**
P.O.R. 46.60%

SELL @ **£99.99**

EXCLUSIVE TO bestpets

823724
Bestpets
Fleece Crate Mat
Navy & White Paw
Large

CASH & CARRY **£15.09**
P.O.R. 45.11%

SELL @ **£32.99**

827886
Moderna
Hipster Carrier
Blueberry
Large

CASH & CARRY **£8.05**
P.O.R. 40.18%

SELL @ **£16.15**

741843
Animate
Blanket
Navy Paw
Large

CASH & CARRY **£16.35**
P.O.R. 39.61%

SELL @ **£32.49**

816053
Bugalugs
Antiseptic
First Aid Spray
200ml

CASH & CARRY **£5.45**
P.O.R. 34.53%

SELL @ **£9.99**

814721
Rosewood
Hi-Travel
First Aid Kit
Single

CASH & CARRY **£11.25**
P.O.R. 28.94%

SELL @ **£19.00**

Did you know...

Travel sickness affects around 1 in 4 dogs, particularly during longer journeys or holidays. Calming solutions can help reduce stress and support calmer, more enjoyable travel.

516453
Vetzyme
Stress Powder
150g

CASH & CARRY **£2.75**
P.O.R. 39.99%

SELL @ **£5.50**

554240
Johnson's
Travel -eze
for Dogs
24 Tablets

CASH & CARRY **£1.89**
P.O.R. 44.54%

SELL @ **£4.09**

34291
Pet Remedy
Natural De-stress
& Calming Spray
15ml

CASH & CARRY **£4.35**
P.O.R. 30.40%

SELL @ **£7.50**

READY, SET...TRAVEL!

Stay Cool: Collars, Clothing & Vests

Cooling collars, clothing and vests are among the fastest-growing seasonal categories, helping you drive sales while supporting pets' safety in warm weather.

822611
Animate
Cooling Bandana
Bee
Large

CASH & CARRY **£2.69**
P.O.R. 35.43%

SELL @ **£5.00**

822614
Animate
Cooling Vest
Bee
Large

CASH & CARRY **£4.05**
P.O.R. 39.17%

SELL @ **£7.99**

610490
Animate
Cooling
Dog Coat
Medium

CASH & CARRY **£13.65**
P.O.R. 34.45%

SELL @ **£24.99**

613814
Ancol
Cooling
Dog Coat
Large

CASH & CARRY **£9.95**
P.O.R. 35.42%

SELL @ **£18.49**

822618
Animate
Cooling Vest
Fish
Large

CASH & CARRY **£4.05**
P.O.R. 39.17%

SELL @ **£7.99**

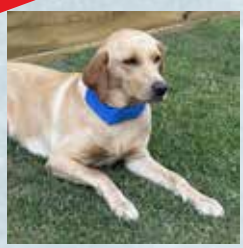
834223
Kingdom
Cooling Collar
Large

CASH & CARRY **£1.09**
P.O.R. 78.16%

SELL @ **£5.99**

Whilst stocks last

827114
Danish Design
Cooling Collar
Large



CASH & CARRY **£3.05**
P.O.R. 51.13%

SELL @ **£7.49**

Did you know...

Cooling collars, clothing and vests help lower body temperature and reduce heat-related stress, making them an essential summer solution for keeping dogs comfortable on the move.

NEW

COMING SOON

SMART CHOICE PET COOLING RANGE

Cooling Mats and Beds

Cooling mats and beds are essential summer sellers, offering pet owners an easy way to keep their dogs comfortable during warm weather.

822411
Ancol
Ice Paws
Cooling Bed
Small

CASH & CARRY **£8.55** P.O.R. 45.97%

SELL @ **£18.99**

297996
Ancol
Ice Paws
Cooling Mat
Small

CASH & CARRY **£12.75** P.O.R. 27.10%

SELL @ **£20.99**

809698
Animate
Cooling Mat
Large

CASH & CARRY **£9.09** P.O.R. 35.83%

SELL @ **£17.00**

834232
Kingdom
Cooling Mat
Fruit
60cm

CASH & CARRY **£2.75** P.O.R. 74.59%

SELL @ **£12.99**

834234
Kingdom
Cooling Mat
40x60cm

CASH & CARRY **£2.25** P.O.R. 69.96%

SELL @ **£8.99**

Whilst stocks last

827116
Danish Design
Cooling Mattress
Medium

CASH & CARRY **£6.85** P.O.R. 51.61%

SELL @ **£16.99**

Coming Soon!

Smart Choice
Water Sprinkler
Dinosaur /Pony
Single

Coming Soon!

Smart Choice
Splash
Sprinkler Pool
100cm

834221
Kingdom
Paddling Pool
80x21cm

CASH & CARRY **£4.75** P.O.R. 59.25%

SELL @ **£13.99**

Whilst stocks last

827121
Danish Design
Cooling
Water Sprinkler
Single

CASH & CARRY **£5.65** P.O.R. 51.53%

SELL @ **£13.99**

Safety First...

Overheating risk increases indoors during heatwaves, even when pets are resting. Cooling mats and beds provide a safe, effective way to help regulate body temperature and improve comfort during warm weather.

Cool Cats of Summer

Support your cat customers with safe outdoor exploration gear, grooming tools, and cool resting spaces.

982537
Bob Martin
Flea Collar
for Cats &
Kittens
Single

CASH & CARRY **£2.15** P.O.R. 39.29%

SELL @ **£4.25**

585336
KONG
Zoom Groom
for Cats
Single

CASH & CARRY **£3.95** P.O.R. 37.54%

SELL @ **£7.59**

Best Seller

833091
Ancol
Ergo
Nail Clippers
for Cats
Single

CASH & CARRY **£2.85** P.O.R. 49.63%

SELL @ **£6.79**

Did you know...

During warmer months, cats tend to explore further from home. Reflective collars improve visibility outdoors, helping keep adventurous cats safer and easier to spot.

629536
KONG
Connects
Kitty Comb
Single

CASH & CARRY **£4.69** P.O.R. 38.08%

SELL @ **£9.09**

784827
Catit Pixi
Water Fountain
White
Single

CASH & CARRY **£21.99** P.O.R. 32.32%

SELL @ **£38.99**

242813
Ancol
Cat Collar
Gloss Reflective
Silver
20-30cm

CASH & CARRY **£1.65** P.O.R. 53.84%

SELL @ **£4.29**

90411
Hem & Boo
Kitty & Co
Cat Harness &
Lead Set
Single

CASH & CARRY **£4.35** P.O.R. 41.93%

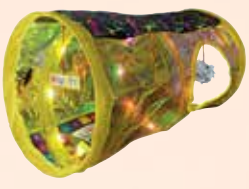
SELL @ **£8.99**

589969
Ancol
Cat Harness
& Lead Set
Reflective Red
Single

CASH & CARRY **£5.29** P.O.R. 51.13%

SELL @ **£12.99**

828105
KONG
Play Spaces
Rave Cave
Single



CASH & CARRY **£11.49** P.O.R. 40.02%

SELL @ **£22.99**

826067
KONG
Play Spaces
Glamping Tent
Single

CASH & CARRY **£8.15** P.O.R. 38.06%

SELL @ **£15.79**

Back Garden Bliss

Help customers create a safe and pet-friendly garden with summertime essentials for play, safety, and protection.

824357
O'Tom Tick Twister Blister Packs 3pk

CASH & CARRY **£2.49** P.O.R. 34.90%

SELL @ **£4.59**

706856
Ancol Tie Out Stake Single

CASH & CARRY **£2.05** P.O.R. 55.19%

SELL @ **£5.49**

762214
Pet Gear Tie Out Stake Single

CASH & CARRY **£3.65** P.O.R. 50.17%

SELL @ **£8.79**

726603
Pet Gear Tie Out Cable 4.7mtr

CASH & CARRY **£5.95** P.O.R. 48.96%

SELL @ **£13.99**

811889
Coachi Training Line Navy 10mtr

CASH & CARRY **£9.65** P.O.R. 20.41%

SELL @ **£18.99**

576617
Dog Rocks Igneous Rock 200g

CASH & CARRY **£7.99** P.O.R. 36.03%

SELL @ **£14.99**

743761
Vetiq Green-um Lawn Burn Solution 100's

CASH & CARRY **£6.15** P.O.R. 40.33%

SELL @ **£12.37**

246910
Petkin Sunscreen Wipes 20's

CASH & CARRY **£1.35** P.O.R. 45.08%

SELL @ **£2.95**

247016
Petkin Sunscreen Spray 120ml

CASH & CARRY **£2.89** P.O.R. 44.51%

SELL @ **£6.25**

Safety First...

Ticks thrive in warmer months, particularly in gardens, grass and shaded outdoor areas. Checking pets daily helps reduce infection risk and supports early use of tick-removal and protection products.

554280
Johnson's Tea Tree Skin Cream 150ml

CASH & CARRY **£2.29** P.O.R. 43.80%

SELL @ **£4.89**

Water Fun & Outdoor Play

From floating toys to high-bounce launchers,
this range is built for fun-filled summer play.

826282
Aquadog
Float Ball
Green
Medium

CASH & CARRY **£2.49** P.O.R. 48.03%

SELL @ **£5.75**

826673
KONG
Reflex Football
Medium/Large

CASH & CARRY **£4.99** P.O.R. 40.06%

SELL @ **£9.99**

826073
Happy Pet
Double Tug Toy
Stuart
Large

CASH & CARRY **£5.45** P.O.R. 59.09%

SELL @ **£15.99**

628110
KONG
Flyer
Large

CASH & CARRY **£5.95** P.O.R. 38.39%

SELL @ **£11.59**

Fun Fact!

Summer water play keeps dogs cool, active and entertained. Splash-friendly toys offer refreshing fun that helps pets stay comfortable while enjoying outdoor play.

827378
Zeus
Nitro Weighted
Buoy
26cm

CASH & CARRY **£8.65** P.O.R. 42.30%

SELL @ **£17.99**

EXCLUSIVE TO bestpets

830106
Bestpets
Cecil Crocodile
Rope
Single

CASH & CARRY **£2.15** P.O.R. 44.98%

SELL @ **£4.69**

829171
Guru
Squeaking Rope
Medium

CASH & CARRY **£4.29** P.O.R. 46.87%

SELL @ **£9.69**

567268
KONG
Aqua Toy
Large

CASH & CARRY **£6.59** P.O.R. 39.12%

SELL @ **£12.99**

589848
Good Boy
Sponge Ball
3pk

CASH & CARRY **£2.09** P.O.R. 33.29%

SELL @ **£3.76**

372170
Happy Pet
Ball & Rope
Tugger
Large

CASH & CARRY **£3.85** P.O.R. 42.17%

SELL @ **£7.99**

Heatwaves can increase dog heat-related incidents up to 5×, driving demand for cooling and water-based play.

Nearly 40% of summer heat-stress cases occur during outdoor exercise, making splash and paddling play a safer alternative to high-energy games.

Water-based cooling reduces body temperature faster than rest alone, supporting strong summer sales of garden and water toys.

823400
KONG
Sport Soft Balls
3 Pack
Medium

CASH & CARRY £3.75 P.O.R. 39.91%

SELL @ **£7.49**

827377
Zeus
Nitro
Bendy Bone
16cm

CASH & CARRY £4.35 P.O.R. 41.93%

SELL @ **£8.99**

370441
Nerf
Teether
Football
Medium

CASH & CARRY £2.35 P.O.R. 43.48%

SELL @ **£4.99**

357026
Boomer Ball
8 Inch

CASH & CARRY £9.29 P.O.R. 38.03%

SELL @ **£17.99**

571505
Fetch
Coloured
Tennis Balls
6pk

CASH & CARRY £2.35 P.O.R. 51.79%

SELL @ **£5.85**

826297
Aquadog
Ball & Rope
Green
Medium

CASH & CARRY £1.89 P.O.R. 47.86%

SELL @ **£4.35**

826247
Aquadog
Fling Ring
Red
Single

CASH & CARRY £1.89 P.O.R. 48.33%

SELL @ **£4.39**

829147
Guru
Fry Guy Float
Billy
Large

CASH & CARRY £4.25 P.O.R. 47.15%

SELL @ **£9.65**

578521
KONG
Water Wubba
Variety
Large

CASH & CARRY £4.95 P.O.R. 38.06%

SELL @ **£9.59**

Did You Know?

High-visibility toys are easier to spot outdoors, helping prevent lost toys in grass, water or open spaces and keeping playtime stress-free.

829190
Guru
Crunch &
Squeak
Ball
2pk

CASH & CARRY £3.15 P.O.R. 46.68%

SELL @ **£7.09**

Summer Wellness & Hygiene

Heat, bugs, longer walks! Summertime brings new health needs.
Stock the must-haves customers buy most during the season.

815816
Johnson's
Dog Paw &
Nose Balm
45g

CASH & CARRY **£9.69** P.O.R. 44.54%

SELL @ **£6.99**

816047
Bugalugs
Antiseptic
Nose & Paw
Spray
200ml

CASH & CARRY **£5.45** P.O.R. 34.53%

SELL @ **£9.99**

816052
Bugalugs
Antiseptic
Wound & Skin
Spray
200ml

CASH & CARRY **£5.45** P.O.R. 34.53%

SELL @ **£9.99**

234325
Aqueos
Spray on
Plaster
200ml

CASH & CARRY **£9.29** P.O.R. 25.63%

SELL @ **£14.99**

825821
Bugalugs
Paw Cleaner
Black
Large

CASH & CARRY **£8.99** P.O.R. 28.03%

SELL @ **£14.99**

573443
Ancol
Ergo
Dog Tick Tool
Single

CASH & CARRY **£1.59** P.O.R. 49.65%

SELL @ **£3.79**

121262
Mikki
Plastic
Flea Comb
Single

CASH & CARRY **£0.75** P.O.R. 42.67%

SELL @ **£1.57**

Did you know...

As temperatures rise, so does parasite pressure. Stocking flea and tick treatments now helps you stay ahead of peak summer demand.

795652
Animology
Flea & Tick
Shampoo
250ml

CASH & CARRY **£2.85** P.O.R. 42.90%

SELL @ **£5.99**

982548
Bob Martin
Clear
Dog
Flea Collar
Single

CASH & CARRY **£2.59** P.O.R. 40.80%

SELL @ **£5.25**

822851
Bugalugs
Flea & Tick
Spray
200ml

CASH & CARRY **£4.95** P.O.R. 40.54%

SELL @ **£9.99**

Summer Grooming & Shedding

Summer increases shedding and outdoor mess. De-shedding tools and seasonal grooming essentials help keep pets comfortable while supporting strong, repeat seasonal sales.

654883
Furminator
Bathing Brush
Single

CASH & CARRY **£6.19**
P.O.R. 49.60%

SELL @ **£14.74**

654894
Furminator
Adjustable
Dematter Tool
Single

CASH & CARRY **£9.55**
P.O.R. 49.40%

SELL @ **£22.65**

655357
Furminator
Hair Collection
Tool
Single

CASH & CARRY **£8.55**
P.O.R. 49.65%

SELL @ **£20.38**

833082
Ancol
Ergo
Shredding Blade
Single

CASH & CARRY **£3.95**
P.O.R. 51.58%

SELL @ **£9.79**

580292
Ancol
Ergo
Matt Splitter
Single

CASH & CARRY **£2.35**
P.O.R. 55.16%

SELL @ **£6.29**

604186
Ancol
Cat
Moulting Comb
Single

CASH & CARRY **£2.95**
P.O.R. 54.55%

SELL @ **£7.79**

644201
Furminator
Cat Undercoat
Deshedding Tool
Medium/Large

CASH & CARRY **£15.25**
P.O.R. 51.79%

SELL @ **£37.96**

807562
Wahl
Metal
Combi Comb
6inch

CASH & CARRY **£2.29**
P.O.R. 44.92%

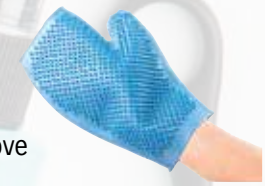
SELL @ **£4.99**

416783
Ancol
Ergo
Double Sided
Comb
Single

CASH & CARRY **£3.55**
P.O.R. 51.53%

SELL @ **£8.79**

416626
Ancol
Ergo
Grooming Glove
Single



CASH & CARRY **£3.95**
P.O.R. 51.58%

SELL @ **£9.79**

Fun Fact!

Pets naturally shed more in warm weather - both dogs and cats lose their heavier winter coats during summer to help regulate their body temperature.

Happy Woofday!

Birthdays, 'gotcha days', and celebrations are booming!
Create a mini celebration aisle that boosts basket spend.

817533
Ancol
Pawty Time
Tennis Balls
3 Pack

CASH & CARRY **£2.45** P.O.R. 44.42%

SELL @ **£5.29**

817540
Ancol
Pawty Time
Tugger
Single

CASH & CARRY **£4.25** P.O.R. 39.92%

SELL @ **£8.49**

833085
Ancol
Pawty Time
Birthday
Accessories
Sprinkles
3 Pack

CASH & CARRY **£4.59** P.O.R. 44.86%

SELL @ **£9.99**

817531
Ancol
Pawty Time
Champagne
Dog Toy
Single

CASH & CARRY **£3.59** P.O.R. 42.48%

SELL @ **£7.49**

834064
Ancol
Pawty Time
Pinata
Single

CASH & CARRY **£4.49** P.O.R. 43.22%

SELL @ **£9.49**

834065
Ancol
Pawty Time
Snuffle Cupcake
Blue
Single

CASH & CARRY **£4.49** P.O.R. 43.22%

SELL @ **£9.49**

588704
Barking Bakery
Woofin
Mini Iced Trio
6 X 38g

CASH & CARRY **£12.39** P.O.R. 30.97%

SELL @ **£3.59**

739564
Barking Bakery
Woofin
Iced Vanilla
6 X 75g

CASH & CARRY **£14.29** P.O.R. 28.37%

SELL @ **£3.99**

823501
Denzel's
Birthday
Gift Box
for Dogs
Single

CASH & CARRY **£2.69** P.O.R. 35.31%

SELL @ **£4.99**

565584
Hatchwells
Birthday Cake
Single

CASH & CARRY **£2.09** P.O.R. 37.14%

SELL @ **£3.99**

Did you know...

More than two-thirds of UK dog owners celebrate their dog's birthday, making it a key gifting moment that supports repeat purchases and high-margin seasonal sales.

SUMMER ESSENTIALS

Make Summer Sell!

7 top tips to create a Summer-ready display

Turn a small space into a high-impact seasonal feature. Use these easy tips to help products stand out and encourage customers to shop their full summer needs:

1. Keep it bright, fresh and seasonal - use yellow, blue and green accents to echo summer colours.
2. Place your display near the entrance or till area for maximum visibility.
3. Build your display around one clear theme: cooling, travel, picnics, celebration, or outdoor fun.
4. Use a mix of eye-level products (best sellers), mid-level products (add-ons), and lower-shelf items (bulk/bigger bags).
5. Use consistent shelf-edge labels so prices are clear and quick to understand.
6. Refresh the display every 7 days to keep it looking new and encourage repeat purchases.
7. Add a small information card such as "Keep dogs cool this summer - shop the essentials here."

In-store & Social Product Launches

Help customers buy more with mini-series or ranges of products that naturally go together.

Summer Walks & Days Out
- Leads + Poop Bags + Travel Bowls + Treat Pouches
- Outdoor Toys + Cooling Collars + Hydration Products

Cooling Zone
- Cooling Mats + Cooling Toys
- Dog Ice Cream + Lick Mats
- Cooling Collars + Summer Grooming Tools

Picnic & Outdoor Relaxation
- Treats + Blankets + Portable Water Bottles
- Travel Bowls + Cooling Snacks

Travel Essentials
- Seat Belts + Carriers
- Travel-Eze + First Aid
- Food/Treats + Foldable Travel Bowls

Birthday & Celebration
- Barking Bakery Treats + Birthday Toys
- Party Bandanas + Celebration Cards
- Gift Bags + Pet Cakes

Bundle it!

Easy bundle ideas that increase average basket spend, ideal for in-store and online customers.

Perfect for heatwave weeks

Cooling Combo
- Cooling Collar
- Cooling Mat
- Cooling Toy
- Dog Ice Cream

Great for summer walk displays

Outdoor Adventure
- Lead
- Treat Bag
- Travel Bowl
- Outdoor Toy

Ideal for holiday season promos

Travel Essentials
- Safety Seat Belt
- Travel Water Bottle
- Stool Firmer / Travel-Eze
- First Aid Mini Kit

Spotlight near your checkout or entrance

Picnic Pack
- Blanket
- Portable Bowl
- Treats
- Cooling Snack

A high-margin, fun impulse buy

Happy Woofday
- Cupcake / Treat
- Birthday Toy
- Bandana
- Gift Bag

ANCOL®

Est. 1971

SUMMER ESSENTIALS

Johnson's veterinary

The Award-Winning 3-Step Flea Control Solution

Fleas can be a real nuisance, but with **4fleas,** your customers can tackle infestations quickly and effectively. Our award-winning range provides fast-acting, **veterinary strength** flea control for cats, dogs, and the home – ensuring complete protection from these unwanted pests.

Step 1: Kill the Fleas

4fleas Tablets – Fast-acting oral treatment kills fleas in 15 minutes, stopping infestations at the source.

Step 2: Protect the Pet

4fleas Spot-On – Long-lasting protection to prevent re-infestation and keep pets flea-free.

Step 3: Protect the Home

4fleas Foggers & Household Spray – Powerful treatments that eliminate fleas, eggs, and larvae from carpets, furniture, and pet areas.

633569 706958

EASY-TO-USE HASSLE-FREE · FAST AND EFFECTIVE · LONG-LASTING DEFENCE · FOR PETS AND HOME · VETERINARY STRENGTH

Johnson's Veterinary Products Ltd, 5 Reddicap Trading Estate, Sutton Coldfield, West Midlands, B75 7DF
Johnson's Veterinary Products Europe Ltd, Ground Floor, 71 Baggot Street, Dublin 2, Co. Dublin DO2 P593, Ireland
Telephone: +44 (0) 121 378 1684 **Email:** info@johnsons-vet.com **www.johnsons-vet.com**

4fleas

SUMMER ESSENTIALS

Quick Wins for Retailers

1. **Pop cooling products next to outdoor toys -** customers often pick up fun and functional items together when the sun's out.
2. **Place summer grooming bits near cooling mats -** it gently encourages shoppers to think about keeping pets clean and comfortable.
3. **Place dog ice cream near your treats or freezer -** it's a brilliant impulse buy when people spot it.
4. **Try simple multi buy signs like "3 for £X" -** they're easy to set up and they really help boost those quick summer sales.
5. **Create a "Travel Essentials" zone on your counter -** things like Travel Eze, foldable bowls and treat bags are perfect grab and go items.
6. **Have a few summer social posts ready to go -** then you can quickly share a cooling tip or hot-day offer the moment the temperature rises.

Want help building your summer range?

Contact your local Bestpets depot or speak to your RSDM for guidance and support.

Explore our full ranges online at **www.best-pets.co.uk**

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