



# THE PET GROCERY



**| GO WILD!**

Pet supplies – presented by Wanzl

# | THE ULTIMATE IN PET CARE

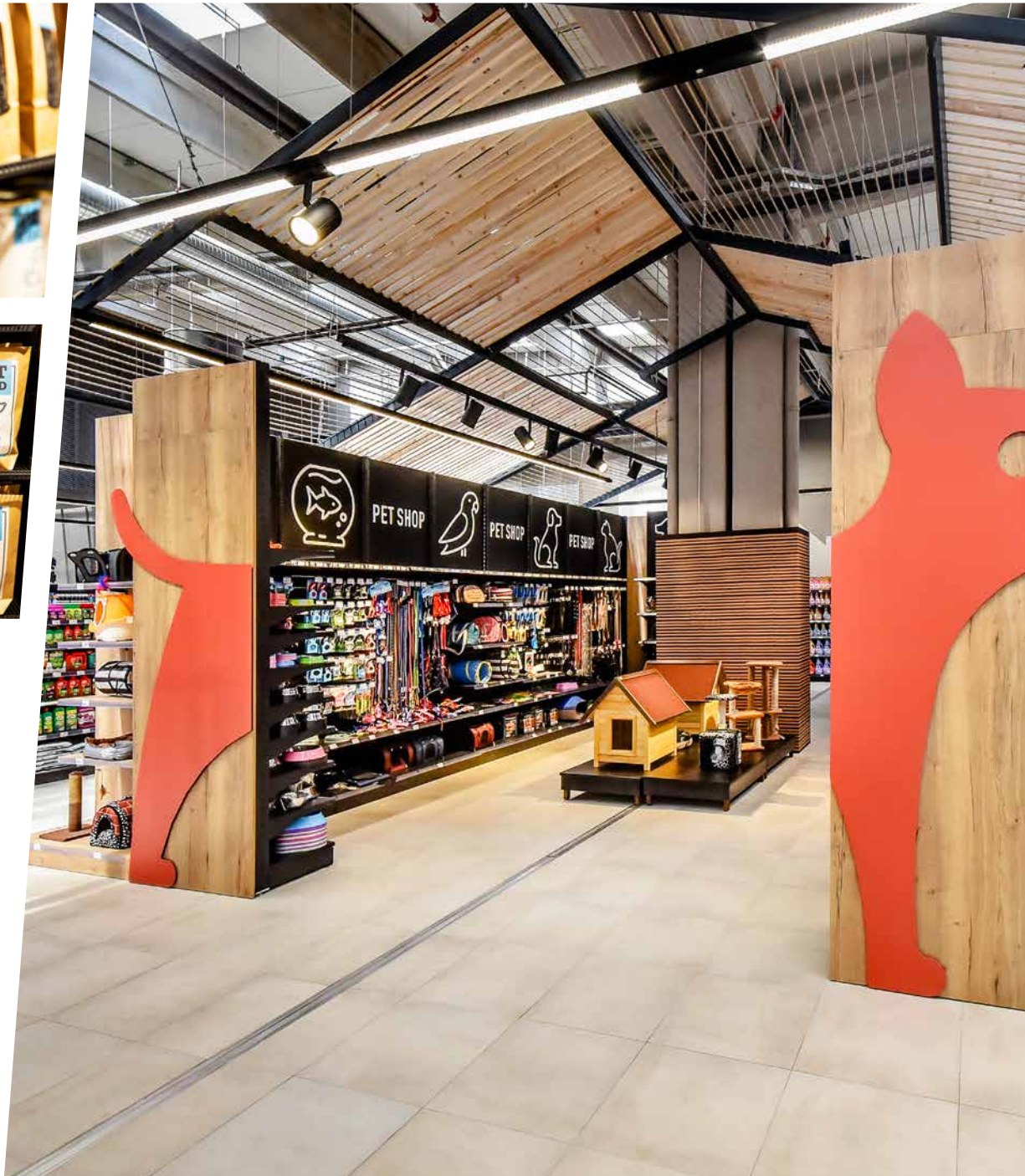
Turn pet owners into loyal customers!

■ **Nearly half of all households in the EU** have pets, mostly cats and dogs. Many of them are an integral part of the family and are lovingly cared for by their owners. In the food retail industry, however, pet owners are not only classed as “particularly valuable customers” because they purchase specialist products. Their average spend per grocery shop is significantly higher than that of non-pet owners. This means that store operators who showcase their array of pet supplies in the best possible light at the POS can increase their total sales as a result. Here at Wanzl, we know how to attract pet owners as loyal customers for your store.



↑ **DOG OWNERS** know better than anyone what their four-legged friends like the most. So, it is all the more important that your shelves offer plenty of space for a sufficient supply of popular brands.

→ **A FEEL-GOOD ZONE** designed by Wanzl for passionate pet owners: Pet supplies department at the Bingo Plus store in Sarajevo.



→ **IDEAL OVERVIEW** at pleasant temperatures: Bringing to life the motto “Only the best for your pet” will make sure that pet owners feel well catered for.

With our wide range of presentation options, we can effectively showcase your range of pet supplies. Tap into our architects’ design creativity and our shopfitters’ technical expertise and combine it with our variable Wanzl standard components to create an economically efficient solution and a wonderful atmosphere!



← **DIFFERENT TYPES OF PETS** have different nutritional needs and, just like we humans, they also have their preferences. Wanzl shelving systems can be configured in a variety of ways so that these needs can be optimally met by the range of goods on offer. Their unique design also enables shelf space to be utilised far more than the average shelf and reduces transport work for your staff.



← **IF YOU OPT FOR WANZL**, you will not only be opting for top-class shop solutions, but also comprehensive, ongoing support for your conversion and construction projects at the POS. From the initial idea to the careful design of each and every detail, we are there to support our customers throughout the entire project period.

↓ **THE GOAL OF ANY PET SUPPLIES DEPARTMENT** is that customers can find their way around quickly and easily – regardless of whether their search is content-based or entirely intuitive. Once the basic concept is in place, further decorative details can be integrated with ease. And what feedback can you expect from your customers? – “We’re wild about your pet supplies!”



# wanzl

VISIT US AT  
[www.wanzl.com](http://www.wanzl.com)



**GERMANY**  
**Wanzl GmbH & Co. KGaA**  
Rudolf-Wanzl-Straße 4  
89340 Leipheim

Phone +49(0)8221/729-0  
Fax +49(0)8221/729-1000

[info@wanzl.com](mailto:info@wanzl.com)  
[www.wanzl.com](http://www.wanzl.com)

**GREAT BRITAIN**  
**Wanzl Ltd.**  
Europa House  
Heathcote Lane  
Warwick CV34 6SP

Phone +44(0)1926/451951  
Fax +44(0)1926/451952

[enquiries@wanzl.co.uk](mailto:enquiries@wanzl.co.uk)  
[www.wanzl.com](http://www.wanzl.com)

**AUSTRALIA**  
**Wanzl Australia Pty. Ltd.**  
97 Highbury Road  
BURWOOD VIC 3125

Phone +61(0)3/98082299  
Fax +61(0)3/98082266

[info.au@wanzl.com](mailto:info.au@wanzl.com)  
[www.wanzl.com](http://www.wanzl.com)



Dimensions in mm, specifications approximate, colours similar to RAL, design subject to changes.  
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