



The reward of success: PETLIFE® 20 kg/ 54 l container for dogs is the “Innovative Product of the Year”

Last April 1st, CURVER® PETLIFE® 20 kg/54 l container for dogs won the prestigious SchauSchau “Innovative Product of the Year” Award 2011 in recognition of their creative design for plastic food keepers, the first of its kind designed specifically for the daily needs of a pet. The award recognizes CURVER’s strong commitment to simplify the daily life of pet owners through convenient and safe food storage solutions.

More than 4.000 readers of animal magazines took part in the vote

WAZ media group is one of the largest newspaper and magazine publishers in Germany, among which is their magazine called « Ein Herz für Tiere » (A heart for Animals) which is N°1 in Europe, and highlights the daily life and care of our animal friends. Each year, they successfully organize the SchauSchau awards celebrations that are held in Munich, which highlight the ‘favorite TV spot’ and ‘print advertisements’ of their pet owner readers. Considering the growing importance of the event, WAZ decided this year to create a third category to distinguish the ‘Innovative Product of the Year.’

Last April, 1, 2011, CURVER was identified as the big winner of this 15th SchauSchau edition by the readers of animal magazines who voted overwhelmingly for the PETLIFE® 20 kg container for dogs which, for the first time, has been recognized as the ‘Innovative Product of the Year’. More than 4.000 readers of the animal magazines took part in the voting process by mail, online and e-mail. Its success is all the more important to emphasize, as CURVER products have not benefited throughout 2010 from huge advertising support in the press, unlike its competition, to get its products known by consumers.

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This award therefore recognizes the clear and direct recognition of pet owners who appreciate CURVER®'s new PETLIFE® brand and acknowledges the expertise involved in designing plastic food keepers for pets that are similar in quality, resistance and design as those made for humans

Something really new and different for pets

Responding to increasing desire from pet owners for more convenient and high-quality pet food storage choices, CURVER® launched the PETLIFE® range last year in Europe to bring something really new and different to the market for pet owners. The award for PETLIFE® 20 kg Container for dogs underlines the real success story of this new introduction.

Our pets share our daily life and have become a full member of the family. The PETLIFE® 20 kg container for dogs comes with a very different design on the market which takes into consideration this 'emotional appeal'. On the shelves, the beautiful storage boxes are really attractive to pet owners and by using CURVER®'s In-Mould Labelling (IML) decorative technology system to display large colorful images of their favorite friends, the message is clear: this means that we can only offer the best for our dogs.

The award also recognizes the main benefits of the PETLIFE® range for pet owners, in terms of storage and convenience. The positioning on wheels of the 20 kg storage box really makes sense here, with easy grip handles to ensure smooth transportation anywhere in the house. Another advantage deals with the air tight closure that provides an odour-free container so it can be stored in the kitchen along with food for the whole family. In addition, the container has a double-opening mechanism: the pet owner can either choose to open the container wide for refilling or just use a small access cover when needed daily to feed his dog.

The award confirms CURVER's commitment for pets

At CURVER, this award reinforces the will to be close to pet owners needs and to offer them sophisticated products that suit their daily life. The PETLIFE® range today features around 25 food storage solutions and accessories specifically designed for a pet. Building on the success of the PETLIFE® range since 2010, CURVER will go on launching new product innovations in the coming months, spoiling pet owners as much as they do our furry friends!

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