



PETLIFE®: Because the PETS deserve the best

The Petlife innovative range from Curver claims to be the only plastic food keeper available on the market that is specifically designed for the daily needs of a pet. Besides dogs and cats, the Pet Food Storage Solutions and Pet Accessories Storage Solutions are for guinea pigs, rabbits, and all furry friends. To keep in line with its plastic and design history, Curver has applied his know how to a new segment in order to revolutionize the daily life of pet owners in terms of storage and convenience, with easy-open features, dedicated formats and portable, eat-anywhere hermetic containers.

The key trend driving the pet food and accessories market today is « humanization. » European households seem to spoil their pets as much as their kids. Maybe more so. Although consumers all over the world have started to cut back on life's little luxuries, the market for pet accessories and healthcare products continues to thrive with increased specialisation for pets of various ages, sizes and medical conditions. This is why the new emphasis that Curver has put on this growing market makes sense and will continue.

Appropriately, the Petlife range includes two categories.

The Pet Food Storage Solutions come in four different formats and sizes (20kg/54l ; 12kg/35l ; 4kg/10l; 1,5 kg/4,5l). The first main advantage deals with odour sealing content preservation. The presence of an hermetic closure prevents air circulation into the container. Food will thus stay fresh and all the necessary vitamins will be preserved and with its odour free container, the dog will not be interested to see what's inside. The container is also positioned on wheels with easy grip handles that ensure smooth transportation. These are positioned at the front and rear of the container.

An additional feature is the double opening system. The pet owner has the choice of opening the container widely for refill or just using a small access cover when needed. Other key elements deal with the presence of a scoop inside, and a gauge which provides easy content estimation. To note, the 4kg/10l version includes an easy grip handle which pours the exact dose for the dog.

[Join us at www.curver.com](http://www.curver.com)



To meet all needs, Curver has conceived two additional smaller fresh food keepers (0,3 kg/0,75 l and 0,5 kg/1,2 l). These are especially designed to package wet products for cats.

The Pet Accessories Storage Solutions come in seven different formats and sizes to store various pet accessories and medication.

The drawer chest is user-friendly with two easy-to-open drawers (10l and 5l).

The Beauty Case features an inner tray with a compartment for the easy-store of small accessories.

The Storage Box is an ideal solution for storing pet toys.

The portable and functional Beauty Tray helps to store all bath related accessories together whilst giving the pet a beauty treatment.

The Snap Box is the best storage solution for outdoor use as it is easy to carry and store. It comes in three sizes designed for dogs, cats and mammals.

The Petlife innovative range, launched last year in Europe, achieved market success and exceeds Curver expectations. The containers correspond to the desire of pet owners to be good « parents » who seek products for their pets that are similar in quality, resistance and design, to products made for human beings. The products consider the needs of its larger distribution customer, whose retail requirements would be that of 'easy to put on the shelves, with high impact graphics and consumer information'.

With the will to go on, Curver will extend the Petlife range with the launch of a new Pet Food kit. This appears to be « the » solution for feeding your animal whilst travelling. It features a clever bi-injected kit with a bowl that holds water, one for food, an hermetic food keeper to store food and the handle that secures the kit enabling the consumer to carry everything away. This is ideal for cats and dogs (small / medium), and can also be used at home!

End

Find you local contact on www.curver.com

Corporate contact:

Pascal LEROY | Marketing Communication Manager

European Plastic Group Headquarters

Tel. + 33 (0) 1 49 38 66 73 | GSM + 33 (0) 6 83 15 10 98 | Email: pascal.leroy@europl.com

EPG
26 janv., 13:13
Texte ajouté

EPG
26 janv., 13:13
Texte ajouté

Join us at www.curver.com