



**PATS 2025** PET & AQUATICS  
TRADE SHOW  
28-30 SEPTEMBER  
NEC BIRMINGHAM  
patshow.co.uk



# Exclusive PATS 2025 Show Offer

Come and visit us at Stand **E40/F39** to explore our **NEW** collection and limited-time 20% off!



SCAN TO  
DOWNLOAD  
CATALOGUE



Order Between:  
28th September to 7th October 2025  
**USE CODE: PATS20BY7**, Min.£200 order,  
T&Cs Apply

## Our Story

Founded in 1979 by UK dog expert Dr. Roger Mugford, **Company of Animals** is the parent company of the **UK's number 1 dog training and behaviour brands**. This family-owned business, now led by Dr. Emily Mugford, operates in over 50 countries with a research hub at the Pet Behaviour Clinic and Training Centre in Surrey, UK. We create premium products that address pet behaviour challenges and strengthen the bond between pets and their families.

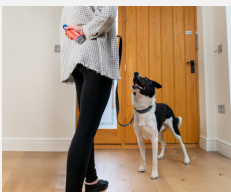
## Our Brands

Training & Behaviour



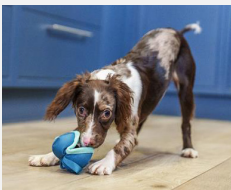
**Baskerville**  
EST. 1987

Industry-leading muzzles used by vets and dog owners for 35+ years.



**Pet Corrector**

The original sound-based training solution.



**Coachi**

Designed by experts for all, redefining training with vibrant efficiency and joy.

Training & Lifestyle



**Halti**

No-pull training and everyday walking solutions since 1979.

Grooming & Health



Cutting-edge grooming & health collections formulated for pets first.



# What's **NEW** in 2025



## Halti

### Halti BRIG® Safety Lead

The next generation in lead safety, featuring the new ultra-strong BRIG® clip for secure walks.



## Halti

### Halti Anatomy Collar

Designed for comfort and safety, its design evenly distributes force, reducing pressure on the sensitive structures in the neck for safer walks.



## Coachi

### Coachi Natural Treats

Our natural treats have been expertly created by behaviour specialists. Each grain-free, hypoallergenic recipe is packed with additional functional benefits. Tasty, healthy and the perfect training partner.



## Coachi

### Coachi Puppy and Mini

Designed for little learners! Perfect for puppies and small breeds, this range features engaging training aids to build confidence, encourage play and develop essential skills from day one!



## Pet Head Grooming: 7 new products

Whether your dog has sensitive skin, a white coat, or loves messy adventures, Pet Head has you covered with our new, nourishing innovations for skin and hair.



## Pet Head Health new range

Designed with minimal and carefully selected ingredients and approved by vets.

