IMPROVED PACK DESIGN AND FORMAT

DELIVERING IMPROVED SHELF APPEARANCE AND PACKAGING PERFORMANCE



PACKAGING DESIGN

- Cleaner and more modern design
- Updated SPECIFIC[™] logo

PACKAGING FORMAT

• Laser cut for easy opening

shelf appearance

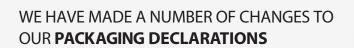
and reducing risk of product failure

- Improved owner focus whilst retaining a veterinary feel
- Differentiated designs for everyday and special care
- Retains the important and **recognisable colour coding by diet type**
- Ingredients declared by name rather than category for improved owner understanding





1 Provene



Declaration of ingredients by ingredient name providing:

- Clearer labelling giving more detailed information to the owner
- Provides a more positive impression to owners terms like 'meat and animal derivatives' often have a negative association for owners
- Metabolisable energy density of diet declared on packaging for all diets and energy density is now calculated with the new standardised CEN method



• Wet tray carton can now be converted into a shelf-

• Improved seal quality improving product quality

• 'Sensi grip' reseal – the best reseal system on the market

• Flat bottom offering greater stability and improved

- ready display allowing the sale of singles
- Introduction of a 3 x 2 kg box allowing owners to make a large pack purchase but with the longer freshness of smaller bags

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