



NEW PETS COLLECTION



Save Our Planet

Eco-life Dog Accessories
Made With Recycled Materials



BERGNER PROPOSAL

The Bergner Goal:

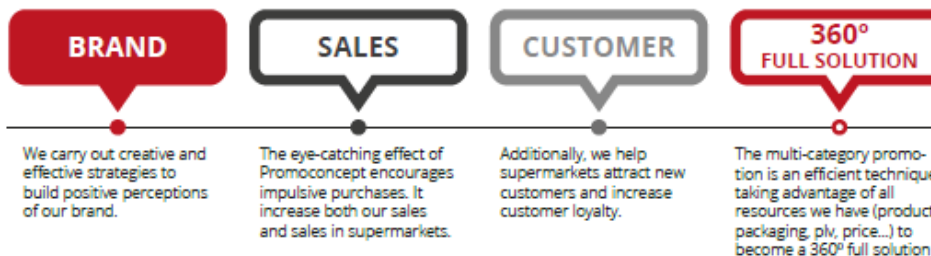
Increase the profitability of each category in accordance with the customer decision tree and implementation in the store.

Our proposal will impact:

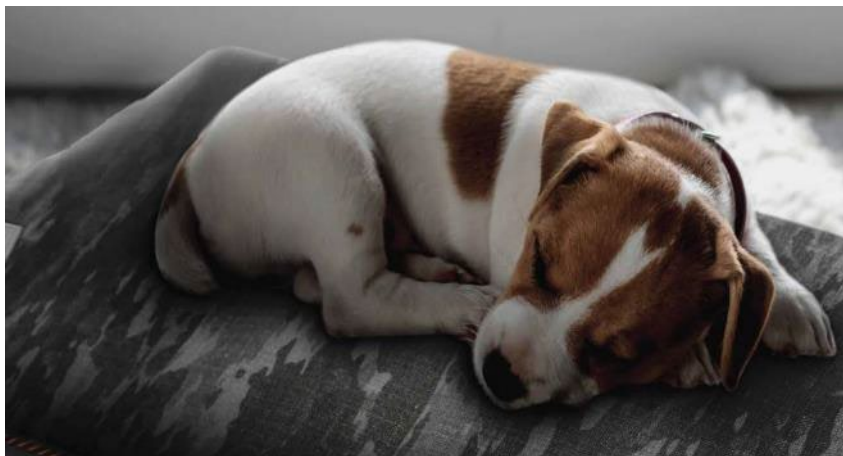
- 1 Better results.
- 2 Better production and inventory management.
- 3 Optimized MKT efforts.
- 4 Increase consumer satisfaction and his loyalty .



We have these tools to lead the sales.



HEARTS AND HOMIES



Our cat line is dedicated to all cats that like to **play, sleep and relax.**

Fluffy surfaces combined with **scratchy posts** and walls cover many of the cat's essential needs.



Our dog products are made of **eco-friendly** and **high-quality fabric** and provide **great comfort** for your dog.



Hearts & Homies products carry a brand identity that is backed by our brand story and message.

"THE BRAND WITH THE HEART-PAW"

We are the "the brand with the heart-paw", through which we uniquely aim to symbolize the loving relationship between pets and people.

WE THINK PET PRODUCTS DESERVE MORE ATTENTION

Due to the passion for textiles in general, we naturally encounter countless opportunities in many different textile-driven markets and industries.

However, we decided to invest our workload and focus on pet products after analysing the relatively underdeveloped market situation for bedding and typical home items.

FULL SOLUTION

Home items describe our gateway to the pet supplies industry. The deeper we look into the market, the clearer we see how we can improve many products in the industry. That is why we are motivated to not just offer a small part of the much bigger necessity; we are striving to offer the whole solution in the near future.

The solution will definitely include: Home | Toy | Outdoor | Care items

STRONG R&D

Thanks to the strong research and development department, we keep ourselves up-to-date and always aim to improve our product range regarding quality and variety if necessary. Our items are handpicked and enjoy special attention considering many important factors.





Our Fabrics & Fillings Are
Made With Recycled Materials
That Help Reduce Marine Pollution



WHAT CAN WE DO?

Sustainability Conscious Recycling



DROWNING IN PLASTIC

GLOBAL ALERT

POLLUTION INCREASE
BY YEAR



ANIMALS IN
DANGER



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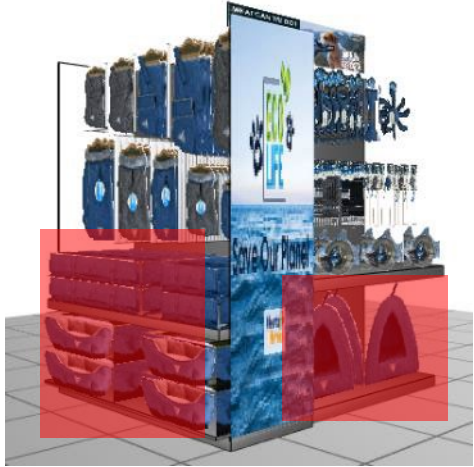


Save Our Planet

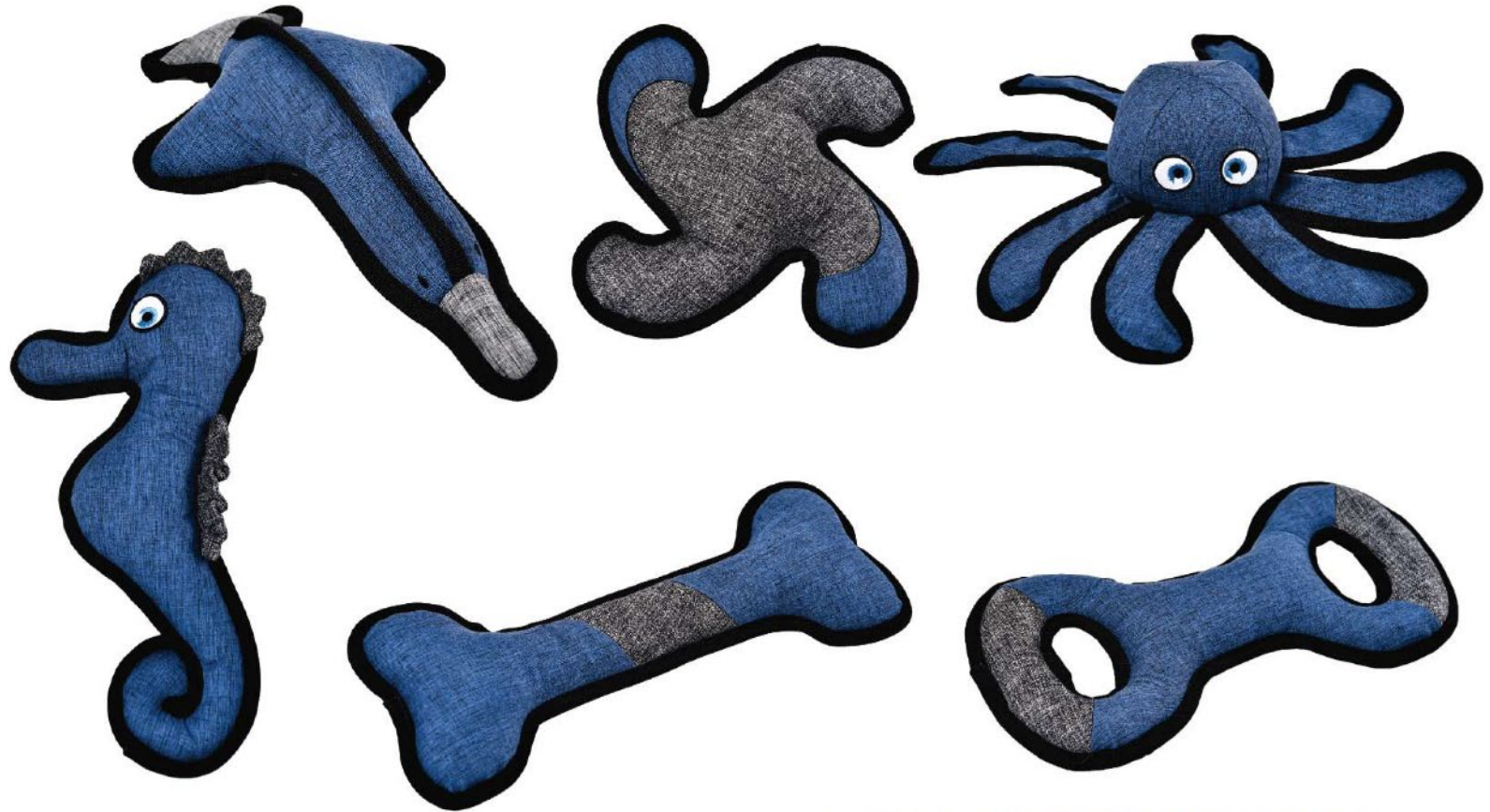
COLLECTION – CLOTHES



COLLECTION – PET BEDS



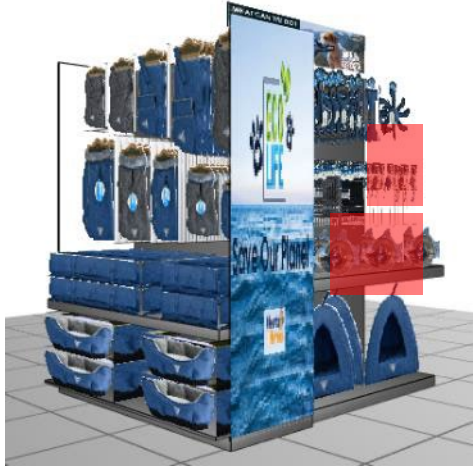
COLLECTION – PET TOYS



I CAN SQUEAK!



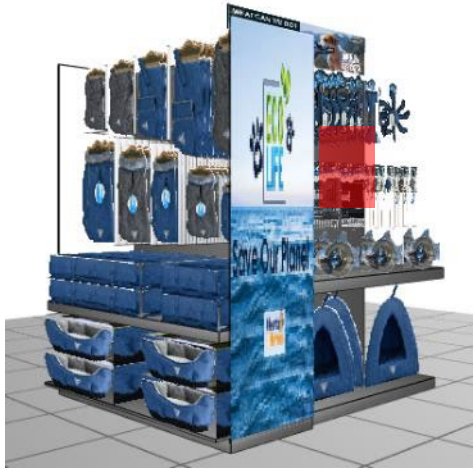
COLLECTION – CAT TOYS



GET READY TO PLAY
CAT TOYS



COLLECTION – COLLAR & LEASH

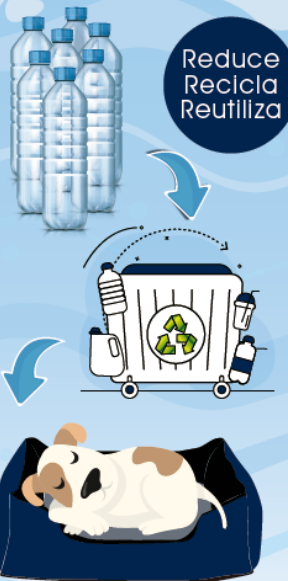


COMMUNICATION



Hearts & Homies

Comprando una cama nueva, ayudas a proteger el medio ambiente



Reciclando Plástico

Hearts & Homies



Salvemos el planeta



Accesorios para mascotas ECO-LIFE
Fabricado con Materiales Reciclad

- 1  Fragmentación:
Limpieza y destrucción de las botellas de plástico.
- 2  Transformado:
Fusión de los fragmentos de plástico.
- 3  Fiberización:
Transformación en fibras regeneradas.
- 4  Conversión:
Por fin los materiales se convierten en fibra reciclada.



Hearts & Homies

Salvemos el planeta



IMPLEMENTATION



SPACES – PERMANENT SOLUTION & PROMO CORNER

The spaces proposed by the client will be used in the best way:

PROMO CORNER



HEADER



The **ADVANTAGES** of using the PROMO CORNERS are:

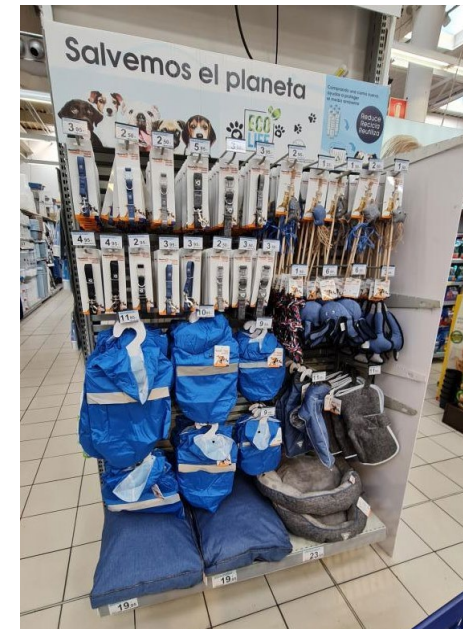
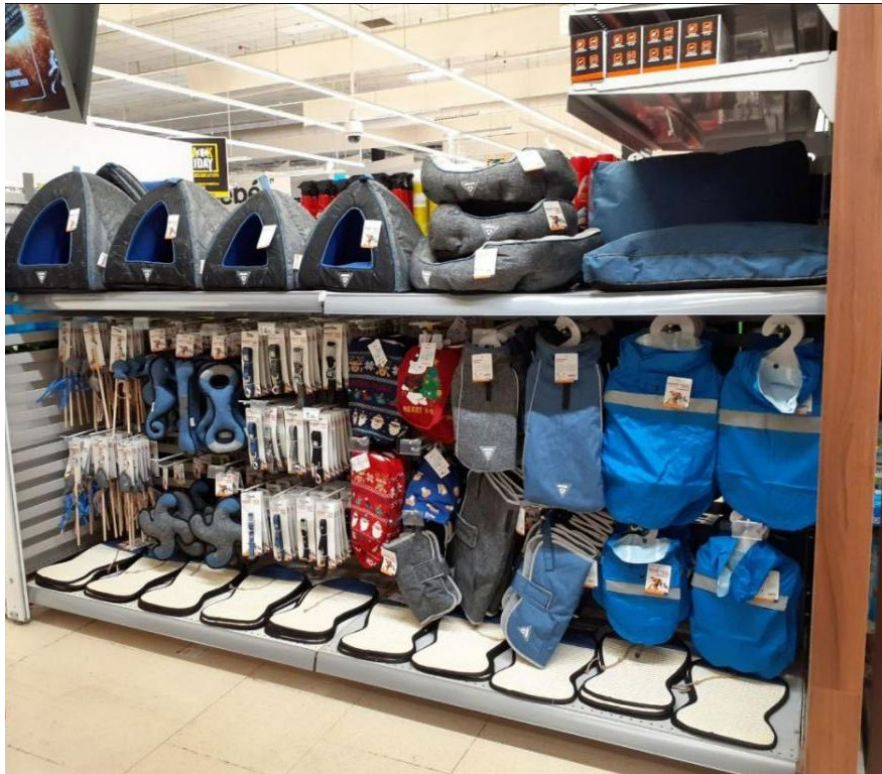
- ✓ ATTRACTIVE AND MASSIVE IN-STORE IMPLEMENTATION
- ✓ INCREASE IMPULSE PURCHASING
- ✓ COMPLEMENTARY ITEMS TO THE PERMANENT IMPLANTATION
- ✓ INCREASE OF SEASONAL SALES

The **ADVANTAGES** of using the PERMANENT in-store displays are:

- ✓ HIGH PRICED VALUE PRODUCTS
- ✓ EXTENSION OF THE CATEGORY ASSORTMENT
- ✓ SPACE OPTIMIZATION



IMPLEMENTATION – SUCCESS STORIES



IMPLEMENTATION – SUCCESS STORIES





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