

Co-operation profile details from Enterprise Europe SEIMED

BOPL20180208001 - ID tags that help reunite owners and their lost pets without disclosing their personal data are offered for distribution Business partnering opportunity OFFER

Abstract

A Polish company active in the animal care industry has developed and is offering ID tags for animals, that help return lost pets to their owners. The product fully protects owners' anonymity (their contact details are not on the tags or disclosed online) and instantly connects finders with the owners (or one of four people that have been authorised to pick up the pet). The company offers distribution services agreement to veterinary clinics, pet shops and suppliers thereof.

Description

An SME from north-west Poland operates in the field of animal care. The firm specialises in providing solutions that help owners find their pets. They have also developed an odour-absorbing substance, that masks unpleasant smells 'generated' by animals, and a disposable pet carrier. The owner's previous experience includes i.a. moderating a website for and about veterinarians which he himself built 13 years ago.

The firm is offering ID tags for animals that allow one to inform an owner that his lost pet has been found and arrange its pickup. The most distinctive and attractive (for customers) feature of the product is full protection of anonymity: no personal data or contact details are disclosed to the finder in the process. It operates as follows: on the ID tag, there is a string of digits and the number to a hotline operated by the firm. Pet owner or a veterinarian (with the consent of the owner) registers this random number (the string of digits) using a dedicated website. During the registration, other information is also provided: name of the pet, its breed, date of last rabies vaccination and, most importantly, contact number of the pet owner. There is also an option to add contact details of four other people that can pick up the pet if, for some reason, its owner is unreachable. When the pet is lost and someone finds it, the person calls the hotline. There, one is asked to select a language (supported ones are: English, German and Polish) and to enter the number from the ID tag. Then the call is automatically transferred to the registered phone number of the owner and the two parties can arrange the pickup. The hotline is entirely automated so, in contrast to human-operated competitors, it is open and fully functional 24/7.

The ID tags are made of aluminium or plastic (a material similar to the one used for ID cards, driving licences or payment cards). Advantages of the latter are its durability, small weight (so the tags are good even for little pets) and the plastic does not make annoying sounds (e.g. when a dog eats/drinks and a tag hits its bowl). The tags are available in four different colours: gold, green, red, navy blue (each year a different one). Messages reminding about the annual rabies vaccination are another advantage of the offered product. They are sent twice: a month and a week before the required booster dose should be made. They are beneficial for both the owner (free reminder) and the veterinarian (advertisement of his services and they build his brand as always remembering and taking care of his patients).

The firm has gained a strong position on the Polish market and proved that their solution is highly successful. They would like to make the product available internationally, so that number of pets returned to their owners increases worldwide. Therefore the SME is interested in cooperation under distribution services agreement with veterinary clinics, pet shops and suppliers thereof. A partner is only expected to specify requested quantity of the tags, and to promote and distribute them through his channels. In turn, the firm is going to manufacture and deliver the product, and maintain the website and the hotline.

Target partner expertise sought:

- Specific area of activity of the partner: Type of partner sought: veterinary clinics, pet shops and suppliers thereof.

Role of partner sought: to order the ID tags, specify a requested quantity and, after the delivery, to promote and distribute the product through his channels.

Key information:

Country of origin: POLAND

Listed under: Manufactura Industrial \ Tecnologías de Materiales \ Otras Tecnologías Industriales \ Industria

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