



The mission statement of our company is to produce the best pet food possible. Our team of veterinarians and nutritionists permanently examines the composition of our food in order to optimize the quality. For this purpose we have our own Pet Research Centre, where 80 dogs and 50 cats are housed in optimal conditions.

The tests held in our Research centre are limited to animal friendly non-invasive food examinations. The only goal is to improve and optimize our cat and dog food. Non-invasive research means that our animals never have to suffer medical or surgical interventions. Studies are limited to registration of food intake, collecting droppings etc. In recent legislation on animal welfare the animal experiments are strictly regulated. The non-invasive food research as performed in our Pet Research Centre is not even considered to be an animal experiment.

Some samples of research items in our research centre:

- Palatability. Different foods are offered simultaneously. The intake of both foods is registered and compared.
- Digestibility. The availability of nutrients is calculated, based on data on food intake and collected droppings.
- Droppings consistency. Firmness of the droppings is registered in order to optimize feces consistency.
- Growth. The weight of puppies is measured at regular intervals. The growth curve of puppy's fed with different foods is compared.
- Fur quality. The color and quality of the coat is evaluated.
- Breeding. Fertility, number of puppies, birth weight of the puppies and general condition of the puppies are evaluated

All dogs are housed in spacious kennels with large inside an outside run, constantly supervised by veterinarians and caretakers.

We are convinced that our research is carried out in an utmost animal friendly way. Pet owners who visit our company have free entry to our complete Pet Research Centre.

Animal welfare is of major importance for our company, even in research which is necessary for developing quality foods.

Kind Regards,

Tom Eliasson
CEO