



BY APPOINTMENT TO  
HER MAJESTY QUEEN ELIZABETH II  
ARMITAGE PET PRODUCTS LIMITED  
PET FOOD MANUFACTURERS

# TradeStore

For all your pet care needs



**...just some of our Armitage Family (Left to Right):**  
Bentley, Jessie, Moss & Stanley

# Welcome to TradeStore



Dear Customer,

Welcome to our 13th edition of **TradeStore**, updated to include some fantastic new lines, alongside our core range of established favourites - all supported by some of the most recognised consumer brands in the pet world.

Being a UK manufacturer remains fundamental to everything we do, and we are continuing to invest in our Nottingham production facility where we produce our world famous Good Boy Dog Safe Choc, Dog Toys, Rotastak Homes, Kagesan, Feeding Bowls, Litter Trays, Pet Accessories, Christmas, Aquatic ranges and so much more.

And if we don't make it, we design and source it via our amazing global procurement team, dedicated to developing market leading innovation in partnership with some of the world's leading pet manufacturers.

To keep up to date, and for full company terms and conditions please visit: **[www.armitages.co.uk](http://www.armitages.co.uk)**.

You can also follow us at:



[www.facebook.com/armitagepetcare](http://www.facebook.com/armitagepetcare)  
[www.facebook.com/wafcoldogfood](http://www.facebook.com/wafcoldogfood)



@armitagegoodboy



@armitagegoodboy  
@wafcol



[enquiries@armitages.co.uk](mailto:enquiries@armitages.co.uk)

Thank you for your continued support.

**Paul Bousfield**  
Chief Executive

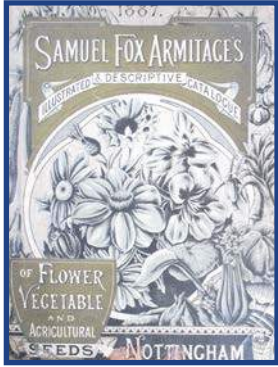


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Armitage Pet Products Limited, Armitage House, Colwick, Nottingham, NG4 2BA, UK  
Tel: 0115 938 1200 Fax: 0115 961 7496 Sales Fax: 0115 938 1234 Export Fax: +44 115 938 1218  
Registered in England No 658577



# Our History



Here at Armitage we are proud of our heritage, manufacturing for almost 250 years from Georgian times, through the Industrial Revolution, surviving two World Wars and still growing today.

King George III was on the throne and America was a British Colony when Samuel Fox came to Nottingham and opened Victoria Stores, a grocery and general store way back in 1775.

When Samuel died, he left the business to his cousins who, alongside the retail operation, started a flour mill, and later formed Armitage Bros in 1897.

Despite the Great War of 1914-1918, the business continued to prosper, and by the 1920s, after manufacturing had further diversified, Armitage's were firmly established as a leading supplier of chicken, game and poultry food.

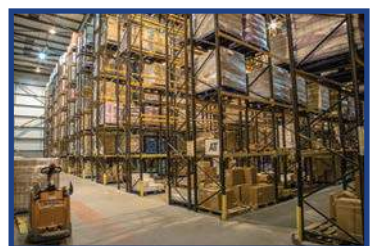
World War II brought another turning point in the company's history - the Victoria Stores were closed after suffering irreparable bomb damage, but the company replaced retail with further manufacturing business, and in 1965 production of Good Boy Choc Drops began.

A number of other acquisitions followed Good Boy, with Rotastak, Wafcol and Algarde ranges all welcomed into the Armitage Family.

1976 saw us awarded the much coveted Royal Warrant as Pet Food Manufacturer to Queen Elizabeth II, and the company has continued to go from strength to strength, focusing purely on the pet care market.

In 2003, Armitage Bros Plc was sold to private investment group Focus 100, kickstarting a new period of investment across our business which has delivered a consolidated, state-of-the-art manufacturing operation at our Colwick site in Nottingham, alongside a continuous stream of market leading product innovation.

Here's to the next 250 years...



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# Choc Drops

Say **NO** to Cocoa  
Say **YES**  
to...

the  
Safe choc treats  
for dogs



Pet owners know that dogs have a sweet tooth and they love to spoil their best friend now and then. That's why we make **Good Boy Choc Drops**, using a specially formulated chocolate substitute that **does not contain cocoa** and is therefore completely safe for dogs to eat.

We've been producing dog-safe choc drops in the UK for over 50 years and sell over 2 billion drops a year. Which means owners can trust Good Boy completely, as a **reward for good** behaviour, a birthday treat, an Easter indulgence, or simply as a way to say 'thank you for being my best friend'.



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PET FOOD MANUFACTURERS



# Dog Choc



01006



01007



01003



01023



01033



49150

## Choc Drops



Code	Description	Pack Size	Case Size	Barcode
01003	Choc Drops Pouch	250g	8	5000239010035
01006	Puppy Milk Drops Sachet	125g	10	5000239010066
01007	Choc Drops Sachet	100g	12	5000239010073
01023	Sugar Free Choc Drops Pouch	250g	8	5000239010233
01033	Yoghurty Drops Pouch	250g	8	5000239010332
49150	Choc Drops Display Unit	N/A	1	N/A

COUNTER DISPLAY AVAILABLE PLEASE  
CONTACT YOUR SALES REPRESENTATIVE  
FOR MORE INFORMATION



01551



01557



01558



01560

## Bulk Choc

Code	Description	Pack Size	Case Size	Barcode
01551	Choc Drops	6kg	1	5000239015511
01557	Choc Covered Large Bones	3kg	1	5000239015573
01558	Choc Covered Mini Bones	3kg	1	5000239015580
01560	Milk Drops	3kg	1	5000239015603



Lego



**pawsley  
& co.**



# TREAT YOUR SALES TO A BOOST!



05592



05630



05642



05625



05637



05638



05661



05636

## Real Meat Treats

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05592	Chewy Twists with Chicken	90g	10	6	5000239055920
05630	Chewy Twists with Chicken	320g	3	6	5000239056309
05642	Mega Chewy Twist With Chicken	70g	18	6	5000239056422
05625	Jumbo Chewy Twists with Chicken	100g	12	6	5000239056255
05637	Chewy Twists with Duck	90g	10	6	5000239056378
05638	Chewy Twists with Duck	320g	3	6	5000239056385
05661	Chewy Twists with Lamb	90g	10	6	5000239056613
05636	Chewy Venison Steaks	80g	12	6	5000239056361



**ALL SUPPLIED IN  
BEAUTIFULLY CRAFTED  
DISPLAY TRAYS\*\***



ALL DOG OWNERS LOVE TO TREAT THEIR PETS AND OUR MARKET LEADING RANGE OF REAL MEAT TREATS, MADE WITH 100% NATURAL HUMAN GRADE MEAT, ARE GUARANTEED TO GET DOGS' TAILS WAGGING!



pawsley & co.



05558



05660



05624



05627



05593



05659



05567



05641



05651

### Real Meat Treats

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05558	Chewy Chicken Fillets	80g	10	6	5000239055494
05660	Chewy Chicken Fillets	320g	3	6	5000239056606
05624	Chewy Chicken Strips	100g	10	6	5000239056248
05627	Chewy Chicken Strips	350g	3	6	5000239056279
05593	Tender Duck Fillets	80g	10	6	5000239055937
05659	Tender Duck Fillets	320g	3	6	5000239056590
05567	Tender Beef Fillets	90g	10	6	5000239055678
05641	Tender Lamb Fillets	80g	10	6	5000239056415
05651	Chewy Lamb Strips	80g	10	6	5000239056514

Turn over for more of your favourite Real Meat Treats!



**pawsley  
& co.**



**TREAT YOUR  
SALES  
TO A BOOST!**



### Real Meat Treats

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05570	Chewy Chicken Dumbbells	100g	8	6	5000239055708
05629	Chewy Chicken Dumbbells	350g	3	6	5000239056293
05662	Chewy Beef Dumbbells	100g	8	6	5000239056620
05566	Crunchy Chicken & Calcium Bones	100g	8	6	5000239055661
05628	Crunchy Chicken & Calcium Bones	350g	3	6	5000239056286
05569	Crunchy Chicken & Rice Bones	100g	8	6	5000239055692
05626	Chewy Bones with Chicken	80g	10	6	5000239056262
05652	Succulent Pigs In Blankets	80g	10	6	5000239056521
05653	Chewy Chicken Variety Pack	320g	3	6	5000239056538





ALL DOG OWNERS LOVE TO TREAT THEIR PETS AND OUR MARKET LEADING RANGE OF REAL MEAT TREATS, MADE WITH 100% NATURAL HUMAN GRADE MEAT, ARE GUARANTEED TO GET DOGS' TAILS WAGGING!



pawsley & co.



05588



05589



05590

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05588	Chicken Bites	65g	10	6	5000239055883
05589	Duck Bites	65g	10	6	5000239055890
05590	Beef Bites	65g	10	6	5000239055906



49101



49100

DISPLAY OPTIONS AVAILABLE - CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
49100	Pawsley Counter Top Display	N/A	1	N/A	5000239491001
49101	Pawsley Display Stand	N/A	1	N/A	5000239491018



**pawsley  
& co.**

A range of best selling  
natural treats in  
fantastic packaging to  
give your shop the  
bow WOW factor



Stand options available!  
Please contact your sales  
representative for more  
information





# Dog Treats - Natural



05538



05735



05702



05546

## Porky Treats



Code	Description	Pack Size	Case Size	Barcode
05538	Pigs Ears	4	8	5000239055388
05735	Pigs Ears	10	4	5000239057351
05702	Pigs Ear Strips	100g	8	5000239057023
05546	Pigs Ear Strips	500g	5	5000239055463
05547	Sausages (x10)	110g	12	5000239055470
05579	Pork Rolls 120mm (5")	3	10	5000239055791



05547



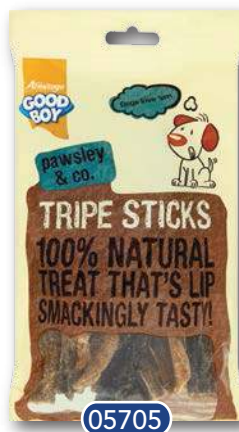
05579



05536



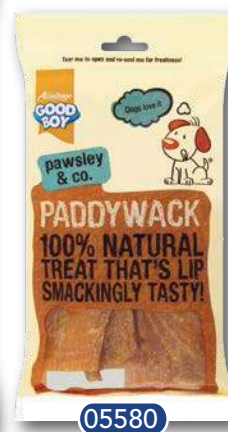
05717



05705



05541



05580



05726

## Beefy Treats



Code	Description	Pack Size	Case Size	Barcode
05536	Jerky	100g	8	5000239055364
05717	Jerky	400g	5	5000239057177
05705	Tripe Sticks	100g	8	5000239057054
05541	Tripe Sticks	500g	5	5000239055418
05580	Paddywack	200g	8	5000239055371
05726	Beef Ribs	4	8	5000239057269

Please refer to separate price list for natural treats



# Dog Treats - Natural



05545



05707



05708



05709



05710



05712

## Filled Bones



Code	Description	Pack Size	Case Size	Barcode
05545	Tripe Filled Bone	150g	12	5000239055456
05707	Meaty Filled Bone	150g	12	5000239057078
05708	Chicken Filled Bone	150g	12	5000239057085
05709	Bacon Filled Bone	150g	12	5000239057092
05710	Meaty Filled Smoked Bone	150g	12	5000239057108
05712	Lamb & Rice Filled Bone	150g	12	5000239057122
05713	Venison Filled Bone	150g	12	5000239057139



05713



05548



05578



05722S



05723



05724



Wilf  
Age 1

## Assorted Bones/Other



Code	Description	Pack Size	Case Size	Barcode
05548	Pork Bone	1	8	5000239055487
05578	Filled Hoof Rich in Chicken	150g	12	5000239055784
05722S	Roast Lamb Bone	1	6	5000239057221
05723	Mini Roastie	1	12	5000239057238
05724	Maxi Roastie	1	8	5000239057245

Please refer to separate price list for natural treats

# Dog Chews - Bulk Packs



05048P



05052P



05056P



05060P



05057P



## Rawhide Knuckle Bones

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05048P	Mini Knuckle Bone	100mm (4")	20	10	5000239450480
05052P	Small Knuckle Bone	150mm (6")	10	10	5000239450527
05056P	Medium Knuckle Bone	200mm (8")	10	5	5000239450565
05060P	Large Knuckle Bone	250mm (10")	4	10	5000239450602
05057P	Extra Large Knuckle Bone	300mm (12")	6	8	5000239450572



05081P



05082P



05092P



05093P



05094P



05635P

## Rawhide Knotted Bones

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05081P	Mini Knotted Bone	100mm (4")	15	10	5000239450817
05082P	Small Knotted Bone	150mm (6")	10	10	5000239450824
05092P	Medium Knotted Bone	200mm (8")	10	10	5000239450923
05093P	Large Knotted Bone	250mm (10")	10	5	5000239450930
05094P	Extra Large Knotted Bone	300mm (12")	10	4	5000239450947
05635P	Giant Knotted Bone	610mm (24")	1	10	5000239056354



Elton



# Dog Chews - Bulk Packs



## Other Rawhide Chews

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05046	Small Chomp Stix 115mm (4.5") x 5-9mm	100	1	20	5000239050468
05045	Medium Chomp Stix 125mm (5") x 7-8mm	100	1	25	5000239050451
05043	Large Chomp Stix 125mm (5") x 9-10mm	100	1	20	5000239050437
05042	Extra Large Chomp Stix 255mm (10") x 9-10mm	40	1	25	5000239050420
05040	Flat Strips 165mm (6.5") x 19mm	100	1	20	5000239050406
05072P	Cigars	125mm (5") x 15mm	25	8	5000239450725
05643P	Small/Medium Super Sticks	255mm (10") x 15mm	20	10	5000239456437
05077P	Large/Giant Super Sticks	255mm (10") x 20mm	10	6	5000239450770
05028	Small Chewy Shoe (White)	75mm (3")	25	20	5000239450282
05095P	Medium Chewy Shoe	125mm (5")	10	10	5000239450954
05097P	Large Chewy Shoe	200mm (8")	10	10	5000239450978
05634P	Small/Medium Rings	150mm (6")	5	12	5000239456345
05665	Large/Giant Rings	225mm (9")	5	10	5000239456659

Please refer to separate price list for bulk chews



# Dog Chews - Bulk Packs



05116



05194



05130



05166



05140



05171



05010



05075P



05078P



05633



05301



05284



05180P



05656

## Munchy Chews

Code	Description	Pack Size	Pack Qty	Case Size	M/Case Size	Barcode
05116	Economy Munchy Rollers Assorted 125mm (5") x 7-8mm	100	600g	1	20	5000239051168
05194	Small Munchy Rolls Assorted 125mm (5") x 9-10mm	100	900g	1	10	5000239051946
05130	Small Munchy Rolls Natural 125mm (5") x 9-10mm	100	900g	1	10	5000239051304
05166	Medium Munchy Rolls Assorted 150mm (6") x 20mm	50	2000g	1	6	5000239051663
05140	Large Munchy Rolls Assorted 255mm (10") x 20mm	20	1400g	1	6	5000239051403
05171	Munchy Strips Assorted 165mm (6.5") x 19mm	100	900g	1	10	5000239051717
05010	Small Hide Rolls Assorted 125mm (5")	100	700g	1	25	5000239050109
05075P	Small Baseballs	50mm (2")	600g	10	20	5000239450756
05078P	Rugby Balls	125mm (5")	1400g	10	5	5000239450787
05633	Sausage Rolls	85mm (3.5")	800g	20	10	5000239456338
05301	Hot Dogs	100mm (4")	900g	20	10	5000239453016
05284	Chicken Legs	115mm (4.5")	750g	10	20	5000239452842
05180P	Assorted Lollipops	125mm (5")	1250g	50	6	5000239451807
05656	Medium Baseballs	75mm (3")	1300g	10	10	5000239456567

# Dog Chews - Bulk Packs



05320W



05322



05327



05347



05321W



05350



05351



05354



05353



05084\*



05083



Millie

## Premium Rawhide Chews

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05320W	Premium Small Knotted Bone	100mm (4")	8	36	5000239453207
05322	Premium Small Knotted Bone Chicken Flavour	100mm (4")	8	36	5000239453221
05327	Premium Medium Knotted Bone	175mm (7")	4	8	5000239453276
05347	Premium Medium Knotted Bone Chicken Flavour	175mm (7")	4	8	5000239453474
05321W	Premium Large Knotted Bone	255mm (10")	4	20	5000239453214
05350	Premium Large Knotted Bone Chicken Flavour	255mm (10")	4	20	5000239453504
05351	Premium Doughnut	170mm (7")	4	10	5000239453511
05354	Premium Giant Knotted Bone	500mm (20")	4	6	5000239453542
05353	Premium Doughnut Chicken Flavour	170mm (7")	4	10	5000239453535
05084	Premium Retriever Roll	225mm (9")	6	32	5000239450848
05083	Premium Retriever Roll Chicken Flavour	225mm (9")	6	32	5000239450831

Please refer to separate price list for bulk chews



# Dog Chews - Retail Packs



05314



05339



05316



05311



05312



05313



05300



05306



05307

## Hide Rolls & Bonies

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05314	Fresh Breath Flavour Rolls 155mm (6")	5	12	6	5000239053148
05339	Fresh Breath Flavour Rolls 155mm (6")	5	10	8	5000239053148
05316	Chicken Flavour Rolls 155mm (6")	5	12	6	5000239053162
05311	Fresh Breath Flavour Rolls 155mm (6")	18	6	6	5000239053117
05312	Beef Flavour Rolls 155mm (6")	18	6	6	5000239053124
05313	Chicken Breath Flavour Rolls 155mm (6")	18	6	6	5000239053131
05300	Fresh Breath Flavour Bonies 100mm (4")	18	6	6	5000239053001
05306	Beef Flavour Bonies 100mm (4")	18	6	6	5000239053063
05307	Chicken Flavour Bonies 100mm (4")	18	6	6	5000239053070



Pixie

**pawsley  
& co.**

## Lovingly handmade with 100% rawhide and porkhide



05957



05958



05959



05960



05962



05961



**Best selling  
formats**



**Delicious chicken  
flavour**



**Only 1% fat**

### Dual Hide Blends

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05957	Mini Dual Hide Blends Knot Chicken Flavour 60mm (2.3")	7	7	6	5000239059577
05958	Small Dual Hide Blends Knot Chicken Flavour 100mm (4")	4	7	6	5000239059584
05959	Medium Dual Hide Blends Knot Chicken Flavour 150mm (6")	4	6	6	5000239059591
05960	Large Dual Hide Blends Knot Chicken Flavour 250mm (10")	2	4	6	5000239059607
05962	Dual Hide Blends Cigars Chicken Flavour 180mm (7")	5	12	6	5000239059621
05961	Small Dual Hide Blends Knuckle Chicken Flavour 100mm (4")	4	12	6	5000239059614



SUPPLIED IN BEAUTIFULLY  
CRAFTED DISPLAY TRAYS



## Dog Chews - Retail Packs

05607S

05955

05037

05927

05928

05929

05657

05658

05956

05986

05073

### Assorted Packs

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05607S	Dental Chews Natural 155mm (6")	12	4	6	5000239056071
05955	Dental Chips Chicken Flavour 155mm (6")	12	4	6	5000239059553
05037	Medium Chomp Sticks 125mm (5")	10	12	6	5000239050376
05927	Mini Hide Blends Beef Flavour 75mm (3")	7	7	8	5000239059270
05928	Mini Fresh Breath Rolls White Mint Flavour 75mm (3")	7	12	8	5000239059287
05929	Mini Porkhide Bones (100% Porkhide) 75mm (3")	7	7	8	5000239059294
05657	Tripe Filled Bone 150mm (6")	100g	22	6	5000239056576
05658	Knotted Bone 150mm (6")	1	22	6	5000239450916
05956	Premium Mini Knot Milk Flavour 75mm (3")	20	4	6	5000239059560
05986	Porkhide Cigars 125mm (5")	5	10	6	5000239059867
05073	Cigars 125mm (5")	5	10	6	5000239050734

**pawsley  
& co.**



05644



05639



05640

- 🦷 Prebiotics to help aid digestion
- 🦷 Added vitamins to promote overall health
- 🦷 Only 2% fat



**Yummy  
beef flavour**



## Braids

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05644	Mini Chewy Braids Beef Mini 120mm (5") 4pk	55g	10	6	5000239056446
05639	Chewy Braid Beef Small 125mm (5")	60g	12	6	5000239056392
05640	Chewy Braid Beef Large 200mm (8")	96g	14	6	5000239056408

**SUPPLIED IN BEAUTIFULLY  
CRAFTED DISPLAY TRAYS**



## Dog Treats

**pawsley  
& co.**

Wheat and cereal free with  
NO artificial colours, flavours or sugars



05425



05426



05428

Yummy  
chicken & veg



### Veg Chews

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05425	Small Chewy Twists 120mm (5") 4pk	80g	12	6	5000239054251
05426	Medium Chewy Twists 180mm (7") 2pk	110g	12	6	5000239054268
05428	Chewy Starfish 120mm (5")	75g	12	6	5000239054282

**MINI BITES**

SO IRRESISTIBLY TASTY...



Comes packed in shelf  
ready packaging



### Mini Bites

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05673	Mini Bites with Chicken & Cheese	70g	12	12	5000239056763
05674	Mini Bites with Beef & Cheese	70g	12	12	5000239056743
05675	Mini Bites with Fish & Cheese	70g	12	12	5000239056750

...DOGS WILL DO ANYTHING FOR THEM

**LET'S  
ROCK**

REAL MINT FLAVOUR!

FOR CLEAN TEETH & FRESHER BREATH!

MADE WITH  
TASTY  
CHICKEN & VEG

TASTY  
THROUGH &  
THROUGH



Comes packed in shelf  
ready display tray



Let's Rock

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
05666	Let's Rock 220mm (9")	40g	46	6	5000239056668







# The food of champions

## The winner of Crufts Best in Show 2016

### Burneze Geordie Girl (Devon) is fed a Wafcol diet.

Developed with leading dermatologists and veterinarians, Wafcol has been changing dogs' lives for over 40 years

**Formulation.** Gentle on sensitive digestive systems with salmon as the single fish protein source and potato as the main carbohydrate source. Also containing prebiotics which are proven to help improve digestion.

**Grain free.** Formulated with no cereals such as wheat and wheat gluten, maize, rice, barley, rye, and oats. Also excludes red meat, poultry, white fish, dairy products, soya and artificial colours, flavours and preservatives - known allergens that may trigger food allergies or intolerances.

**Cost effective.** An alternative to most Veterinary and Prescription Diets without compromising on quality.

**British made** with a long and successful track record of changing dogs' lives.



We're really proud of our fabulous food! Check out more of our happy customers

[www.wafcol.co.uk/success-stories](http://www.wafcol.co.uk/success-stories)



**Sales Support Available - To order sample packs please call 0844 375 7001 or email [sales@wafcol.co.uk](mailto:sales@wafcol.co.uk)**



Sample Packs



Comparison chart



Brochure

#### Sample Packs

Code Description	Pack Size	Case Size	Barcode	Trade
03874 Puppy Small/Medium Salmon & Potato	100g	20	5000239038749	FOC
03863 Puppy Large/Giant Salmon & Potato	100g	20	5000239038633	FOC
03866 Adult Small/Medium Salmon & Potato	100g	20	5000239038664	FOC
03867 Adult Large/Giant Salmon & Potato	100g	20	5000239038671	FOC
03868 Adult All Breeds Chicken & Corn	100g	20	5000239038688	FOC
03869 Adult All Breeds Ocean Fish & Corn	100g	20	5000239038695	FOC
03870 Senior All Breeds Salmon & Potato	100g	20	5000239038701	FOC
03873 Light All Breeds Salmon & Potato	100g	20	5000239038732	FOC
03800 Wafcol Brochure	-	50	N/A	FOC





## Puppy Salmon & Potato

- GRAIN FREE and formulated with NO CEREALS such as wheat and wheat gluten, maize, rice, barley, rye and oats. Also excludes red meat, poultry, white fish, dairy products, soya and artificial colours, flavours and preservatives - known allergens that may trigger food allergies or intolerances.
- Formulated to be gentle on sensitive digestive systems with salmon as the single fish protein source and potato as the main carbohydrate source. Also containing prebiotics which are proven to help improve digestion.
- Containing Omega 3 & 6 fatty acids and seaweed, that is rich in iodine, both of which are necessary for many functions including the growth and repair of tissues and to help promote healthy skin and coat.
- Contains Glucosamine, Chondroitin Sulphate and Methylsulfonylmethane (MSM) to help support and maintain healthy joints.
- Nutritional profile includes optimum levels of calcium and phosphorous for strong bones and teeth.
- Crunchy biscuits prevent the build up of plaque and tarter, working with zinc and calcium to help maintain healthy teeth and gums.



## Adult Salmon & Potato

- GRAIN FREE and formulated with NO CEREALS such as wheat and wheat gluten, maize, rice, barley, rye and oats. Also excludes red meat, poultry, white fish, dairy products, soya and artificial colours, flavours and preservatives - known allergens that may trigger food allergies or intolerances.
- Formulated to be gentle on sensitive digestive systems with salmon as the single fish protein source and potato as the main carbohydrate source. Also containing prebiotics which are proven to help improve digestion.
- Containing Omega 3 & 6 fatty acids and seaweed, that is rich in iodine, both of which are necessary for many functions including the growth and repair of tissues and to help promote healthy skin and coat.
- Contains Glucosamine, Chondroitin Sulphate and Methylsulfonylmethane (MSM) to help support and maintain healthy joints.
- Crunchy biscuits prevent the build up of plaque and tarter, working with zinc and calcium to help maintain healthy teeth and gums.
- Specifically developed for the maintenance and well being of a normally active small or medium breed adult dog. Providing all the essential nutrients to keep dogs fit, happy and healthy throughout their life.



## Light Salmon & Potato

- GRAIN FREE and formulated with NO CEREALS such as wheat and wheat gluten, maize, rice, barley, rye and oats. Also excludes red meat, poultry, white fish, dairy products, soya and artificial colours, flavours and preservatives - known allergens that may trigger food allergies or intolerances.
- Formulated to be gentle on sensitive digestive systems with salmon as the single fish protein source and potato as the main carbohydrate source. Also containing prebiotics which are proven to help improve digestion.
- Containing Omega 3 & 6 fatty acids and seaweed, that is rich in iodine, both of which are necessary for many functions including the growth and repair of tissues and to help promote healthy skin and coat.
- Contains Glucosamine, Chondroitin Sulphate and Methylsulfonylmethane (MSM) to help support and maintain healthy joints.
- Crunchy biscuits prevent the build up of plaque and tarter, working with zinc and calcium to help maintain healthy teeth and gums.
- 40% less fat than Wafcol Salmon & Potato Adult.



## Senior Salmon & Potato

- GRAIN FREE and formulated with NO CEREALS such as wheat and wheat gluten, maize, rice, barley, rye and oats. Also excludes red meat, poultry, white fish, dairy products, soya and artificial colours, flavours and preservatives - known allergens that may trigger food allergies or intolerances.
- Formulated to be gentle on sensitive digestive systems with salmon as the single fish protein source and potato as the main carbohydrate source. Also containing prebiotics which are proven to help improve digestion.
- Containing Omega 3 & 6 fatty acids and seaweed, that is rich in iodine, both of which are necessary for many functions including the growth and repair of tissues and to help promote healthy skin and coat.
- Contains Glucosamine, Chondroitin Sulphate and Methylsulfonylmethane (MSM) to help support and maintain healthy joints.
- Crunchy biscuits prevent the build up of plaque and tarter, working with zinc and calcium to help maintain healthy teeth and gums.
- Lower protein content than Wafcol Salmon & Potato Adult.



Moss

Pixie

Code	Description	Pack Size	Case Size	Barcode
03374	Puppy Small/Medium	2.5kg	1	5000239033744
03375	Puppy Large/Giant	2.5kg	1	5000239033751
03366	Adult Small/Medium	2.5kg	1	5000239033669
03066	Adult Small/Medium	12kg	1	5000239030668
03367	Adult Large/Giant	2.5kg	1	5000239033676
03067	Adult Large/Giant	12kg	1	5000239030675
03373	Light All Breeds	2.5kg	1	5000239033737
03073	Light All Breeds	12kg	1	5000239030736
03370	Senior All Breeds	2.5kg	1	5000239033706
03070	Senior All Breeds	12kg	1	5000239030705





## Adult Chicken & Corn

- Containing Omega 3 & 6 fatty acids and seaweed, that is rich in iodine, both of which are necessary for many functions including the growth and repair of tissues and to help promote healthy skin and coat.
- Contains Glucosamine, Chondroitin Sulphate and Methylsulfonylmethane (MSM) to help support and maintain healthy joints.
- Oils and minerals for joint health, hypoallergenic and containing compounds that promote an efficient anti-oxidant system to minimise joint inflammation.
- Crunchy biscuits prevent the build up of plaque and tarter, working with zinc and calcium to help maintain healthy teeth and gums.



## Adult Ocean Fish & Corn

- Containing Omega 3 & 6 fatty acids and seaweed, that is rich in iodine, both of which are necessary for many functions including the growth and repair of tissues and to help promote healthy skin and coat.
- Contains Glucosamine, Chondroitin Sulphate and Methylsulfonylmethane (MSM) to help support and maintain healthy joints.
- Oils and minerals for joint health, hypoallergenic and containing compounds that promote an efficient anti-oxidant system to minimise joint inflammation.
- Crunchy biscuits prevent the build up of plaque and tarter, working with zinc and calcium to help maintain healthy teeth and gums.



Bentley

Code	Description	Pack Size	Case Size	Barcode
03368	Chicken & Corn All Breeds	2.5kg	1	5000239033683
03068	Chicken & Corn All Breeds	12kg	1	5000239030682
03369	Ocean Fish & Corn All Breeds	2.5kg	1	5000239033690
03069	Ocean Fish & Corn All Breeds	12kg	1	5000239030699

## Why Wafcol is so good...



### Salmon

Salmon is a palatable protein source which is rich in omega fatty acids.



### Potato

Potatoes are an excellent carbohydrate source and provide an alternative to cereal carbohydrate sources.



### Sweet Potato

Sweet Potatoes are a tasty and high quality source of easily digestible carbohydrate and also fibre. They have a low Glycemic Index, with their natural sugars being slowly released into the bloodstream to ensure a balanced and regular source of energy. They are also a great source of vitamins, minerals and antioxidants, especially vitamins A, C and B6.



### Lupin

Lupin seeds can be ground up to make a flour which is used to replace wheat and other cereal products in our gluten free diets.



### Pea and Pea Proteins

Peas are members of the legume family and are a source of highly digestible vegetable protein. Pea protein is rich in essential amino acids which are important for maintaining lean muscle mass. They are also a good natural source of dietary fibre and vitamin B.



### Sunflower Oil

Sunflower oil is a natural vegetable oil that is a good source of omega-6 fatty acid (linolenic acid).



### Seaweed

Rich in iodine, which is necessary for many functions including the growth and repair of tissues and to help promote healthy skin and hair.



### Prebiotic MOS & FOS

MOS and FOS help promote optimal nutritional uptake and remove harmful bacteria, reducing digestive upsets.



### Vitamins, Minerals & Trace Elements

All our diets are nutritionally complete providing a full complement of vitamins and minerals necessary for growth, repair and maintenance.



### Fish

Fish meal is an excellent source of protein and fish oil. All our fish comes from sustainable sources.



### Poultry

Poultry meal is an excellent protein source. At Wafcol, we don't use any poultry meal from battery reared chickens.



### Corn

Corn (or maize) is an excellent carbohydrate source within an extruded diet and is often used as a replacement for wheat.



### Soya

Soya is a natural source of plant based protein. Soya flour can be used as an alternative to wheat when a gluten free diet is required.



### Joint Support

Glucosamine, Chondroitin Sulphate and MSM are building blocks used in the body to help support and maintain healthy joints.





Great British Food for  
Great British Dogs

[www.wafcolcomplete.co.uk](http://www.wafcolcomplete.co.uk)



## Original for all adult dogs

- Nutritionally balanced
- Sensitive - Formulated with NO maize, rye, red meat, fish or dairy products
- Highly Palatable and nutritious



## Chicken for all adult dogs

- Nutritionally balanced
- Sensitive - Formulated with NO maize, rye, red meat, fish or dairy products
- Highly Palatable and nutritious

Code	Description	Pack Size	Case Size	Barcode
03054	Complete Original	15kg	1	5000239030545
03355	Complete Chicken	3kg	1	5000239033553
03055	Complete Chicken	15kg	1	5000239030552



## The Performance Range of Complete Food for Greyhounds



### Greyhound Maintenance

- Developed for resting or injured greyhounds and bitches in season
- Nutritionally Balanced
- Easy soak biscuit - soaks in less than 10 minutes in water



### Greyhound Racing

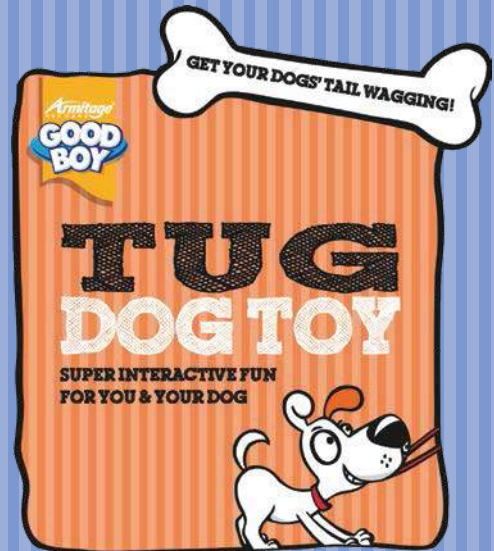
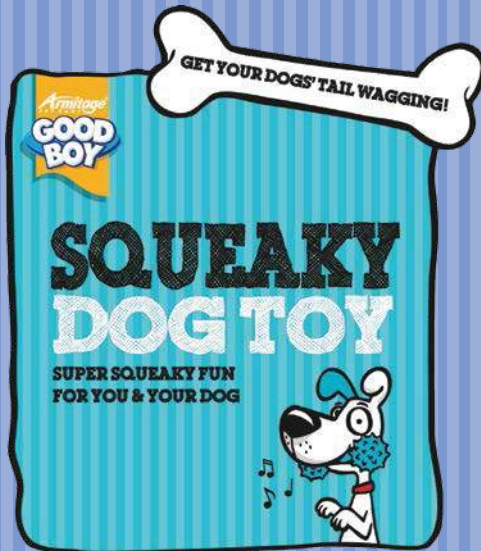
- High protein racing food
- Nutritionally Balanced
- With extra glucose for increased energy
- Easy soak biscuit - soaks in less than 10 minutes in water

Code	Description	Pack Size	Case Size	Barcode
03044	Greyhound Maintenance	15kg	1	5000239030446
03043	Greyhound Racing	15kg	1	5000239030439



# Dog Toys

## The **GOOD BOY** Way



Comprehensive range covering  
all key play formats.

Eye catching designs and  
packaging throughout.

Simple branding and  
categorisation to drive impulse sales



# Dog Toys - Squeaky



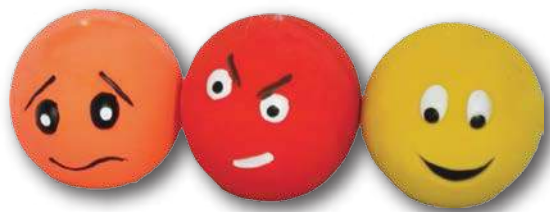
08383



08785



08536



08209



08857P



08582



08948



Jessie

## Squeaky Dog Toys

Code	Description	Case Size	M/Case Size	Barcode
08209	Face Balls (Standard) 65mm (2.5")	24	16	5000239082094
08383	Face Balls (Big Eyes) 65mm (2.5")	12	24	5000239083831
08536	Summer Face Balls 65mm (2.5")	12	24	5000239085361
08582	Squeakies 150mm (6")	25	8	5000239085828
08785	Face Balls (Standard) 65mm (2.5")	12	24	5000239088904
08857P	Sporty Balls 75mm (2.75")	6	45	5000239088577
08948	Latex Dinosaur 145mm (5.5")	6	24	5000239089482



## Dog Toys - Squeaky



08538



Available in 2 sizes. Piglet & Piggy

08104 08037



08540



Moss

### Doggy Dolittles

Code	Description	Case Size	M/Case Size	Barcode
08037	Doggy Dolittles Piggy 200mm (8")	3	20	5000239080373
08104	Doggy Dolittles Piglet 140mm (5.5")	6	20	5000239081042
08538	Doggy Dolittles Duck 140mm (5.5")	6	18	5000239085385
08540	Doggy Dolittles Piggy Ball 100mm (4")	8	20	5000239085408



## Dog Toys - Squeaky

Good Boy Space Lobber has been designed to be the best in throw & fetch fun, with groovy ergonomic handles to allow easy grip for all aspects of play and easy action throwing for extra distance.



**Wowzers!**

I'm a totally  
funkadelic,  
super squeaky,  
bouncy, fun  
dog toy

**Space  
Lobber**

Code	Description	Case Size	M/Case Size	Barcode
08525	LOB IT! Space Lobber 230mm (9")	4	20	5000239085255
08544	LOB IT! Space Lobber Jnr 115mm (4.5")	6	18	5000239085446
08545	LOB IT! Space Lobber Giant 460mm (18")	4	6	5000239085453

## DISC'O'SQUEAK

## AMAZING GIANT SQUEAKER



🐾 Giant Squeaker toy – 18cm disc squeaker fills the inside of the toy

🐾 Market leading flyer shape with plush coating

Code	Description	Case Size	M/Case Size	Barcode
08420	Disc'O'squeaks 180mm (7.25")	6	12	5000239084203



## Dog Toys - Chew



08461



08409



08882



Jake

### Chew Dog Toys

Code	Description	Case Size	M/Case Size	Barcode	Trade	RRP
08409	Rubber Bone 210mm (8")	6	6	5000239084098	£14.63	£4.39
08461	Chew Assortment (Various Sizes)	12	4	5000239084616	£7.27	£1.09
08882	Training Treat Ball 120mm (4.5")	3	25	5000239088829	£8.32	£4.99



08579M



08361

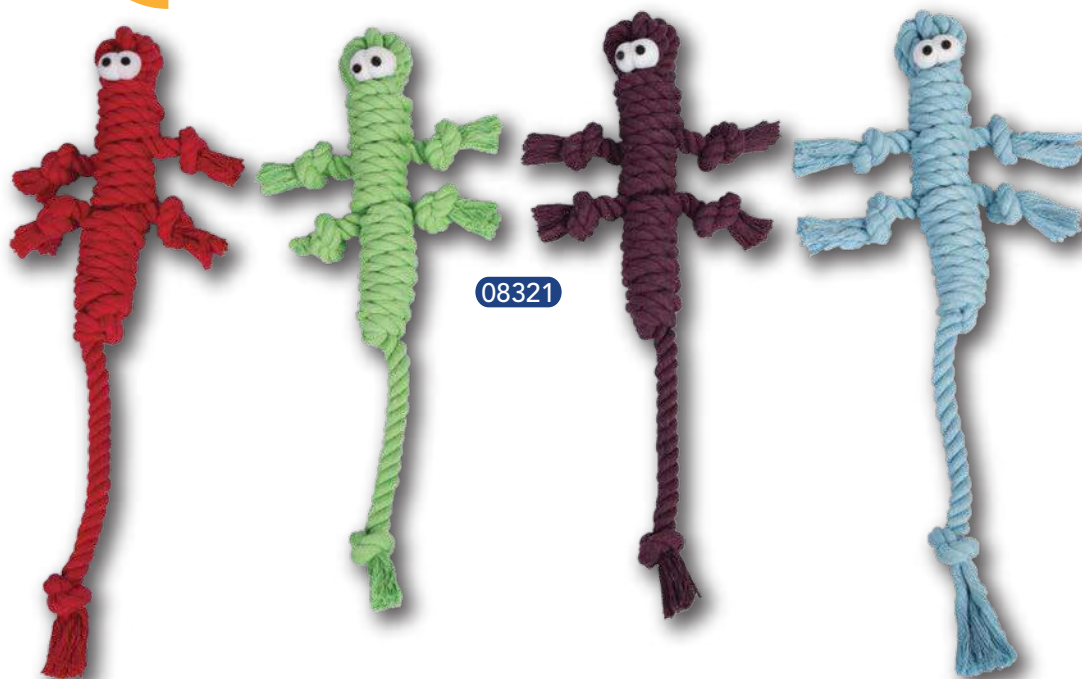
- Tough nylon bone with textured rubber to encourage chewing and massage gums
- Giggle sound to encourage play



Code	Description	Case Size	M/Case Size	Barcode	Trade	RRP
08361	Gnaw-a-Bone Giggler 170mm (7")	3	12	5000239083619	£6.65	£3.99
08579M	Gnaw-a-Bone 150mm (6")	8	9	5000239081424	£17.73	£3.99



## Dog Toys - Tug



### Tug Dog Toys

Code	Description	Case Size	M/Case Size	Barcode
08321	Braidy Bunch 420mm (16.5")	4	12	5000239083213
08407	Rubber Ring 140mm (5.5")	6	6	5000239084074

super strong for tuggy fun!

# WildTugs

Code	Description	Case Size	M/Case Size	Barcode
08285	Mighty Duck 450mm (18")	6	8	5000239082858
08289	Wild Tugs Dino 400mm (15.75")	6	8	5000239082896
08290	Wild Tugs Lizard 460mm (18.25")	6	8	5000239082902



## Dog Toys - Tug

# threads

FOR THAT ADDED EXTRA IN TUGGY GAME FUN!



08155

With  
Crackle  
Bottle &  
Squeaky

Super  
Squeaky  
with 3  
Squeaky  
Balls



08156

Super  
Bungee



08157



08167

With  
Crinkle &  
Squeaker



08168



08158

Super  
Bungee



08165

Super  
Squeaky



08166

Tuggy  
with  
Squeaky  
Ball

Code	Description	Case Size	M/Case Size	Barcode
08155	Threads Crackle Stick 550mm (22")	3	20	5000239081554
08156	Threads Bungee Ring 150mm (6")	3	20	5000239081561
08157	Threads Squeaky Ball Tug 350mm (14")	3	20	5000239081578
08158	Threads Bungee Figure 8 Tugger 260mm (10")	3	20	5000239081585
08165	Threads Sausage Squeaky 680mm (27")	3	16	5000239081653
08166	Threads Squeaky Ball & Ring 400mm (16")	3	8	5000239081660
08167	Threads Crinkle Dog 360mm (14")	3	16	5000239081677
08168	Threads Crinkle Cat 360mm (14")	3	16	5000239081684



## Dog Toys - Fetch



Lego



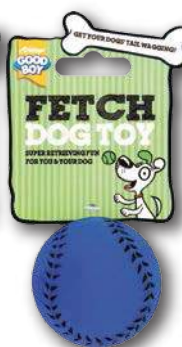
08019



08053



08673



08710

### Fetch Dog Toys

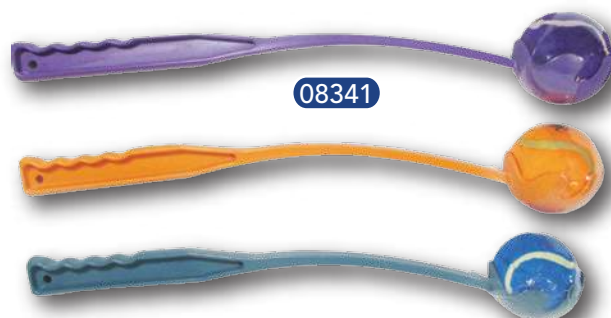
Code	Description	Case Size	M/Case Size	Barcode
08019	Tennis Balls (x3) 65mm (2.5")	6	12	5000239080199
08053	Sponge Balls (x3) 65mm (2.5")	6	10	5000239089505
08673	All Sports Balls Large 90mm (3.75")	6	12	5000239086733
08710	All Sports Balls 65mm (2.5")	12	16	5000239087103



I fit in a ball thrower



## Dog Toys - Fetch



### Fetch Dog Toys

Code	Description	Case Size	M/Case Size	Barcode
08072	Rubber Flyer 210mm (8.5")	6	12	5000239080588
08074	Ball-istic Thrower 640mm (25")	6	10	5000239080748
08341	Mini Ball-istic Thrower 385mm (15")	6	8	5000239083381
08107	Large Ball on a Rope 75mm (3")	6	10	5000239081073
08986	Ball on a Rope 65mm (2.5")	8	8	5000239084494



## Dog Toys - Fetch



**LOB IT!**

- Amazing Flashing Ball
- Super Bouncy
- Great toys for dark nights

08741

08740

08571

I fit in a ball thrower

Code	Description	Case Size	M/Case Size	Barcode
08571	LOB IT! UFO Ball 75mm (2.75")	9	6	5000239085705
08740	LOB IT! UFO Lobber 640mm (25.25")	6	10	5000239085903
08741	LOB IT! UFO Ball Large 85mm (3.5")	6	6	5000239087419



SQUEAKY, BOUNCY, SUPER FUN!

# glow in the dark

08531

08532

Code	Description	Case Size	M/Case Size	Barcode
08531	Glow in the Dark Squeaky Football 65mm (2.5")	12	16	5000239085316
08532	Glow in the Dark Ball on a Rope 60mm (2.5")	6	30	5000239085323



## Dog Toys - Fetch

# BOBBLE BALLS



08364



08362



08366



08365



08363

**MULTIPLE TEXTURES  
YOUR DOG WILL LOVE**

Code	Description	Case Size	M/Case Size	Barcode
08362	Bobble Ball Starfish 150mm (6")	3	16	5000239083626
08363	Bobble Ball Shark 80mm (3")	3	16	5000239083633
08364	Bobble Ball Crab 130mm (5")	3	16	5000239083640
08365	Bobble Ball Hedgehog Large 190mm (7.5")	3	16	5000239083657
08366	Bobble Ball Hedgehog 130mm (5")	3	16	5000239083664



Eye catching display tray



- Combining the best selling Sponge Ball & Tennis Ball formats
- Tennis ball coating over a sponge ball for added durability
- Vibrant colours

Code	Description	Case Size	M/Case Size	Barcode
08018	Go Fetch Super Ball 65mm (2.5")	12	8	5000239080182



**Super Bounce, Super Durable, Super Fun**



## Dog Toys - Soft



08530

**SUPER  
SQUEAKY**



08745

**SUPER  
SQUEAKY**



08070



08975



08023



08024



08665



08130



08562



08563



08052

### Soft Dog Toys

Code	Description	Case Size	M/Case Size	Barcode	Trade	RRP
08023	Plush Football 110mm (4")	6	10	5000239080236	£9.30	£2.79
08024	Fluffy Bears 280mm (11")	3	12	5000239080243	£10.98	£6.59
08052	Plush Puppies 180mm (7")	6	24	5000239080038	£11.83	£3.55
08070	Puppy Bone 150mm (6")	6	24	5000239080632	£5.50	£1.65
08130	Softies Duck 300mm (12")	6	12	5000239083374	£14.63	£4.39
08326	Cuddle Friend 360mm (14")	4	15	5000239083268	£14.64	£6.59
08530	Super Squeaky Snake 1000mm (39")	4	16	5000239085309	£16.64	£7.49
08562	Groovies Mini 150mm (6")	6	18	5000239085620	£13.63	£4.09
08563	Mini Hug Tugz Rabbit 180mm (7")	6	36	5000239085637	£15.83	£4.75
08665	Softies Seagull 300mm (12")	6	16	5000239086658	£14.63	£4.39
08745	Super Squeaky Sausage Dog 1000mm (39")	4	12	5000239087457	£16.64	£7.49
08975	Comfort Bone 270mm (10.5")	6	10	5000239089758	£13.50	£4.05



08326



## Dog Toys - Soft

**REAL  
SOUND  
TOYS**



08075



08292



08742



08743



08744

### Soft Dog Toys

Code	Description	Case Size	M/Case Size	Barcode
08075	Animal Chums Real Sound 220mm (8.5")	4	10	5000239080755
08292	Hanging Game 650mm (26")	6	10	5000239082926
08327	Hug Tugz Chicks 350mm (13")	4	12	5000239083275
08742	Hug Tug Owls 350mm (13.5")	4	12	5000239087426
08743	Raggy Crinkle Pig 450mm (17.5")	4	20	5000239087433
08744	Raggy Crinkle Duck 450mm (17.5")	4	20	5000239087440



08327

## FLUFFY DOGS



08344



08343



08342

Code	Description	Case Size	M/Case Size	Barcode
08342	Fluffy Dog Large 400mm (16")	3	8	5000239083428
08343	Fluffy Dog Medium 300mm (12")	3	16	5000239083435
08344	Fluffy Dog Small 180mm (7")	3	32	5000239083442



# Meerkat

## Super Cute and Cuddly!

AVAILABLE  
IN 3 GREAT  
SIZES!



Code	Description	Case Size	M/Case Size	Barcode
08529	Meerkat 300mm (12")	4	8	5000239085293
08575N	Mini Meerkat 200mm (8")	4	10	5000239085750
08667	Giant Meerkat 550mm (21.5")	4	3	5000239086672

# RAGGY

YOUR PETS OWN COMFORT BLANKET

**STUFFING FREE BODY**



Code	Description	Case Size	M/Case Size	Barcode
08188	Raggy Fox 540mm (21")	6	24	5000239081882
08315	Raggy Bear 300mm (12")	6	20	5000239083152
08316	Raggy Duck 360mm (14")	6	20	5000239083169
08318	Raggy Fox 780mm (30")	6	24	5000239083183
08320	Raggy Bear 350mm (14")	6	24	5000239083206
08477	Raggy Lamb 350mm (14")	8	6	5000239084777
08543	Raggy Mini Puppy 240mm (9")	10	12	5000239085439
08568	Raggy Lamb 300mm (12")	6	12	5000239085682



# Dog Toys - Soft

# MOPPY

SUPER  
POPULAR  
REAL SOUND  
TOYS



08698



08699

GIGGLER



08426

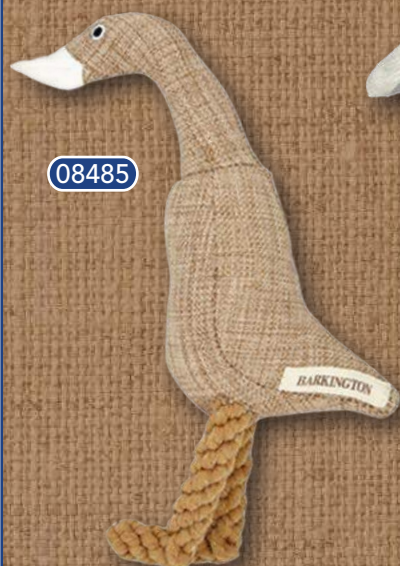
Code	Description	Case Size	M/Case Size	Barcode
08426	Moppy Monsters Giggler 300mm (12")	4	10	5000239084265
08698	Farmyard Flumpteas Real Sound 270mm (10")	3	10	5000239086986
08699	Snuffles Real Sound 180mm (7")	3	20	5000239086993



08487



All products supplied  
in a display tray



08485



08727



08728

Code	Description	Case Size	M/Case Size	Barcode
08485	Barkington Duck 300mm (12")	4	10	5000239084852
08487	Barkington Rope 300mm (12")	6	6	5000239084876
08727	Barkington Rabbit 250mm (10")	4	16	5000239087273
08728	Barkington Jungle Bunch 300mm (12")	6	16	5000239087280

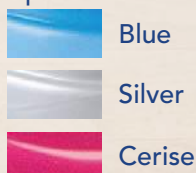


# Dog Feeding & Accessories

◆ Hygienic ◆ Easy to clean ◆ Dishwasher proof



All products are supplied in mixed packs containing...



## Plastic Feeding Bowls

Code	Description	Case Size	Volume (mils)	Barcode
07301R	Small Diner 125mm (5")	10	300ml	5000239073016
07302R	Medium Diner 160mm (6.25")	10	700ml	5000239073023
07303R	Large Diner 190mm (7.5")	10	1300ml	5000239073030
07304R	Double Diner 240mm (9.5")	10	500ml (x2)	5000239073047
07397R	Small Non-Slip Bowl 140mm (5.5")	10	450ml	5000239073979
07399R	Large Non-Slip Bowl 175mm (7")	10	1200ml	5000239073993



KEEPS  
TINNED  
FOOD FRESH

07801 07802



FLIP OUT  
TRAVEL  
BOTTLE

07830



GREAT  
FOR  
DAYS  
OUT

07435

## Dog Accessories

Code	Description	Case Size	M/Case Size	Barcode
07830	Travel Bottle	6	12	5000239078301
07435	Non-Spill Travel Bowl 190mm (7.5")	5	-	5000239074358
07402	Stainless Steel Bowl 160mm (6.25")	10	12	5000239074020
07801	Large (400g Can) Covers Bulk	24	32	5000239078011
07802	Large (400g Can) Covers x3	12	12	5000239078028



07402



# CLEAN GREEN DOG LOO

The natural and safe way to dispose of dog waste in your garden



ENVIRONMENTALLY  
FRIENDLY



12014



12130



- **Twist-Lock lid for additional safety**
- **Simple to install and use**
- **Circular shape allows waste to be flushed away cleanly and easily**
- **Suitable for all types of dogs (and cats too!)**
- **Helps eliminate odours and repel flying insects**
- **Ideal for use all year round**
- **Use with Good Boy Clean Green Dog Loo Bio-Activator Capsules**



Simple to install and easy to use, the Clean Green Dog Loo comprises of a circular container with drainage slots, which fits onto the top of a small container. The waste is placed inside and is closed using a unique twist-lock lid. A scoop is also provided for the hygienic disposal of waste. The Dog Loo is discreet and can be placed anywhere in your garden and works whether you have a small urban garden or landscaped grounds.

It works by quickly turning the solid waste into liquid which is then safely released into the soil. The loo uses a harmless Bioactivator containing natural enzymes to speed the breakdown process. All you need to do is add a capsule of Bioactivator and a ½ litre of water each week; and flush through occasionally to keep the unit working effectively.

Suitable for all sizes of dog, and for use throughout the year; create a safer, cleaner garden for you, your family and your pets.

The Dog Loo is pet safe and better for the environment.

A sensible solution to pet waste and.... Good news.....it works with cat poo too!

## Dog Loo

Code	Description	Case Size	Barcode
12014	Clean Green Dog Loo	1	5000239120147
12130	Bio-Activator Capsules x15	6	5000239121304



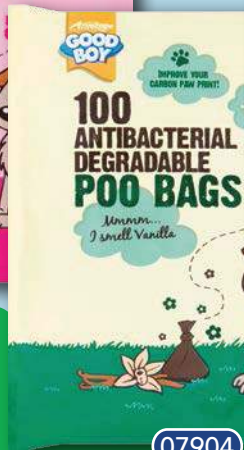


# POO BAGS

- Quick, easy and hygienic disposal
- Pleasant vanilla fragrance
- Tie handles



07903



07904



07905



07912

## Poo Bags

Code	Description	Case Size	Barcode
07903	Pretty Pink Poo Bags x100	34	5000239079032
07904	Antibacterial Biodegradable Poo Bags x100	34	5000239079049
07905	Standard Poo Bags x150	30	5000239079056
07912	Poo Bag Rolls x80	10	5000239079124

# PET WIPES

## WITH ANTIBACTERIAL ACTION



- RE-SEALABLE PACK
- PEACH SCENTED FOR FRESHNESS
- CLEANS AWAY DIRT & ODOUR WITHOUT WATER OR RINSING
- ANTI-BACTERIAL ACTION
- WITH ALOE VERA

OUR WIPES ARE PERFECT FOR PUPPIES AND ADULT DOGS, WITH A SOFT AND MOIST TEXTURE. PERFECT FOR CLEANING UP AFTER A MUDDY WALK!

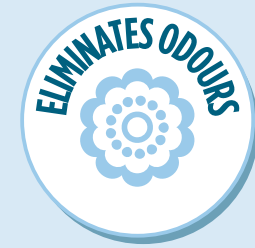


## Pet Wipes

Code	Description	Case Size	Barcode
07908	Pet Wipes	15	5000239079087



# TRAINING PADS



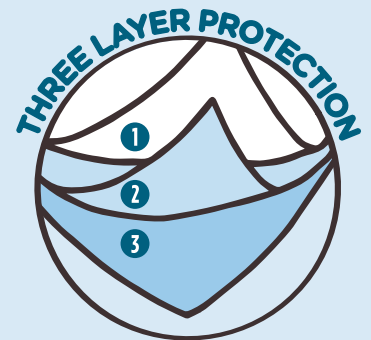
07907



07906



07900



- 1 SOFT TOP LAYER
- 2 SUPER ABSORBENT MIDDLE LAYER
- 3 PROTECTIVE BACKING LAYER



## Training Pads

Code	Description	Case Size	Barcode
07900	Puppy Pads x100 (Boxed)	1	5000239079001
07906	Puppy Pads x30	2	5000239079063
07907	Puppy Pads x8	6	5000239079070



## Cat

Treats	P47
Toys	P48-50
Accessories	P51
Collars	P51
Feeding	P52
Litter	P52





# Cat Treats



- No artificial colours or flavours
- Real meat treats
- Tender succulent pieces cats will love

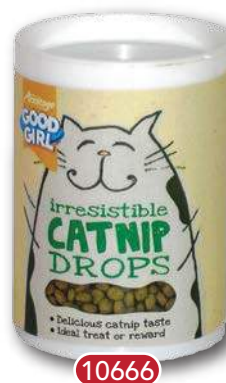
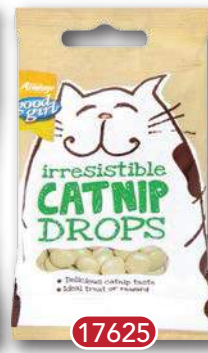
## Kitty-Delishy Cat Treats

Code	Description	Pack Size	Case Size	M/Case Size	Barcode
17109	Chicken Bites	30g	10	18	5000239171095
17110	Duck Bites	35g	10	18	5000239171101
17111	Chicken with Fish Bites	40g	10	18	5000239171118

### 50g Packs



### 40g Packs



Stanley

## Cat Treats

Code	Description	Pack Size	Case Size	Barcode
10666	Catnip Drops Tub (no tray)	80g	12	5000239106660
17450	Kitty Grass	-	12	5000239174508
17556	Catnip Biscuits	75g	12	5000239175567
17558	Catnip Powder	20g	12	5000239175581
17610	Milk Drops	50g	18	5000239175635
17611	Catnip Drops	50g	18	5000239175598
17624	Milk Drops	40g	18	5000239176243
17625	Catnip Drops	40g	18	5000239176250







17181



17015B



17035



17184



17557

## Cat Toys

Code	Description	Case Size	M/Case Size	Barcode
17015B	Meowee Feather Wand 260mm (10")	6	20	5000239170159
17035	Meowee Laser Mouse 110mm (4")	6	40	5000239170357
17181	Meowee Mouse Pack (x3) 70mm (3")	8	20	5000239171811
17184	Meowee Flamingo 200mm (8")	6	10	5000239171842
17557	Meowee Catnip	12	-	5000239175574





# Cat Toys



## Cat Toys

Code	Description	Case Size	M/Case Size	Barcode
17014	Meowee Card Scratcher 350mm (14")	6	4	5000239170142
17187	Meowee Cat Tent 400mm (16")	6	6	5000239171873
17188	Meowee Cat Tunnel	6	6	5000239171880
17223	Meowee Treat Ball 75mm (3")	6	24	5000239172238



# Cat Toys



17349



17216



17042



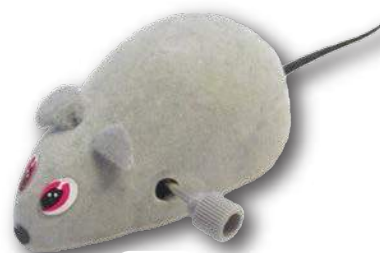
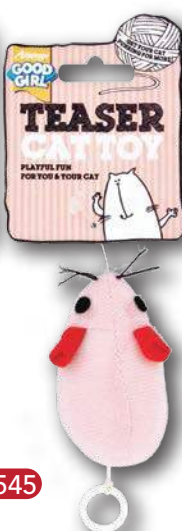
17456



17536



17545



17793



17230

Battery  
powered  
movement  
toy

## Cat Toys

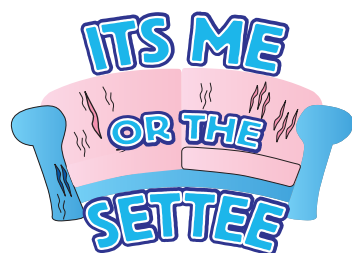
Code	Description	Case Size	M/Case Size	Barcode
17042	Amaze Balls (Various)	12	10	5000239170425
17077	Batting Stack 120mm (4.75")	4	4	5000239170777
17216	Sponge Balls 35mm (1.3")	12	20	5000239172160
17230	Butterfly Chase 80mm (3")	6	6	5000239172306
17349	Mice Pack (x4) 60mm (2.2")	10	10	5000239173495
17456	Feather Mice (x2) 60mm (2.2")	12	10	5000239174560
17536	Dangley 40mm (1.5")	10	12	5000239175383
17545	Rapid Rodent 70mm (2.75")	9	12	5000239175451
17793	Motor Mouse 65mm (2.5")	12	10	5000239177936



17077



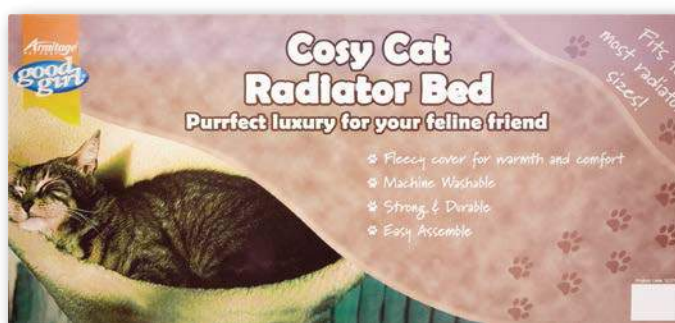
# Cat Accessories



17013



17370T



12170F



32902



07757



## Cat Accessories

Code	Description	Case Size	M/Case Size	Barcode
17013	It's Me or the Settee Scratch Post 330mm (13")	4	5	5000239170135
07757	Cat Brush 160mm (6.5")	6	6	5000239077571
17370T	Plastic Pet Carrier 500mm (19.5")	1	1	5000239173709
12170F	Cosy Cat Radiator Bed	1	10	5000239121700
32902	Meowee Spotty Cat Collar	8	20	5000239329021



# Cat Feeding & Litter

◆ Hygienic ◆ Easy to clean ◆ Dishwasher proof



17771R



17769R



17974R



17973R



17423

Non-slip rubber rim

All products are supplied in mixed packs containing...



Blue



Silver



Cerise

## Feeding Bowls

Code	Description	Case Size	Volume (mils)	Barcode
17769R	Cat Diner 135mm (5.25")	10	300ml	5000239177691
17771R	Double Diner 190mm (7.5")	10	250ml (x2)	5000239177714
17973R	Non-Slip Bowl 110mm (4.5")	10	200ml	5000239179732
17974R	Twin Non-Slip Bowl 190mm (7.5")	10	100ml/250ml	5000239179749
17423	Non-Slip Stainless Steel Bowl 120mm (4.75")	5	200ml	5000239174232



17583R



17569R



17919R



17570R



17763R

## Litter Trays & Accessories

Code	Description	Case Size	Barcode
17569R	Large Litter Tray 400x300x90mm	5	5000239175697
17570R	Kitten Tray 335x235x50mm	5	5000239175703
17583R	XLarge Litter Tray 450x350x115mm	5	5000239175833
17763R	Litter Scoop	10	5000239177639
17919R	Litter Tray Set 400x300x90mm (Blue & Cerise)	6	5000239179190
17571	Cat Litter Liners Medium (Blue) x6	12	5000239175710
17579	Cat Litter Liners Large (Green) x6	12	5000239175796



17579



17571



Accessories

P54

Treats

P54





# Small Animal - Accessories & Treats



20532



20670



20671



20672



## Accessories

Code	Description	Case Size	Barcode
20532	Snug & Cozy Bedding (Small Pack)	6	5000239205325
20670	Small Animal Water Bottle 150ml	18	5000239206704
20671	Small Animal Water Bottle 300ml	12	5000239206711
20672	Small Animal Water Bottle 600ml	12	5000239206728
21763	Play Ball	4	5000239217632



21763



20553

20552

20551



20520



20521



20515



20507

## Treats

Code	Description	Case Size	Barcode
20507	Fruity Biscuit Bites 50g	12	5000239205806
20515	Yoghurt Drops 50g	18	5000239205158
20520	Choc Drops 50g	18	5000239205202
20521	Milk Drops 50g	18	5000239205219
20551	Rabbit Head (Fruit) 62g	20	5000239205516
20552	Heart (Honey) 60g	20	5000239205523
20553	Carrot (Vegetable) 62g	22	5000239205530
21241	Carrot Sticks	9	5000239212378
21242	Honey Nut Sticks	9	5000239212385



21241

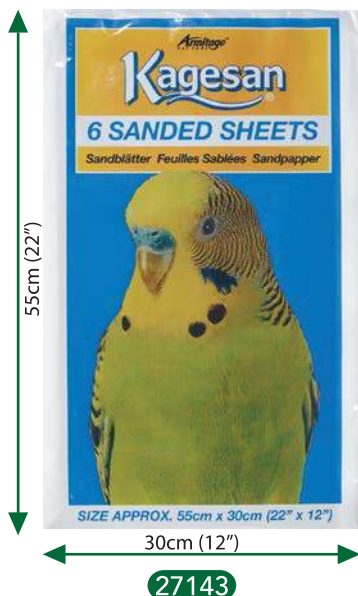
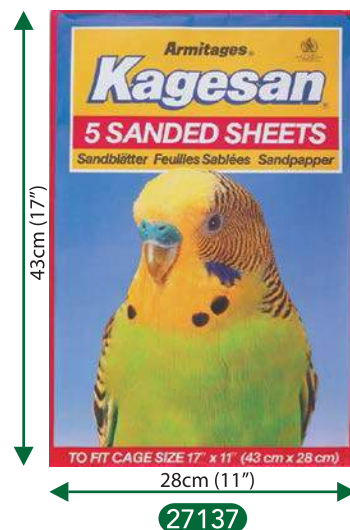
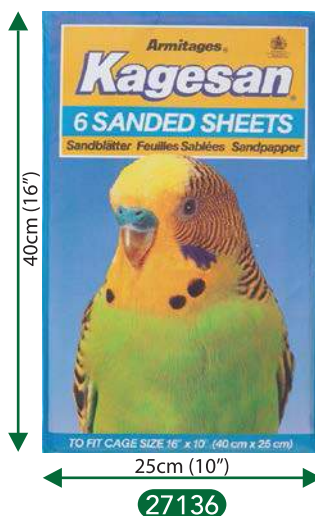
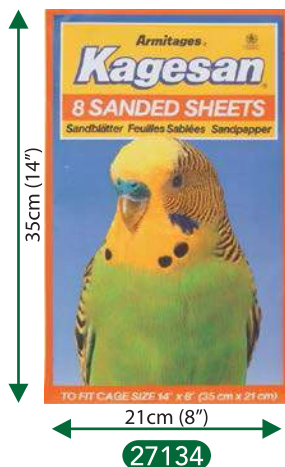
21242



Sandsheets	P56
Seed Mixes	P58
Peanuts	P58
Fat Products	P59







## Sand Sheets

Code	Description	Case Size	Barcode
27132	Kagesan 33cm (13'') Diameter Sheet (x5) Round Purple	12	5000239271320
27134	Kagesan No. 3 (x8) - Orange 35cm (13.5'') x 21cm (8.25'')	12	5000239271344
27135	Kagesan No. 4 (x6) - Green 33cm (13'') x 25cm (10'')	12	5000239271351
27136	Kagesan No. 5 (x6) - Blue 40cm (15.75'') x 25cm (10'')	12	5000239271368
27137	Kagesan No. 6 (x5) - Red 43cm (17'') x 28cm (11'')	12	5000239271375
27143	Kagesan No. 7 (x6) - Blue 55cm (22'') x 30cm (12'')	12	5000239271436
27144	Bulk Sand Sheets Medium 40cm (15.75'') x 25cm (10'') Blue	200	5000239271443
27145	Bulk Sand Sheets Large 43cm (17'') x 28cm (11'') Red	160	5000239271450
27146	Bulk Sand Sheets Extra Large 55cm (22'') x 30cm (12'') Black	110	5000239271467

# Wild bird

## Fantastic Range of Wild Bird Products







25012



25013



25006



25026



25058



25035



25030



25033



25023



25057



25029



25025



25017



25032

### Seed & Peanuts

Code	Description	Pack Size	Case Size	Barcode
25012	Wild Bird Seed Mix	750g	8	5000239250127
25013	Wild Bird Seed Mix	2.5kg	6	5000239250134
25006	Wild Bird Seed Mix	4kg	4	5000239250066
25026	Wild Bird No Mess Seed Mix	2kg	6	5000239250264
25058	Wild Bird No Mess Mix	4kg	4	5000239250585
25035	Wild Bird Niger Seed	1kg	6	5000239250356
25030	Wild Bird High Energy Seed Mix	1.5kg	6	5000239250301
25033	Wild Bird Ground & Table Mix	900g	10	5000239250332
25023	Wild Bird Sunflower Hearts	1kg	6	5000239250233
25057	Wild Bird Sunflower Hearts	4kg	4	5000239250578
25029	Wild Bird Black Sunflower	600g	8	5000239250295
25025	Wild Bird Peanuts	1kg	5	5000239250257
25017	Wild Bird Peanuts	2kg	6	5000239250172
25032	Wild Bird Peanuts	3.5kg	4	5000239250325





25021



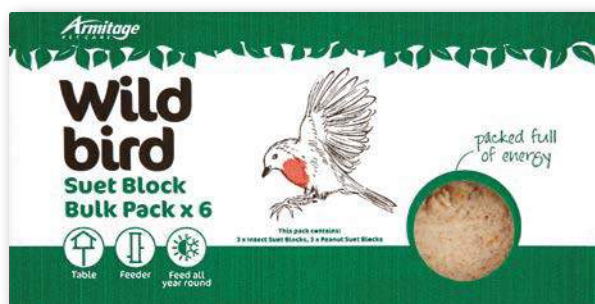
25022



25037



25016



25036



25015



25008



25018



25038



25024



25007A

## Fat Products

Code	Description	Pack Size	Case Size	Barcode
25021	Wild Bird Insect Fat Feast	280g	10	5000239250219
25022	Wild Bird Peanut Fat Feast	280g	10	5000239250226
25037	Wild Bird Suet Logs	6	10	5000239250370
25016	Wild Bird Peanut Candle	480g	5	5000239250165
25036	Wild Bird Suet Block Bulk Pack	6	1	5000239250363
25015	Wild Bird Fat Balls	50	4	5000239250158
25008	Wild Bird Fat Balls	20	5	5000239250080
25018	Wild Bird Mealworm Suet Pellets	500g	6	5000239250189
25038	Wild Bird Mealworm Suet Pellets	2.5kg	4	5000239250387
25024	Wild Bird Coconut Fat Feast	280g	8	5000239250240
25007A	Wild Bird Dried Mealworms	100g	10	5000239250073
25059	Wild Bird Dried Mealworms	500g	4	5000239250592



25059



Gussie Range  
Aquatic Food

P61  
P62-63





39805



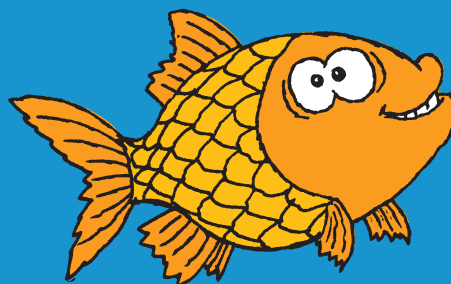
39806



39807

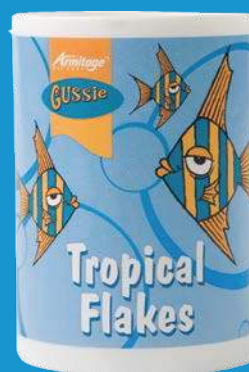


39799



35407

- Ideal for all types of cold water fish including Goldfish. It floats on the surface of the water allowing fish to feed without difficulty
- Protein 42%, Fat 1.5%, Fibre 1.5%, Ash 5.5%
- Contains Vitamin A, D3 E & C



35406

- Ideal for all types of tropical fish. It floats on the surface of the water allowing fish to feed without difficulty
- Protein 46%, Oil 9%, Fibre 1.5%, Ash 5.5%
- Contains Vitamin E & C

## Gussie Bowls & Fish Food

Code	Description	Case Size	Barcode
39799	Goldfish Bowl Starter Kit	1	5000239397990
39805	Goldfish Bowl Blue	4	5000239398058
39806	Goldfish Bowl Pink	4	5000239398065
39807	Goldfish Bowl Silver	4	5000239398072
35406	Flaked Tropical Fish Food 25g	12	5000239354061
35407	Flaked Goldfish Food 25g	14	5000239354054





# PHOENIX

QUALITY FISH FOOD

## Phoenix Koi Pellets

Phoenix Koi Pellets have been formulated to provide your fish with a quality diet to help keep them in peak condition at all times. Using the latest advances in food technology, they provide a complete and balanced diet, suitable for Koi and other pond fish.

The carefully selected ingredients contain the correct levels of proteins, essential fatty acids, vitamins, minerals and colour enhancers to promote good and vitality. In addition, this food will help to encourage high growth rates, good conformation and enhanced colouration; and because of its excellent bioavailability and unrivalled digestibility, you can safely feed Phoenix Koi Pellets all year round with confidence, down to a temperature of 8°C/45°F.

Crude Protein 35%, Crude Fat 5%, Crude Fibre 2.6%, Crude Ash 4.5%, Contains vitamins A, D3, C & E

Code	Description	Pack Size	Case Size	Pack Type	Barcode
43153	Koi Pellet 6mm	1.5kg	1	Bucket	5000239431533
43155	Koi Pellet 4.5mm	10kg	1	Sack	5000239431557
43156	Koi Pellet 6mm	10kg	1	Sack	5000239431564
43157	Koi Pellet 8mm	10kg	1	Sack	5000239431571



43153

## Phoenix Pond Pellet

Phoenix Pond Pellets have been formulated to provide your fish with a quality diet to help keep them in peak condition at all times.

Using the latest advances in food technology, they provide a complete and balanced diet, suitable for Koi and other pond fish.

The carefully selected ingredients contain the correct levels of proteins, essential fatty acids, vitamins, minerals and colour enhancers to promote good health and vitality.

In addition, this food will help to encourage high growth rates, good conformation and enhanced colouration; and because of its excellent bioavailability and unrivalled digestibility, you can safely feed Phoenix Pond Pellets all year round with confidence, down to a temperature of 8°C/45°F.

Crude Protein 35%, Crude Fat 5%, Crude Fibre 2.6%, Crude Ash 4.5%, Contains vitamins A, D3, C & E

Code	Description	Pack Size	Case Size	Pack Type	Barcode
43310	Pond Pellet	5kg	1	Bucket	5000239433100



43310



## Phoenix Pond Sticks

Phoenix Pond Sticks have been formulated to provide your fish with a top quality diet to help keep them in peak condition at all times.

It provides a complete and balanced diet suitable for all types of coldwater fish including Koi, and with consistently good wetting and floating properties, it also ensures the food does not cloud the water.

The carefully selected ingredients contain quality protein levels to promote growth plus essential vitamins and minerals to promote good health and vitality.

Crude Protein 25%, Crude Fat 3%, Crude Fibre 3%, Crude Ash 5%, Contains vitamins A, D3, C & E

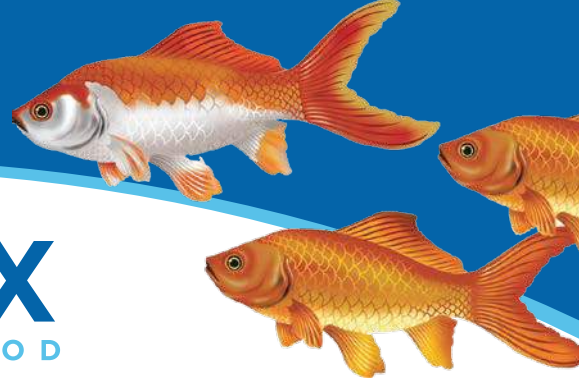
Code	Description	Pack Size	Case Size	Pack Type	Barcode
43400T	Pond Sticks	125g	12	Tub	5000239434008
43159	Pond Sticks	500g	1	Bucket	5000239431595
43420E	Pond Sticks	1kg	1	Bucket	5000239434206
43435	Pond Sticks	2kg	1	Bucket	5000239434350
43440	Pond Sticks	5kg	1	Sack	5000239434404



43159



43400T



## Phoenix Pond Flake

Phoenix Pond Flakes have been formulated to provide your fish with a quality diet to help keep them in peak condition at all times.

Using the latest advances in food technology, they provide a complete and balanced diet, suitable for all coldwater fish including Koi.

It is ideally suited for ponds with varying sizes of fish as the flakes float on the surface of the water allowing fish to feed without difficulty.

The carefully selected ingredients contain quality protein levels to promote good health and vitality.

Crude Protein 42%, Crude Fat 9%, Crude Fibre 1.5%, Crude Ash 5.5%, Contains vitamins A, D3, C & E



43353

43351T



Code	Description	Pack Size	Case Size	Pack Type	Barcode
43351T	Pond Flake	150g	12	Tub	5000239433513
43353	Pond Flake	600g	1	Bucket	5000239433537

## Phoenix Tri-Coloured Sticks

Phoenix Tri-Coloured Pond Sticks are a colourful mix of pellets, which have been formulated to provide your fish with a top quality diet to help keep them in peak condition at all times.

It provides a complete and balanced diet suitable for all types of coldwater fish including Koi, and with consistently good wetting and floating properties, it also ensures the food does not cloud the water.

The carefully selected ingredients contain quality protein levels to promote growth plus essential vitamins and minerals to promote good health and vitality.

Crude Protein 26%, Crude Fat 4%, Crude Fibre 3%, Crude Ash 8%, Contains vitamins A, D3 & C



43161



Code	Description	Pack Size	Case Size	Pack Type	Barcode
43160	Tri-Coloured Sticks	2kg	1	Bag	5000239431601
43161	Tri-Coloured Sticks	5kg	1	Bag	5000239431618
43162	Tri-Coloured Sticks	10kg	1	Sack	5000239431625







## The food of champions

The winner of Crufts Best in Show 2016

Burneze Geordie Girl (Devon) is fed a Wafcol diet.

Developed with leading dermatologists and veterinarians, Wafcol has been changing dogs' lives for over 40 years

**Formulation.** Gentle on sensitive digestive systems with salmon as the single fish protein source and potato as the main carbohydrate source. Also containing prebiotics which are proven to help improve digestion.

**Grain free.** Formulated with no cereals such as wheat and wheat gluten, maize, rice, barley, rye, and oats. Also excludes red meat, poultry, white fish, dairy products, soya and artificial colours, flavours and preservatives - known allergens that may trigger food allergies or intolerances.

**Cost effective.** An alternative to most Veterinary and Prescription Diets without compromising on quality.



We're really proud of our fabulous food! Check out more of our happy customers

[www.wafcol.co.uk/success-stories](http://www.wafcol.co.uk/success-stories)

