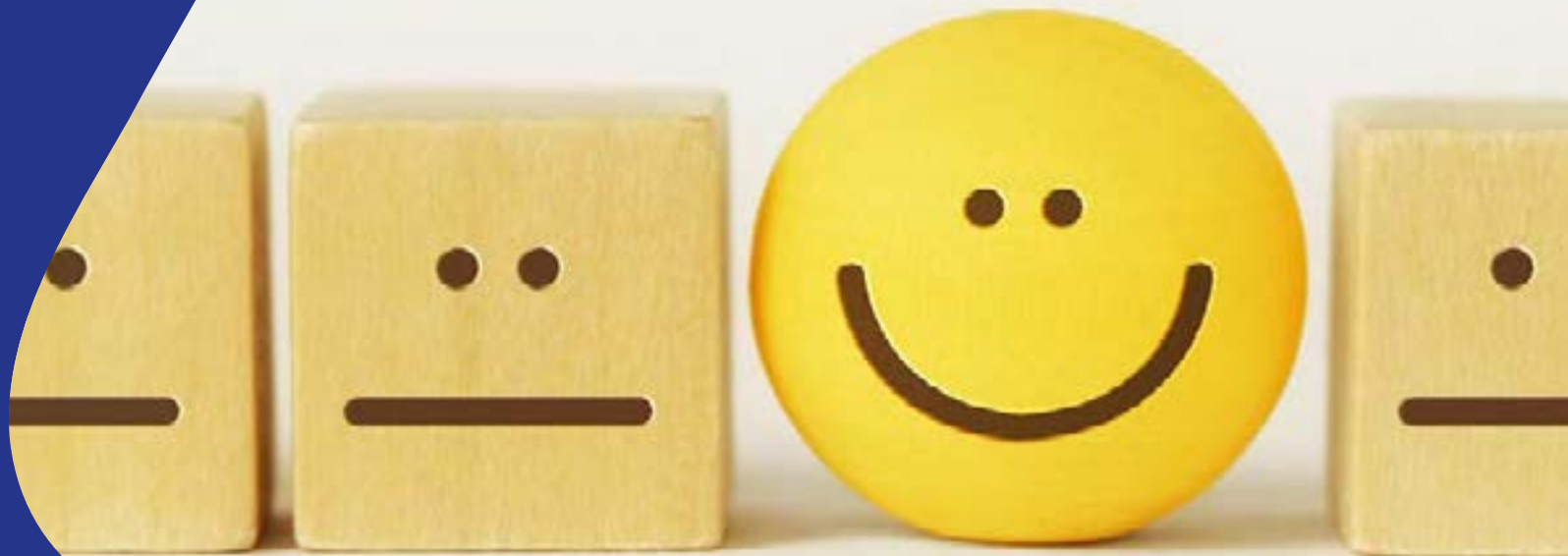


Discover the
“Laroy difference”

Why Laroy Group is
THE partner for your business



Who?

company overview

- Supplier of a **complete assortment of food and accessories for pets**, delivering to **retailers, professionals and wholesale**.
- **225+ collaborators** with **35.000 m2 of logistic capacity** stand at the service of **5000+ clients**
- Headquartered in Belgium, with **direct distribution in Benelux, France & Germany**
- **International experience** and exporting to 80+ countries worldwide
- **60+ years of experience** in the pet sector





Our mission



Laroy Group | excellence in pet products

THE LAROY GROUP DIFFERENCE



Why?

Love for pets
is our **passion**. Laroy
Group wants to strengthen
the **relationship between
pets and their guardians**,
so they both live longer,
healthier and happier lives.





How?

To this end, we research the needs of pet owners, professionals and animals and develop **innovative** and **stylish products** tailored to them.





What?

Laroy Group aims to become one of the **world's leading** producers and providers of **quality pet products**. To achieve this, earnings are maximally invested in new growth initiatives.



House of brands

- **Powerhouse in food & non-food** product development
- **Wide multibrand portfolio** with strong brands & concepts
- **Value for money & added value** items, catering to **all pet categories**
- **Own food production** at Witte Molen (NL) & CéDé (B)
- **22 product developers & own design team (NL)** design about 1k new own brand articles each year
- ...





Home for People & pets

- A “home” for all of our stakeholders, where everyone feels appreciated
- Personal, human & flexible **customer-centric business approach**
- Focus on **beneficial network effects & long term cooperation**
- Cooperating with independent pet shops up until the biggest retailers in the industry
- **Family owned** and led business
- ...



Sustainability

Focused on the future

- Business practices maximally aligned with the UN's **Sustainable Development Goals**
- **Sustainable collaboration** within supply chain through supplier code of conduct and regular on-site visits
- Multi-year VOKA laureate **sustainable entrepreneurship**
- Member of **Pet Sustainability Coalition & Amfori BSCI**
- **FSC certified company**
- ...



What we do

What makes us tick?



our philosophy





not this...



but this!



**so, spice up
your portfolio!**

did you know?

LAROY GROUP HAS AN IN-HOUSE

product
design team



NEW ITEMS
+/-1K/YEAR



MATERIAL & ANIMAL
KNOWHOW



22 PRODUCT
DEVELOPERS



TRENDWATCHERS WITH
ATTENTION TO DETAIL



Product development

- We gather **market information & client needs** & initiate development projects within our brands
- Marketing, design, purchase & production collaborate on **project proposals** which are deliberated together with sales & management
- **Greenlighted projects** are further elaborated and finalised until market-readiness
- **Base & differentiating marketing content** is created to support the launch, e-comm and sell-through
- Laroy Group releases about **1k new items each year**



Quality & data

Content is key

- **Physical product check** inbound goods > data, artwork, product quality
- **GS1/GDSN data compliant** for over 9000 products
- **Integrated PIM system** for all specific customer needs! (special fields, special descriptions, SEO, ...)
- **Full data set** regarding batteries, electronic products, packaging, recycling, ...
- **Full legal compliance** with all certificates (analytical, CE, ...)
- ...





The brands



Laroy Group | excellence in pet products

THE LAROY GROUP DIFFERENCE



+ product experiences

- For engaged pet parents
- “Choose your experience”
- Narrow & deep product range
- High end
- Stylish
- Backstory included
- Respecting animals’ natural behavior
- Pet-centric



- For casual family pet owners
- “Join the family”
- Wide & flat product range
- Value for money
- Playful
- What you see is what you get
- Respecting animals’ natural behavior
- Human-centric

+ product experiences



- From the Netherlands since 1740
- Food know-how for non-carnivorous animals
- Easy-to-use
- Reliable quality
- Production dedication
- Innovative food & care
- Cooperation with enthusiasts

+ product experiences



- Quality leadership in egg food
- Unique production method with real hens’ eggs
- “CéDé Egg cake inside”
- Traditional products, innovative composition
- Bird-centric
- Perfect breeding

The brands | target groups (excl. specialist brands)

€€€€



€



“Close” relation to the animal – high involvement

“Engaged pet parents”

EBI & product lines

“Casual family”
pet owners

duvoplus & product lines

“Feelers”

“Thinkers”

“Bargain hunters”

Cleo & Prima
(no prio – ad hoc)

“Distant” relation to the animal – low involvement



duvoplus brand family |

Value for money







Writing
Pet Stories
Together

MAGMA

duvoplus food & snack items are yang and have "Magma" as their base colour. When hot magma comes to the surface and cools, it forms the land on which our food, and everything that depends on it, grows.



Yin & Yang

FIRE



Yin & Yang

OCEAN

- Non-food items in the duvoplus range are yin and have "Ocean" as their base colour. Because water is a prerequisite for all life. Without it, the land would be dry and harbour no life.

WATER



Meet the new and improved duvo plus



Fritz is a young rabbit, he adores the duvo plus snack time! chew sticks



Fritz & Mona



Play time!



Buddies on the go!

A strong selection of pet lovers' favourites in food, snacks and accessories



Did you know?

duvoplus key figures 2024

- **Top 10 categories (ocean-magma only):**

1. Dog & cat toys
2. Cat litter
3. Dog & cat snacks
4. Dog & cat care
5. Dog housing
6. Dog & cat eating & drinking acc.
7. Dog & cat baskets & cushions
8. Bird & Hobby food
9. Small Animal Bedding
10. Bird & small animal housing





Did you know?

duvoplus key figures 2024

of items

- +2100 for dogs*
- +500 for cats
- +280 for small animals
- +450 for birds
- +40 for pond fish
- +60 for poultry

Sold in 63 countries around the globe

* Including dual-use dog-cat items





duvo[®]
plus

Join us!

Writing
Pet Stories
Together

www.duvoplus.com

f   @laroygroup

Great added value packaging

For pet & guardian friendly accessories

The facing of the product is kept clean, informative and recognisable, to aid in quick product selection

Product shown in default use-setting with relevant animals so shopper instantly "gets" what the product is all about

New striking duvo plus "heart" branding concept in "Ocean" base colour

Clear "international" single product name

Product description in 5 languages

Visualised product benefits

No-nonsense product info

360° brand & product name repetition for on-shelf visibility at any angle

Product legal and commercial information in 10 languages

Large barcode & article number

Contemporary matte varnish finishing



Balanced sub-range labels for category & user clarity

Visualised instructions for product use with "international" English text

Extra relevant product detail photography

Brand coherence across product lines

Online & social media call to action

on the move

The **duvoplus** range has many accessories for pets and their guardians when they're exploring the "global village", so they can travel safely and comfortably.



Wide range of car & bike items

eating & drinking

Pet guardians are supported by **duvoplus** in nourishing and rewarding their animal with a wide selection of items for feeding, drinking and snacking.



MMM!



Bobby is taking a bath

beauty & hygiene

Everyone loves to have better looking, nicer smelling and healthier pets, so we help with items for pet grooming, cleaning and aid.

sanitary

duvoplus provides guardians and their pets with tools to keep things clean and wholesome with our portfolio of accessories & consumables for a sanitary pet keeping environment.



Kitten Lucy "needs to go potty"

playing & training

Train pets, play with them or keep them occupied when they're alone. With **duvoplus** playing & training items, guardians and their animals can entertain one another in fun and/or educational activities.



Ricardo play? Play!? PLAY!

The other half of the pet story
we write together



Rusty sees light at the end of the tunnel



What a great catch!

living & relaxing

duvoplus "pet habitat"-creation accessories & consumables, assist pet keepers and breeders in creating a favourable and stylish living environment.



Also for lovebirds :-)



my home



The basics to create
a home for pets

Create a safe, comfortable, and stylish space for your beloved pets with **duvo plus my home**.

This range includes indoor housing, pet-proofing solutions, and all the basics needed to turn any house into a true **“my home”** for our furry or feathered friends.





duvoplus relax! is all about comfort and coziness. This soft and stylish range includes cushions, beds, blankets, cat trees, and more. Everything your pet needs to unwind. Whether it's nap time or downtime, **relax!** turns every corner into a perfect chill-out spot.





duvoplus fresh & clean keeps your pet's world spotless and healthy. From cat litter and trays to dog pants, pee-pads, and anti-parasite solutions, this range offers everything you need for top hygiene and daily care.

With **fresh & clean**, a fresh start is just part of the routine.



play
time

duvo
plus®

Hours of
playing fun!

duvoplus playtime lets you play with your pets,
or keep them entertained when they're alone.

With the play and training products from duvoplus,
pet owners and their animals—dogs, cats, small
animals, and birds—can enjoy fun and/or
educational activities together.





beauty
salon!



Groom your pets
with ease!

Take care of your pet with our range of **duvo plus beauty salon** products: brushes, combs, nail clippers, scissors, shampoos, and eye and ear care. Available in various designs and sizes.



dinner
time

duvo
plus®

→ Bon appetit

duvoplus dinner time is a selection of quality and classy food and drink bowls in inox, plastic or stone for dogs, cats and small animals. The pottery bowls made of baked earthenware are very sturdy and stable.

Life's too short. Dine in style!



buddies,
on the go!

duvo
plus®

Safe &
comfortable
on the road

duvoplus wants to strengthen the bond between animal and owner every day. No better way to do this by pulling out together! On foot, by car or bicycle.

buddies on the go! offers a wide range of useful accessories for the trip to be as comfortable and safe as possible.





Environmentally conscious
→ products for your pets

Within **duvoplus eco**, you will find a range of eco-friendly products. They highlight a commitment to sustainability, while meeting the needs of pets and their owners. Designed with a strong focus on ecology, both in the materials used and in the manufacturing processes, these products contribute to a more future-proof world.





www.duvoplus.com

f   @laroygroup

Great added value packaging

The facing of the product is kept clean, informative and recognisable, to aid in quick product selection

Large emotional "social media image" of pet & person, which focuses on guardians' relationships with their beloved pets

Large window for visual product check

New striking duvo plus "heart" branding concept in "Magma" base colour

Clear "international" single product name

Product description in 6 languages

Appetising food photography



No-nonsense product info 1 & colour code

No-nonsense product info 2

Clear side product indication & wrap-around product window

Large net weight indication

Large barcode & article number

For tasty food & snacks

Product legal and commercial information in 10 languages

Appetising food photography, colour coding & product info 1-2

Contemporary matte varnish finishing

Nutritional analysis conforming to newest EU regulations

Back window

Online & social media call to action

Colour-coded bottom to easily find product on-shelf when laying down

Detailed instructions for use

All necessary legal notifications



Snack time!



mmm...
oven baked!



Susy loves a biscuit!

biscuit!



Elena, Yaronir & Simon

Great source of omega-3



fish!



meat!



Wesley & Suska

bone!



keep 'em busy!



chew!



Max, Sven & Mikaela



biscuit!

CRUNCHY OVEN-BAKED BISCUITS



Love at first bite!



meat!

➔ Pleased
to meat you!

TASTY MEAT SNACKS



fish!

Catch
of the day!

FISH SNACKS WITH OMEGA-3



bone!

LONG-LASTING
RAWHIDE DOG SNACKS

→ Bone
appetit!;-)





chew!

CHEWY DOG SNACK SPECIALTIES
IN A VARIETY OF SHAPES & SIZES

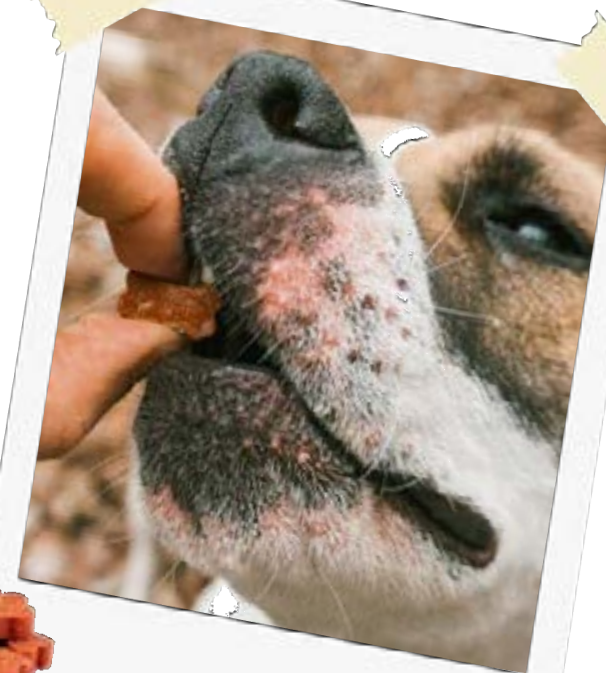
Chews
wisely!



soft!

(VEGETARIAN) SEMI-MOIST
SOFT DOG SNACKS

→ Soft, but
hard to resist!



snack time!

A BIG VARIETY OF SNACKS
FOR ANYTHING BUT DOGS

Enhance the bond,
one snack at a time!



More food & snacks



Jacco & Dave



For bird fanciers

For small animal enthusiasts



Brownie & Yuna



For garden bird protectors



Feed the birds all year long :-)



Elliot and his dad



Fritz & Mona



snack time!

Food "prosumer"



For fish fanatics



Little Sarah likes "cuddling" the koi in the garden pond



For hobby farmers



Karel and his goats



simply wholesome maintenance feeds for a variety of hobby animals



Emma & Kato feeding the chickens at grandpa's



For poultry keepers



much more in development



So chewy, so good!

GARDEN BITES_{by duvoplus}

delicious & healthy vegetarian dog snacks

- **So Chewy, so good!**
- Ideal vegetarian (&vegan) reward for dogs
- 100% gluten & cereal free
- Containing 55% sweet potato, a valuable addition to dog's diets
- Rich in vitamins A, E, C and B6 but also in calcium, iron, folic acid and more
- Completely irresistible flavour!
- Enriched with natural mint oil for fresh breath







GARDEN BITES^{by duvoplus}

Tasty vegetarian dental chews for puppies & seniors

- Ideal **vegetarian & vegan** reward
- **45% sweet potato**, enriched with fruit or vegetables, rich in vitamins, calcium & iron
- **100% grain & gluten-free**, easily digestible & suitable for dogs with allergies
- **Without added sugars**, more beneficial for your dog's weight, teeth, and digestion



GARDEN BITES_{by duvoplus}

Tasty vegetarian dental chews for puppies & seniors

- **4 shapes**
- **2 flavour combinations**
 - Carrot & broccoli
 - Banana & peach
- **2 sizes junior > S & M**
 - *not all shapes in all sizes
- **1 size senior > M**
- **Reclosable stand-up bag**
 - *not available in display,
closed bags will keep the product soft
- **Total: 3 SKU junior & 2 SKU senior**





FARMZ™

Authentic meat snacks

100% NATURAL



Wide range of raw tasty treats - European quality



DOG ♥ CHOC

natural dog snack with a heavenly taste

SUGAR
FREE!



only 3 % cacao & no sugar
2-4 pcs a day

CLASSIC



0% cacao & no sugar
4-8 pcs a day

SALMON



0% cacao & no sugar
4-8 pcs a day

CHICKEN



0% cacao & no sugar
4-8 pcs a day

TRIPE



0% cacao & no sugar
4-8 pcs a day

PEANUTBUTTER



Salamini

PURE & TASTY





EX PL OR

ULTIMATE FIT

GO OUT & EXPLOR



FREE
MOVEMENT



EASY
ADJUSTABLE



ERGONOMIC



ID-TAG
POCKET



NO-PULL
BACK &
CHEST-RING



BREATHABLE
MATERIALS

**EXPLOR ULTIMATE FIT
HARNESS**



**EX
PL
OR** ULTIMATE FIT

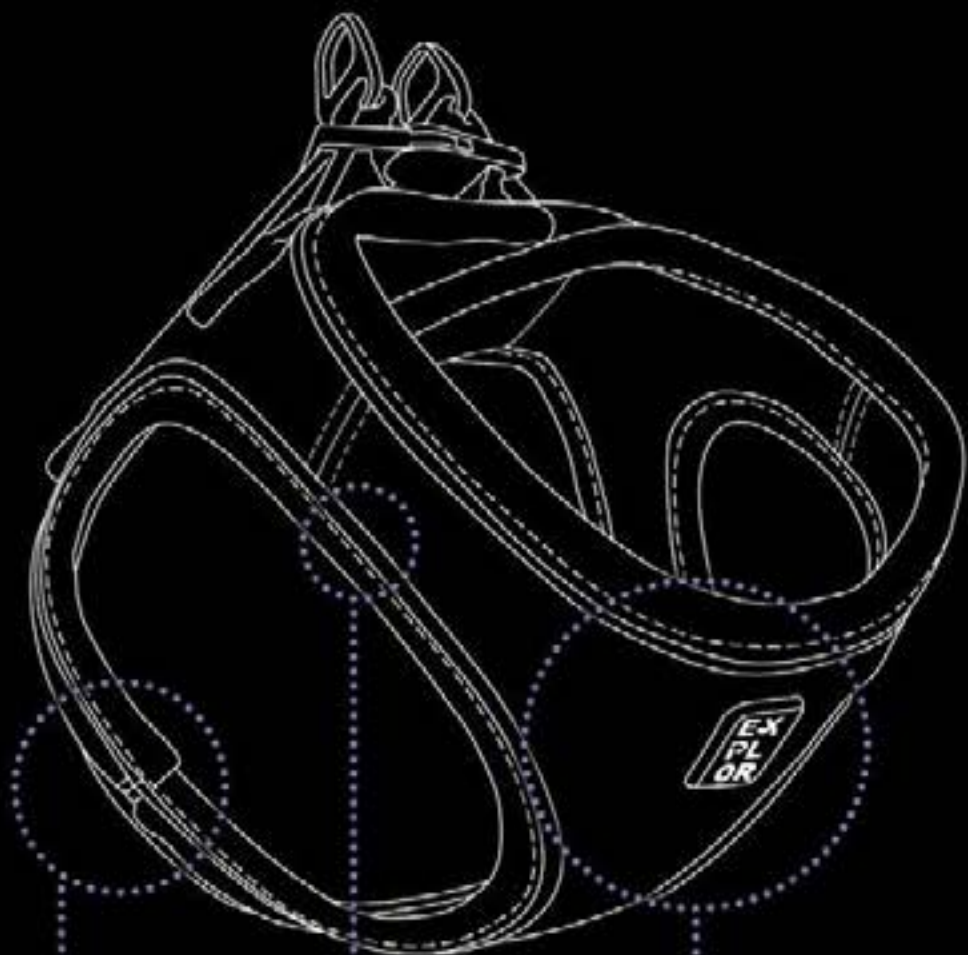


EXPLOR

SMALL DOGS RANGE

ULTIMATE FIT

www.goexplor.eu



EXPLOR

ULTIMATE FIT

SMALL DOGS RANGE

7 HARNESS SIZES
from Chihuahua to French Bulldog

BE SEEN ON THE ROAD !



LED LIGHT



2 x FLASHING
1 x CONTINUOUS



CHARGEABLE



WATERPROOF



HIGH
VISIBILITY

Optimal visibility & safety in the dark

High visibility up to 500m

Tailored to each dog (adjustable)

Useful accessories included

Trendy collars, leashes,
safety jackets, lights and toys

WWW.SEESECURITY.EU



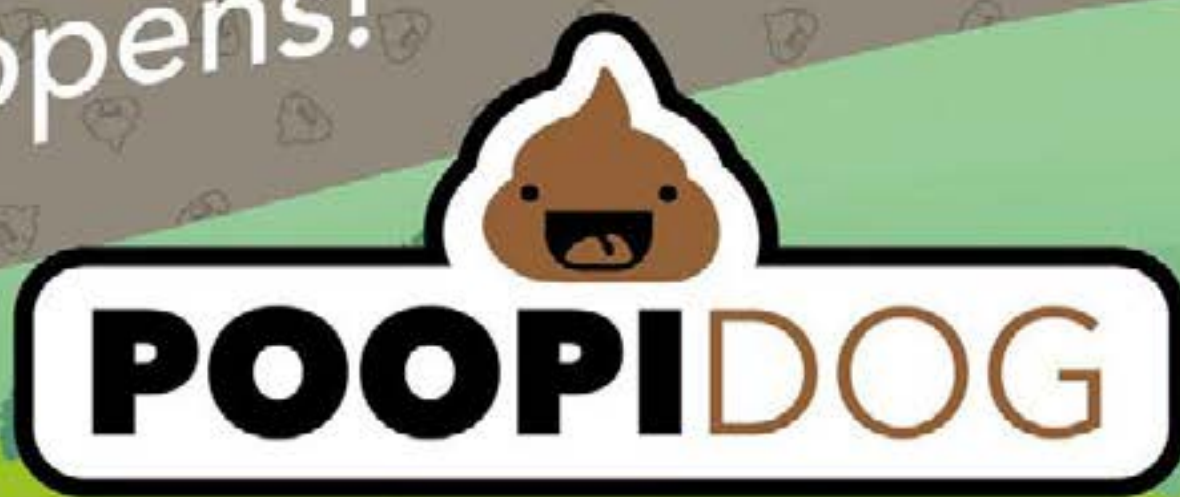
SEESECURITY



BE SEEN
BE SAFE

Because
sh*t happens!

Live life and dispense
happiness, no crap!



Robust
belt-clip

Soft-touch
nylon



POSH POO BAG DISPENSER



Poopidog True bio: Plant-based & biodegradable dog poo bags

Poo bags are essential during a walk with your dog. With TRUE BIO, you choose an eco-friendly solution and keep nature clean! The duvoplus poop bags are 100% plant-based, biodegradable, and free from plastic and petroleum. These premium bags are strong, unscented, and compostable. This way, you reduce your dog's ecological footprint and contribute to a better climate.



A detailed illustration of several sprigs of lavender with small purple flowers and green leaves, positioned on the left side of the image.

Poopidog Spice: Premium dog poop bags with a citrus or lavender scent

Sh*t happens, but it smells a whole lot better with exclusive duvoplus Poopidog Spice poop bags at the ready! These extra-thick, scented poop bags with a delightful citrus or lavender fragrance let you clean up after your dog in style. So spice up your sh*t!





Poopidog Rainbow: Colourful dog poo bags

Live life in all colours with these extra-thick duvoplus Poopidog Rainbow poo bags. Sh*t happens, but at least you can clean up after your dog in style with these premium bags. Just pick the colour that suits your mood for the day!





Poopidog Accessories: Handy pouches and storage bags

Sh*t happens, but with the stylish duvoplus Poopidog poop bag holders, every walk gets a bit more fun. Choose the LED version with lighting for convenience in the dark, or go for the classic option. The dispensers come without bags, so you can opt for the colourful Poopidog Rainbow bags or the scented Spice versions. We also offer accessories to make your walks with your dog even better. Live life and dispense happiness, no crap!





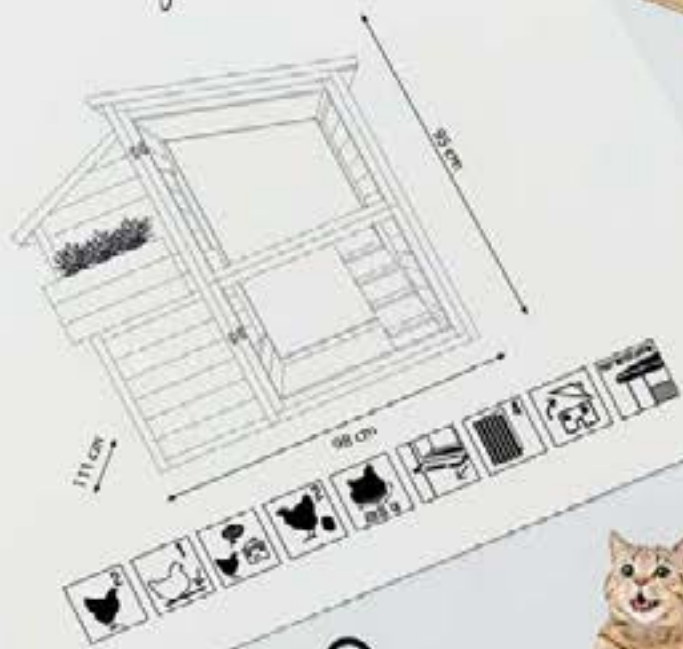
www.explorewoodland.eu



Woodland includes a wide range of wooden dwellings for dogs, rabbits, chickens, birds and turtle doves. Quality and contemporary models in various styles and colours that meet the needs of every animal. Something for everyone!



Unique Woodland design
by the designer Design Team





EBI



EBI brand family I

Premium

bite
me

noir.

PETIT


AQUA DELLA


LIFESTYLE FOR PETS


TERRA DELLA

黒 **Noir.**
JAPANDI

cockoo®


D&D HOME



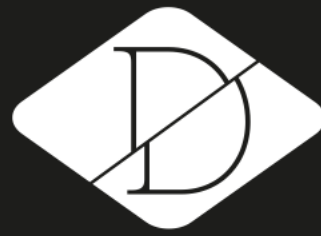
The use of decent and rich materials are standard requirements of an EBI product.

Going back to the essentials with high quality, functionality and innovation.

Inspiration comes from all over, being different by making new, distinctive things makes EBI unique.







D&D HOME

MODERN LIFESTYLE PRODUCTS FOR PETS

Nowadays, pets are viewed as a member of the family. Just like you, your pets need a comfortable living environment, where you both can relax, play, eat and drink.

**Wouldn't it be nice if you can combine the needs of your pets with your stylish interior?
Meet D&D HOME.**

D&D HOME provides a wide range of items for dogs and cats, divided in three categories:
Eating & Drinking, Living & Relaxing and Playing & Training.

Our products are inspired by the latest interior trends.
D&D HOME products are made with natural, high quality materials.

It is our mission to design for pets and their owners with a perfect balance
of function, innovation and aesthetics.

With D&D HOME you can create a comfortable and stylish interior for you and your pets!



D&D HOME





Designed with cat behaviourist

Anneleen Bru

The brand new I ♥ Happy Cats collection by D&D Home and Anneleen Bru is the result of years of desire to create and amaze, with cats as the protagonists.

Merging Anneleen Bru's knowledge of the needs and behaviours of the cat and D&D Home's knowledge of current interior trends and creativity, has resulted in a well thought-out, trendy collection for cats and their guardians.

D&D HOME | I ♥ HAPPY CATS





Meet Cockoo Where colour meets fun!

The ultimate quirky brand
for dogs, cats and their owners!
At Cockoo, fun takes center stage!

We aim to bring more joy
into the lives of furry companions
and their guardians with our products!

We believe pets deserve a colourful world,
full of fun and playful moments.

After all, life should be
colourful and enjoyable!



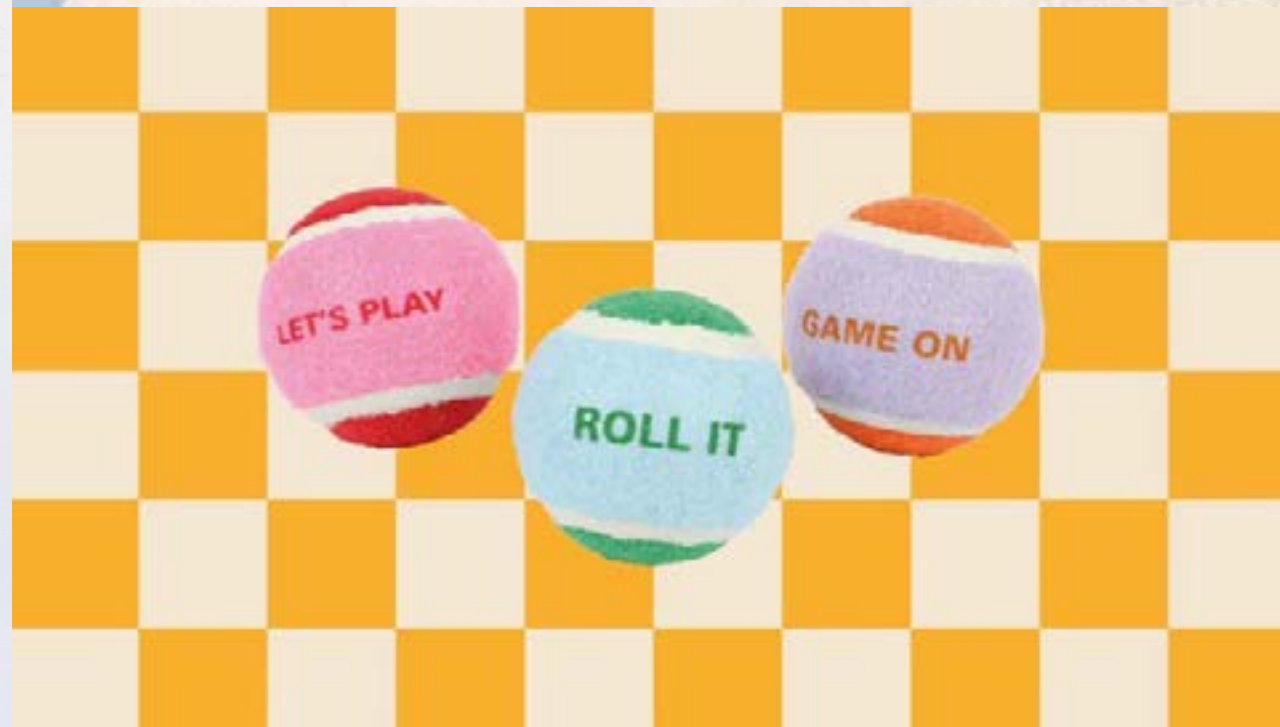
coockoo[®]

WHERE COLOUR
MEETS FUN!



coockoo[®]

WHERE COLOUR
MEETS FUN!



Originated from a passion for innovative design and the desire to provide luxurious, professional care products. Our commitment extends beyond aesthetics; we are dedicated to sustainability, ensuring that our products contribute to a more eco-friendly and responsible future.





The first puppy toy brand that focuses on the development of your pup

During growth, it's crucial to teach puppies the foundations of behaving and let them experience different aspects of play. They should be challenged with diverse incentives to keep them interested, curious and develop their intelligence.

All PETIT toys are designed with this in mind.



bite
me



“bite me” is a quality brand with a nice twist. These fun toys are made for strong chewers and they last longer than standard dog toys. The collection has different toys for chewing, pulling, swimming, fetching and snacking.

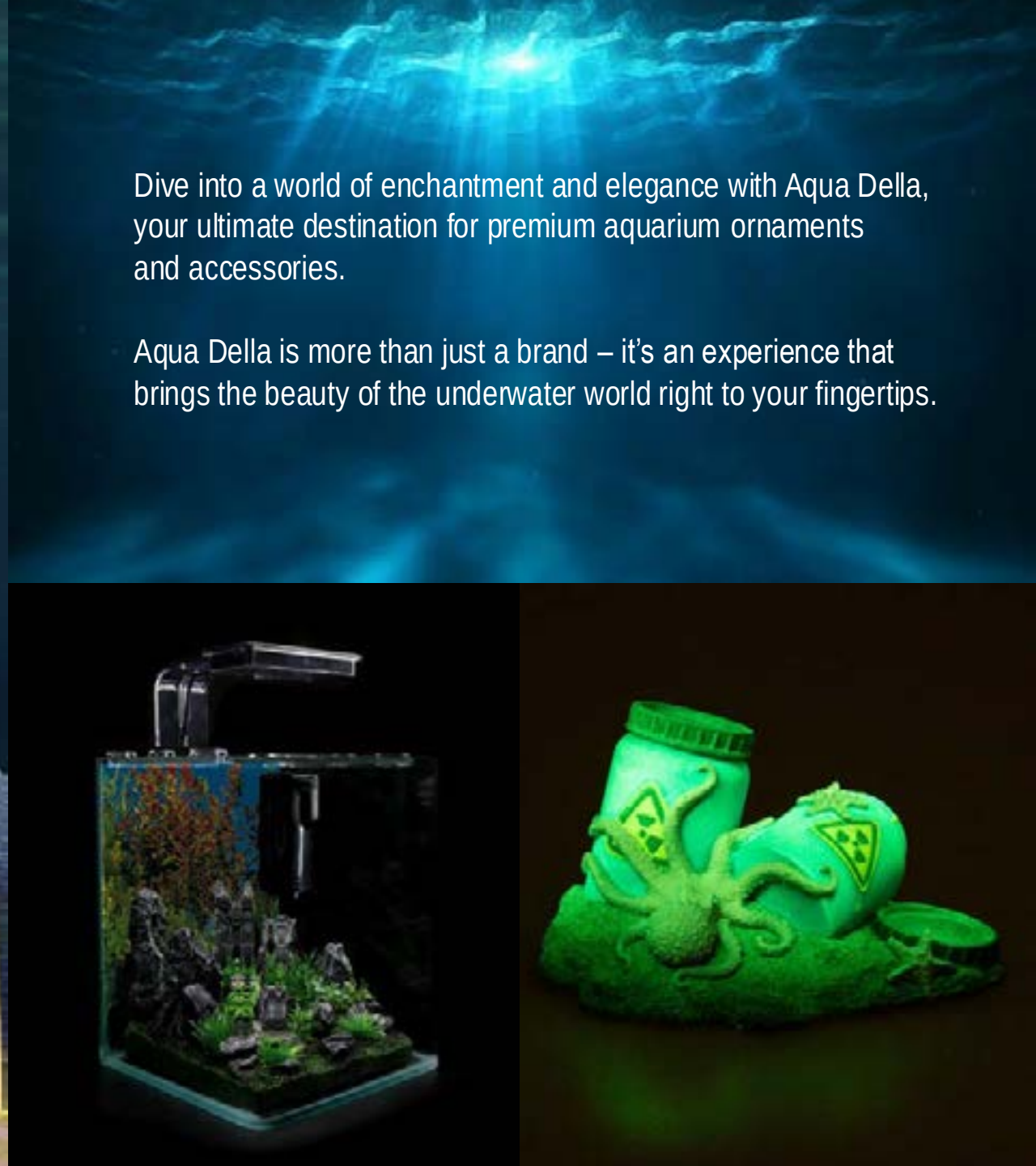
“bite me, like a boss”





Dive into a world of enchantment and elegance with Aqua Della, your ultimate destination for premium aquarium ornaments and accessories.

Aqua Della is more than just a brand – it's an experience that brings the beauty of the underwater world right to your fingertips.



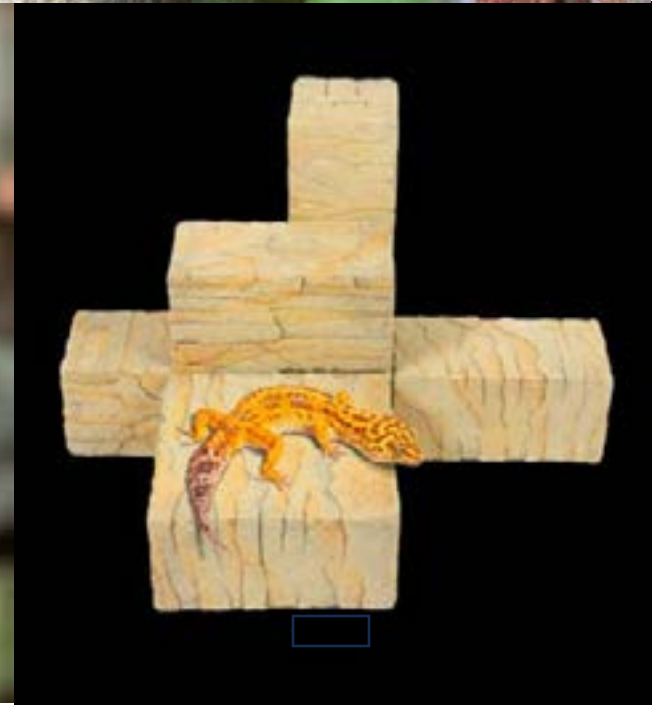




Our journey begins with a passion for understanding the intricate lives of terrarium dwellers. People often overlook the fact that reptiles have their own set of wishes and requirements.

Terra Della emerges as the answer to these nuanced needs, offering a diverse range of terrarium ornaments and accessories designed to cater to all shapes and sizes in the reptile kingdom.







Witte molen



Get a taste of Witte Molen PUUR!

- Full range of upmarket gourmet food mixes and snacks for birds and small animals
- Authentic concept in line with modern-day premium shopper's expectations
- Free from artificial preservatives, colourants and flavourings.
- Balanced composition to suit animal's needs, with high palatability for maximum repeat purchase

Find out more about PUUR at wittemolen.com



PUUR



Enjoy the
pure pleasure of
nature's flavours!



great carrots

luscious
mango

delicate
millet spray



A new start

Witte Molen Country is also making a new start! We have completely reworked this mainstream range so that it can be placed alongside the premium Witte Molen PUUR range, creating the perfect duo for every rodent and bird department whilst only using a limited amount of shelf space. Witte Molen quality: yesterday, today and tomorrow!

Country
A return to simpler times

EXPERT

BY & FOR BREEDERS



150+ PROFESSIONAL-GRADE PERFORMANCE FEEDS
for birds & small mammals: a wide range of popular ready-mixed
egg- & soft foods, feed mixes & mono-component products.



A BALANCED COMPOSITION
free from low-nutrient fillers & full of thoroughly
cleaned & nutrient-rich high quality ingredients.


**Witte
Molen**



ALWAYS IN
THE WINNING
FOOD!

WWW.WITTEMOLEN.COM

✕ Witte Molen®

Top Fresh

A range of top-quality bedding and nesting materials for birds, rabbits and rodents for a guaranteed healthy living environment!





PLUS



A broad selection of dietary supplements for small rodents, rabbits, birds, chickens and homing pigeons. These products promote good health and have been created following extensive research carried out by a team of experts.



 **Witte Molen®**



CéDé



Unique process

eggcellent egg cake bakery!

CéDé excels at processing hen's eggs into a **nutritious and delicious egg cake** which is the basis of all CéDé egg foods.

The entire preparation process from a light batter, to the baking, drying and crumbling into the one and only CéDé egg crumb is carried out at the CéDé bakery.

Its bakers' know-how ensures a constant quality for this very special egg cake.



CéDé® Range overview

A quick glance of the main food items



CéDé® Range overview

A quick glance of the consumer-oriented Egg food Allround



Partners



EUKANUBA

SUPPORTS A LONG AND HEALTHY LIFE

Magic pink relaunch



Catit®

Serving Kings and Queens

SINCE 1999





www.exo-terra.com



FLUVAL®

Innovative Solutions For All Your Aquarium Needs

KONG® 
Dogs Need to Play.®







CIANO[®]
AQUARIUM

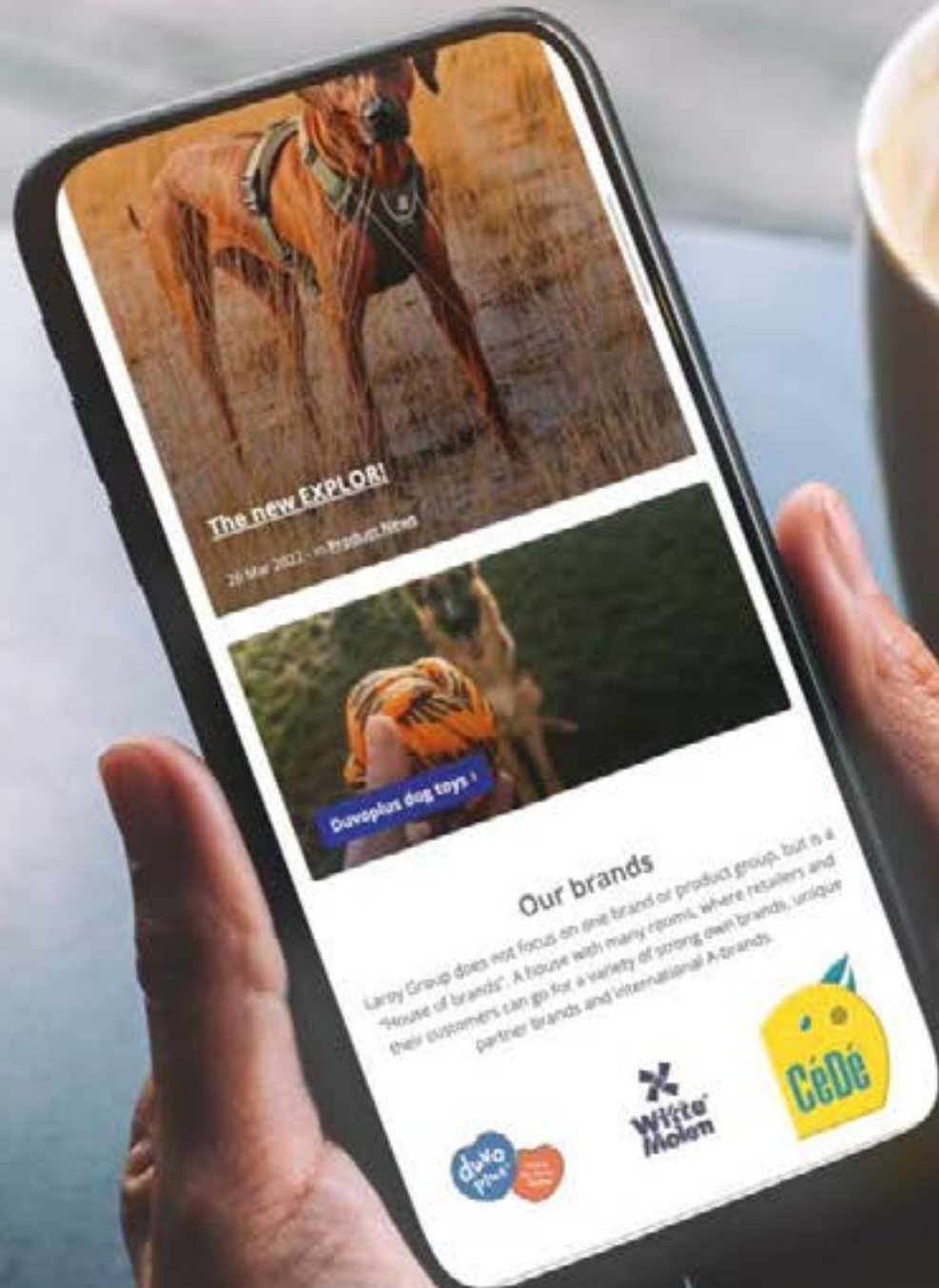
Passion for fishkeeping!



Partner brands |

And many more...





**Multiple
websites
for brands
& product lines**

NL-FR-DE-EN

laroygroup.com

coockoo.eu

terradella.eu

noirpetcare.eu

ddhome.nl

wittemolen.com

seecurity.eu

duvoplus.com

bitemetoys.eu

gardenbites.eu

aquadella.eu

poopidog.eu

ebi.eu

cede.be

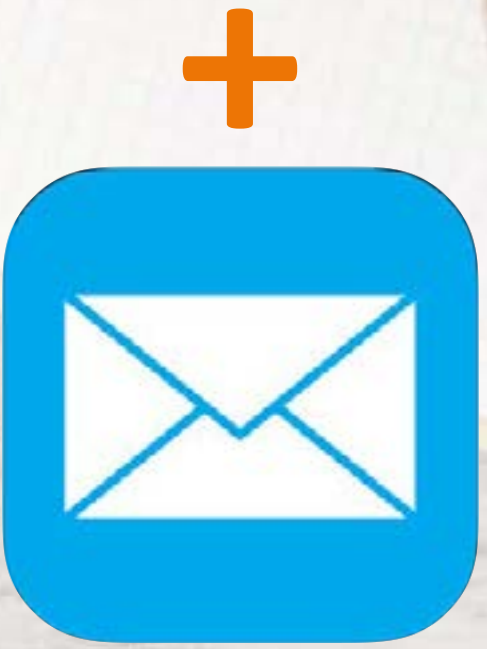
tenderlovingcare.be

petittoys.com

explorewoodland.eu

goexplor.eu





Follow us on
Social Media



@lairovgroup

 **Laroy**TM
GROUP + you
= value

