

UPVC ACCOMMODATION

Paul Collins, Pedigree Pens

KENNELS AND CATTERIES

In today's discerning market there is a need for high quality, hygienic, low maintenance facilities. This strategy is important in order to market and establish your business correctly, not only because of customer demands, but also to comply with increasing local authority regulation requirements.

Over the last ten years we at Pedigree Pens have worked closely with our customers and built up extensive knowledge in assisting people starting up a kennel or cattery business. It is an essential part of our strategy to work closely with our customers on an ongoing basis, as this ensures our customers are happy and also provides us with a continuous programme of design and development.

We are chosen for our quality construction materials, in-depth knowledge, and **our full design service**. We can provide statements to assist **planning issues**, **offer advice** on advertising and marketing strategies, courses and even provide a free business support service via our website, which lists our customers' business details, such as address, contact details, photographs and website addresses. This helps to generate new business for them, because if anyone searches the internet for a cattery in a specific county, the search engine will identify our website, through which customers can be contacted by pet owners.

We have helped over 80 boarding and rescue centres start up

Our customers want the highest quality of boarding accommodation to provide the highest standards of comfort, hygiene and security seen in the boarding industry. Due to the emphasis on these high standards, they are able to charge higher fees for this level of service.



STARTING A NEW KENNEL OR CATTERY

We would suggest that our boarding units are installed as small and exclusive developments (ideally 10 to 30 double-size units) and are focused towards the more discerning pet owner who is prepared to pay a premium for a high quality service and environment. **Our pens can be installed as complete buildings, or within an existing or new building.**

The cost of the pens can usually be covered by sales in the first year of trading, and possibly by the end of month eight!

SUCCESS AND EXPANSION

The majority of our installations are listed on our website and each one is running very successfully, achieving repeat business year after year. Many of our customers are so successful within the first two years of opening that they contact us again looking to expand their business further.

Choosing a Pedigree Pens installation means that you will be offering a service with the highest standard of accommodation, which more and more customers demand these days. Serious direct competition is unlikely to exist, as there are certain to be boarding establishments within your local area which offer a much lower standard of accommodation.

We can manufacture to your exact requirements, and we can supply you with:

- Freestanding pens
- Convert existing buildings
- Fit out a new building



FREESTANDING PENS

When starting a cattery, many people use the land adjoining their home. Where this is the case, we can install freestanding pens (the units are fitted to a level concrete base), e.g:

1. Patz Catz Cat Hotel: 10 double 'penthouse' style pens located in Hampshire
2. Cloughfields Cat Hotel: 'L' shape formation consisting of 15 double size pens located in Sheffield
3. Imberpark Cattery: 14 double size 'walk-in' pens located in Middlesex and 10 minutes from Heathrow
4. Templeogue Cattery: 30 double size pens located in Dublin, Ireland
5. Beechcroft Cats Hotel: Cattery consisting of 30 'walk-in' style pens located rurally in Cardiff

Below: Dublin SPCA: 20 kennels installed within a new steel-framed building (see case study on previous pages)



FREESTANDING PENS





CONVERSION & NEW BUILD

CONVERSION

You may have existing farm buildings or outbuildings that you wish to convert. In this case we can convert the existing building into a new kennels or cattery, requiring just the shell of a building to install under cover. Pens are installed internally and usually have a flat roof, e.g:

1. The Blue Cross Tiverton: Conversion creating 20 pens for this rescue centre located in Devon
2. Dublin SPCA: Rehoming kennels fitted within a new steel-framed building. Dublin, Ireland

NEW BUILD

Pedigree Pens frequently fits out new buildings. We work closely with contractors, provide: doors, divisions and rooms on individual requirements, and our expertise, e.g:

3. Heathrow Airport (Animal Reception Centre): Kennels and cattery for quarantine and passport pets
4. The Mayhew Animal Home: Dog socialisation playroom. London
5. The Blue Cross Lewknor: Fitted out divisions, doors and rooms to create new cattery. Located in Oxfordshire

Below: Play room at The Mayhew Animal Home in London



PEDIGREE PENS

RESCUE & REHOMING

We also manufacture and install high quality, insulated boarding kennels and catteries for rescue centres, examples of which can be seen at many of Britain's leading animal charities such as Cats Protection, The Blue Cross, RSPCA, and The Mayhew Animal Home.

In particular, Blue Cross and Britain's RSPCA have worked closely with us to ensure that their exact requirements for animal housing have been met fully for their long-term needs. Different styles of pens can be viewed at our Gloucestershire showroom (M5 Junction 9) – directions available from the website.

Some of our customers:

- Blue Cross
- Cats Protection
- Dublin SPCA
- Heathrow Airport Quarantine
- Lincoln University
- Mayhew Animal Home
- RSPCA
- Wiltshire College
- Wood Green Animal Shelters
- and over 50 boarding establishments

ABOUT PEDIGREE PENS LTD

We are a BS EN ISO (British Standards Quality Assured, UK) registered company and specialise solely in the manufacture of PVCu animal housing and have done so since 1993. We have hundreds of installations throughout the UK and Ireland for commercial boarders, rescuecentresandprivatehouseholds.



Our experience in this field is second to none. We are original sponsors of the UK's CIEH (Chartered Institute of Environmental Health) Model Licence Conditions for Cat Boarding Establishments.

PRODUCT QUALITY AND STANDARDS

With a clear objective: to raise standards for animal care in the private and public sectors, we have developed our exciting range of pet accommodation to address issues of hygiene, security, comfort, maintenance and longevity.

Our products are manufactured to meet increasingly high expectations and individual requirements, in addition to providing designs which have been carefully developed over the years.

All our frames are made from PVCu which is highly regarded for its self extinguishing properties. The modular design of our pens allows for installation of any number of units from just one or two to a hundred or more and means they can be installed at a later date to accommodate your expansion plans.

If you have any questions, please contact Paul Collins, our Managing Director, at:

Pedigree Pens Ltd

A2 Northway Trading Estate
Northway, Tewkesbury
Gloucestershire GL20 8JH, UK
Phone & Fax: +44 (0)1684 299567

www.pedigreepens.com



happy
dogs & cats
habitats!