



Focus on international markets

Expansion into international markets: saturn petcare extends cooperation in China

Bremen, June 2023 – saturn petcare, one of the market leaders in private label pet food, is continuing its internationalisation strategy with a research and development initiative in China.

With a workforce of 1,000 employees and annual sales of over two billion consumer units, the petcare division of heristo aktiengesellschaft (Bad Rothenfelde) has been one of the most successful providers of pet food for years. For example, saturn petcare, one of the divisions of heristo, is the market leader in Europe in the field of wet food. With plants in Bremen and Hattem in the Netherlands, saturn petcare has long been internationally established. Finally, in 2021, the company commissioned a plant in the USA to further expand this strategically important market for the pet food division.

The latest development in this partnership is a joint German-Chinese research and development initiative. The aim is to ensure effective and professional product development and quality assurance in China, and strengthen competitiveness in the dynamic Chinese market and Asia as a whole. During a visit to Germany, saturn petcare and PetIdeal signed a cooperation agreement.

"The Chinese pet food market is of high strategic importance for us," emphasises Christian Schröder, CEO of heristo's petcare division and member of the heristo management board. "By taking advantage of the high productivity and developed production chain in China, we can further expand our position in Asia in the coming years."

And An Zhongping, CEO of PetIdeal, adds: "China is a market with significant potential in the pet food sector. And saturn petcare, with its many years of experience and expertise in all steps of the production process, is the best possible partner for PetIdeal."

Picture © saturn petcare



Representatives of the Chinese company PetIdeal together with representatives of saturn petcare and animonda have agreed to strengthen their joint cooperation. In the picture, among others, Marco Lubberich, Managing Director of animonda (front left), Christian Schröder, Member of the Management Board of heristo (front, 2nd from right), and An Zhongping, CEO of PetIdeal (front centre).

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