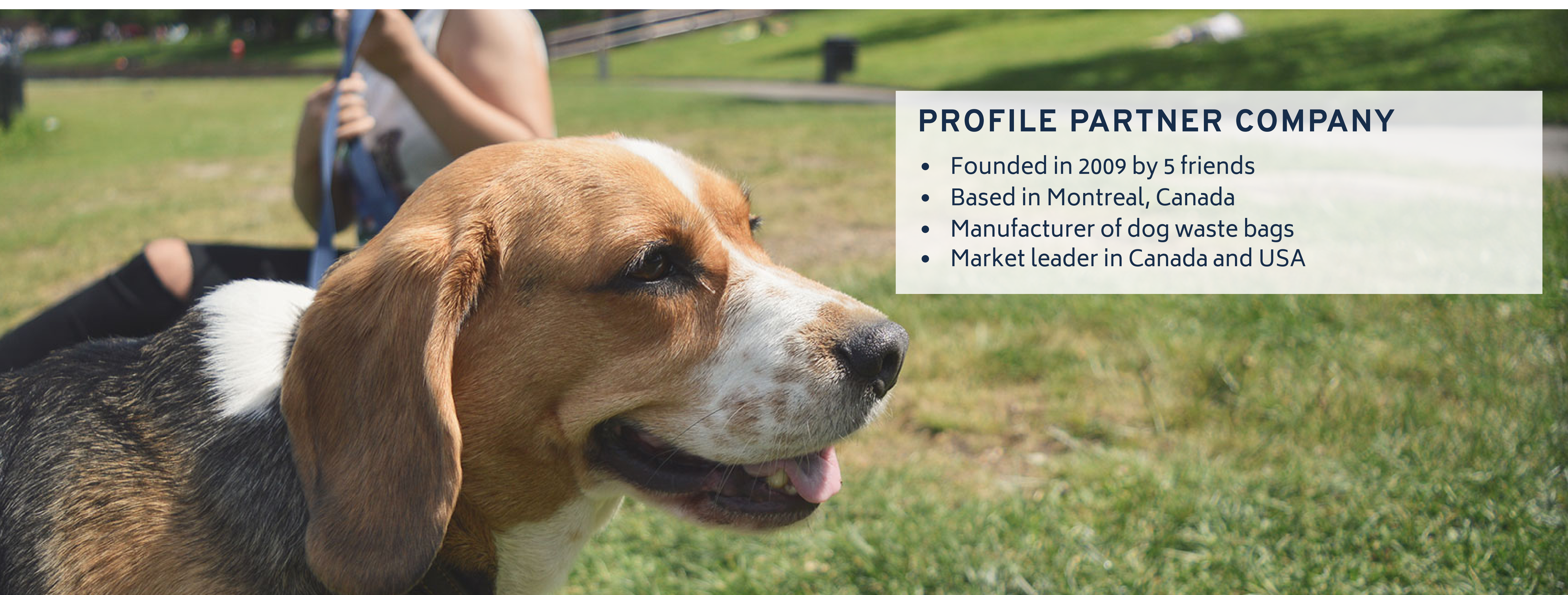


# CASE STUDY PET PRODUCT INDUSTRY EUROPE



## PROFILE PARTNER COMPANY

- Founded in 2009 by 5 friends
- Based in Montreal, Canada
- Manufacturer of dog waste bags
- Market leader in Canada and USA

## INTRODUCTION

As the leading brand in the US and Canada, "Earth Rated" aimed to mirror their achievements in the European sector. Recognizing the distinct nuances of the European markets, they identified gaps in their market understanding, challenges in offering real-time support due to time zone disparities, and faced cultural and linguistic obstacles. To address these, "Earth Rated" collaborated with EuroDev through a 4-month introductory program—a cost-effective approach for businesses to explore the opportunities within the European landscape. Following the program's conclusion, they solidified their alliance with EuroDev on a long-term basis

### 4-MONTH INTRODUCTION PROGRAM



Following the initial briefing and product training, the EU team concentrated their efforts on the German, French, and UK markets, recognizing them as the frontrunners in the pet product industry. In addition to segment analysis, the team conducted a comprehensive review of the industry's competitors.



During the lead qualification stage, the EU team curated a list of vetted distributors and retail chains, alongside potential logistics and warehousing solutions in the Netherlands, Germany, French & UK. As the major industry trade show approached, they also arranged sales-focused meetings



In the go-to-market phase, the team engaged with a curated list of 150 prospective clients, each rigorously assessed for their strategic significance and potential. This proactive approach led to the arrangement of several crucial meetings in anticipation of the prominent trade shows in the coming months.



Together with the principles, the EU team attended trade shows across multiple European countries. These events provided a platform for invaluable networking and business development opportunities. The interactions with potential clients were not only constructive but also led to promising discussions with the most prominent pet specialty chain in Europe

### 3PL

"Earth Rated" recognized the need for a trusted 3PL partner to assist with their logistic requirements and reached out to the EU team for assistance. EuroDev, tapping into its extensive network of partners and aligning each with Earth Rated's values, provided a curated list of 3PLs. This selection surpassed anticipations, and in under a month, a partnership was forged with a 3PL from the EU team's recommended selection.

### TEAM EFFORT

At the trade show in Germany, firms vetted by EuroDev expressed significant enthusiasm for the "Earth Rated" offerings. The distinct advantage of collaborating with EuroDev was the linguistic proficiency and seasoned sales expertise of their team. With fluency in German, Dutch, Spanish, and English, the team adeptly navigated potential language barriers with prospects in those regions.

In addition to the expanded sales in Europe, "Earth Rated" felt as though they had welcomed additional team members, whom they viewed as integral to their organization. This sentiment stemmed from the dedication these members exhibited, going above and beyond, and embodying the company's ethos throughout Europe.

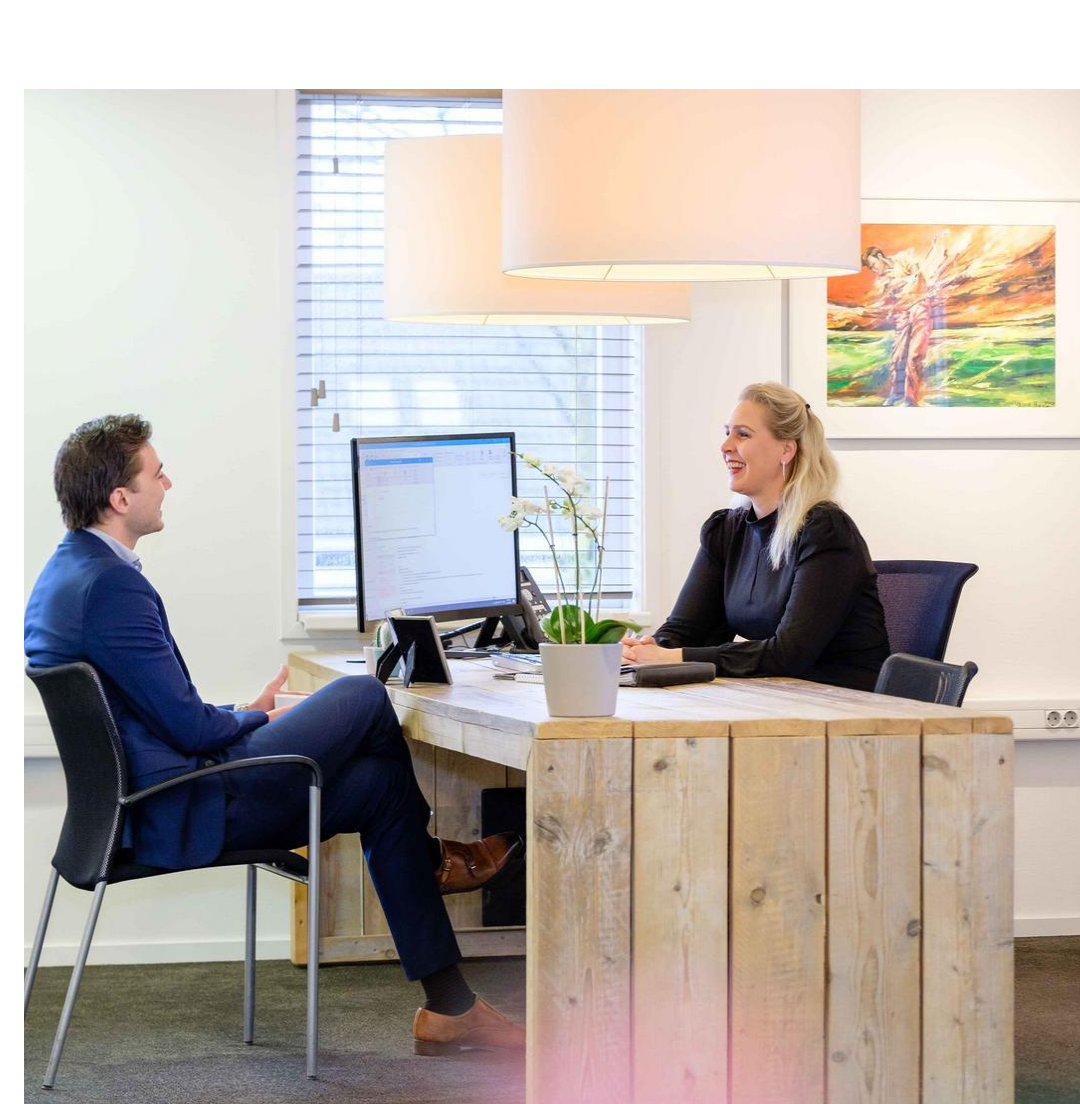
Within just 4 months of venturing into the European market with a specialized EU sales team, the largest pet specialty chain in Europe, boasting over 1400 stores, had entered into an agreement. Another pet specialist, with a presence of 200 stores across Europe, also came on board. Following the different trade shows, they secured further agreements with distributors from Malta, Greece, and Hungary. Interestingly, these markets hadn't initially been on Earth Rated's radar, yet they unveiled substantial potential for their product line.

### WHAT MAKES EURODEV SPECIAL?

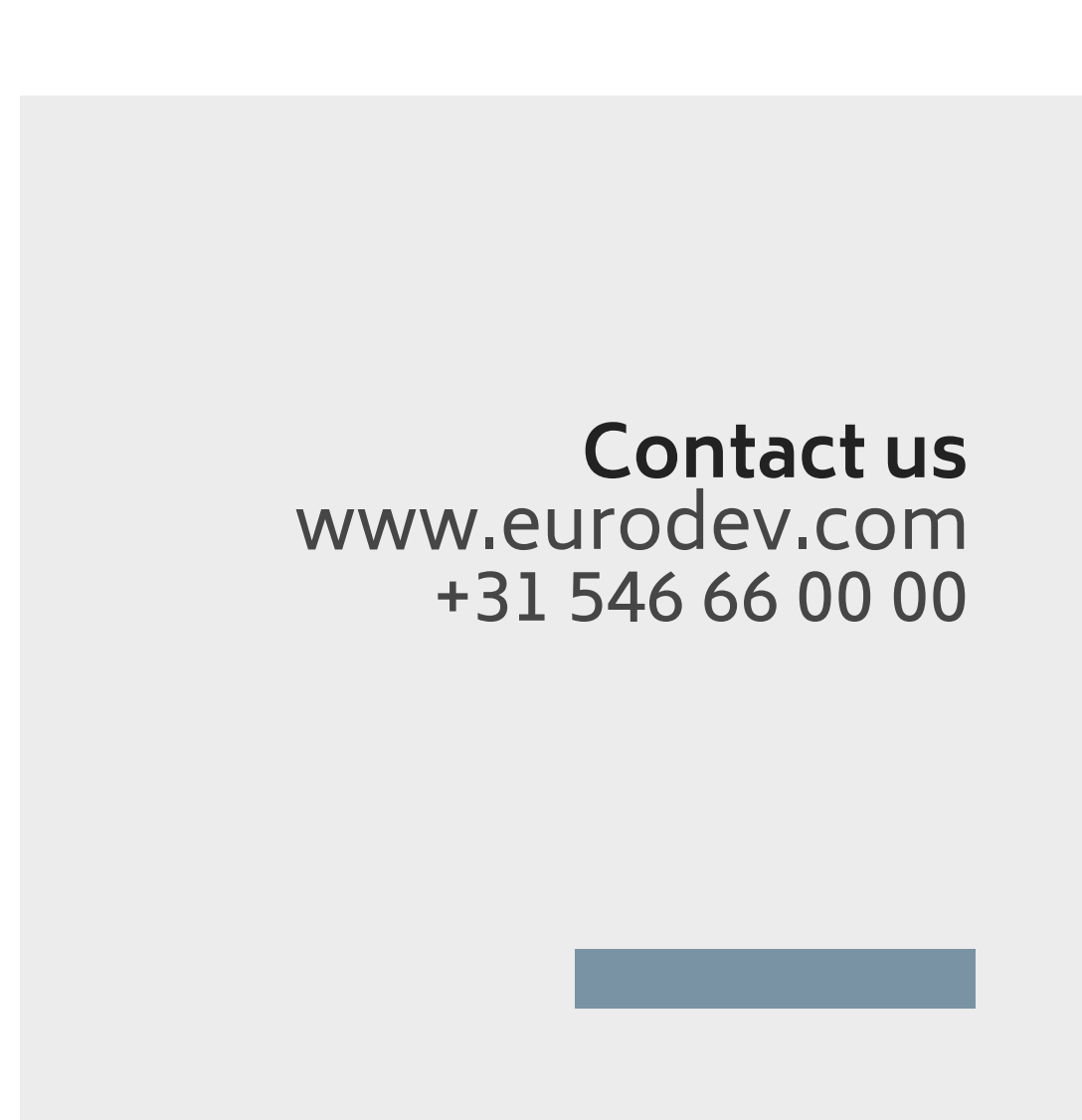
- ✓ Multilingual staff, dedicated to the partner's success
- ✓ The willingness to go the extra mile
- ✓ A full European business development range
- ✓ Cost-effective solution to grow the European presence
- ✓ Experience and network within the EU markets



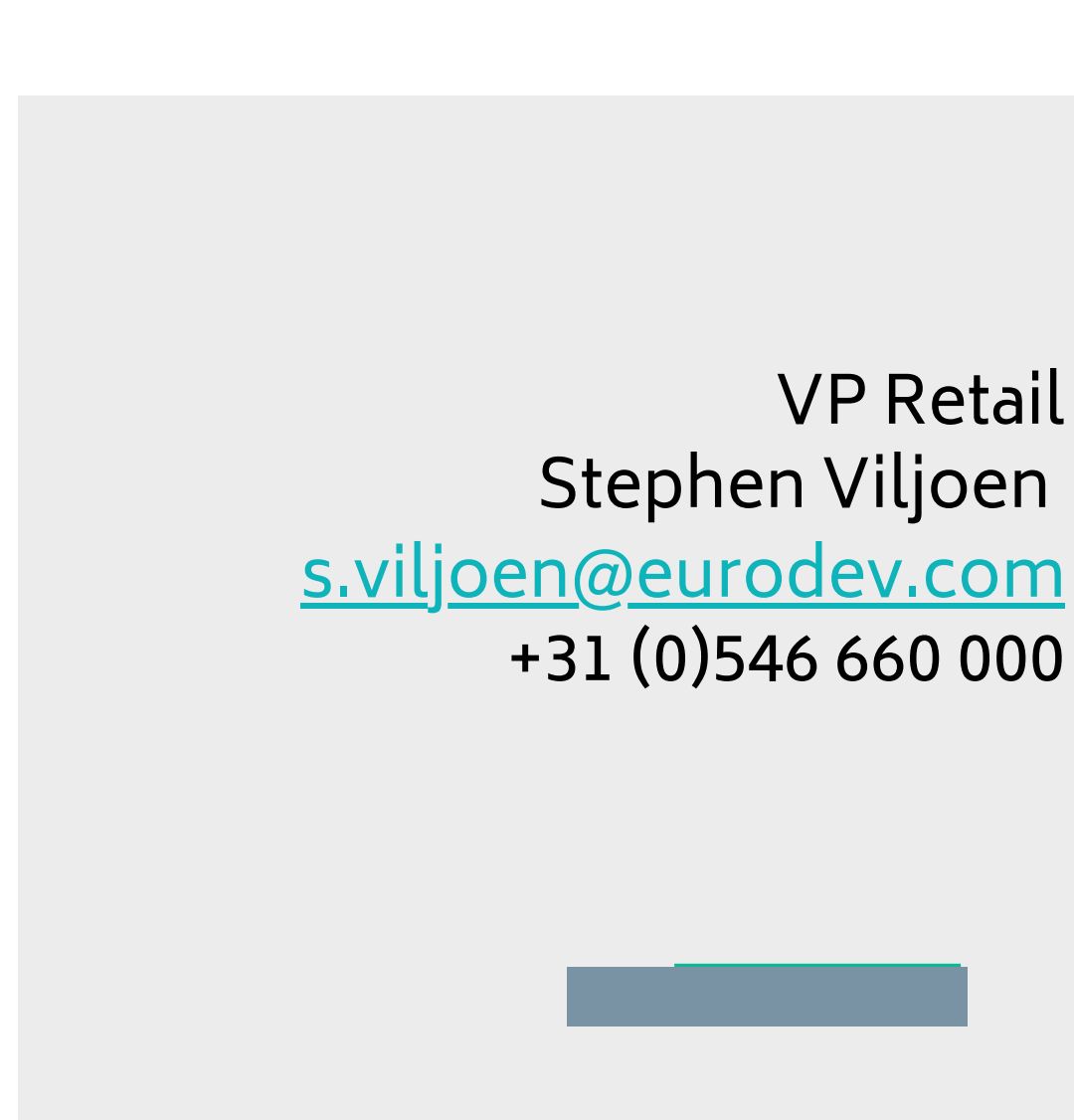
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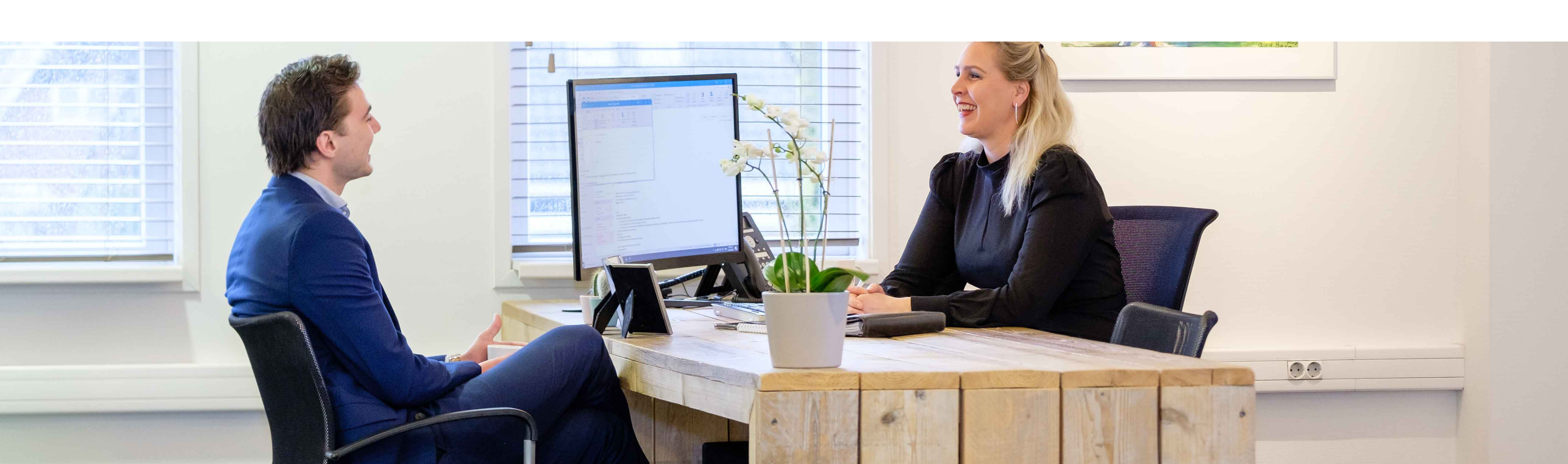


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## WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and Serbia, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding, we have partnered with over 250 companies to help them define and meet their European business goals.



### SALES OUTSOURCING

Dedicated sales and marketing for North American manufacturers who want to expand in Europe



### HR OUTSOURCING

Professional employer organization and recruiting solutions across the EU



### Digital Marketing

Crafting a digital marketing approach uniquely designed for the objectives of North American enterprises in Europe.