



# PRINS PETFOODS

WHAT WE  
STAND FOR

PARTNERS SHARING  
THEIR EXPERIENCE

OUR COMPLETE  
PRODUCT RANGE





PRINS PETFOODS

## A family business with a lot of passion

Passion for animals. That's Prins! Making excellent 100% natural foods for dogs and cats is the speciality of our family business. Improving animal welfare is our mission. We do so in our own expert, surprising and slightly unconventional way.

For more than 60 years, three generations of the Verkade family have put their heart and soul into the business, which feels a bit like family to all employees and where pets and their owners always come first.

Based not solely on the product, but on the animal's welfare.

This started with 'Grandpa' Verkade, the founder of Prins. At the time, he deliberately chose a personal approach and to share expertise with his customers. We are still following his approach through the Prins CareTeam. Additionally with our education label Edupet, we take wonderful steps every day in sharing knowledge and experience to professionals and animal lovers. We are happy to offer a listening ear, inspiration, expertise and advice. Everything to support pleased owners and happy and healthy animals.

Respect for our environment is incredibly important to us. That is why we make choices that benefit people, animals and the environment. For example, we choose fully reusable packaging and recipes with more sustainable ingredients. All this so that, as a family business, we can pass on a better world to future generations.

We like to strike up conversations and search for collaborations. Because that is where we believe the future lies: each to his own abilities and strong together.

*Mariska, Marlou  
& Gertjan*



6	THE HISTORY OF PRINS IN A NUTSHELL	78	SHOP CONCEPTS
11	OUR MISSION	80	OUR CARETEAM
12	OUR VISION	82	EDUCATION
14	LIFE STAGES	84	VISITORS CENTRE
16	SUSTAINABILITY	86	FACILITIES
22	FOUNDATION	88	PRINS PLAZA
23	COLLABORATION PARTNERS	90	EDUCATION AND ANIMAL WELFARE CENTER
24	EXPORT	92	PRINS HEALTH COACH
26	QUALITY	93	HEALTH CENTER
28	OUR INGREDIENTS	94	EDUVET
30	PRESSED KIBBLE	96	DEVELOPMENT & KNOWLEDGE
33	PRODUCTS OVERVIEW	98	EDUPET
34	PROCARE	102	BOOKS
44	PROTECTION	102	ANIMAL WELFARE QUALITY LABEL
50	FIT SELECTION		
54	VITALCARE		
60	FROZEN AND WET FOOD		
66	VETERINARY FOODS		
74	SUPPLEMENTARY FOODS		

QUALITY FIRST



We constantly exceed expectations

SHARING KNOWLEDGE



We share our knowledge and learn from each other

CONNECTED



We connect people by informing and inspiring

INNOVATIVE



We dare to make changes

ENVIRONMENTAL RESPECT



We make responsible choices for the welfare of people, animals and the planet



The founding of our company by farmer's son Dirk Johannes Verkade, who starts producing calves' milk in Wekerom. His insight, knowledge and experience still forms the basis of all Prins products.

1963



Introducing the first two Prins dog foods: Standard and Dinner.

1986



1987

The Prins cat food line is developed and launched.



Introducing Prins TotalCare, a line of complete fresh frozen meat meals for dogs and cats.

2001



Prins acquires its own laboratory for research and analysis. The laboratory has been certified to GMP+ and HACCP quality standards since 2006.

2006



Four generations Verkade family



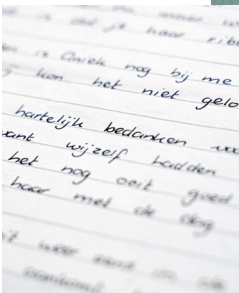
Our move to Accustraart 11 in Veenendaal, where preparations begin for the production of dog and cat food.

1981



1988

Launch of the advisory team later to be known as the Prins CareTeam.

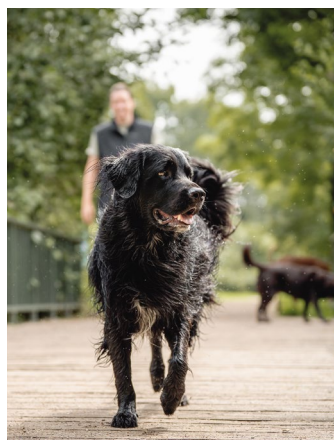


2000

Lies Verkade and Wil Mulders take over.







The opening of our Edupet education centre. In 2019, we have taken an important step in professionalising our Edupet education label with the acquisition of the Martin Gaus Academy in Lelystad.

**2013**



Introducing Prins ProCare Protection, a unique pressed food line for dogs that need a little bit more support, with prebiotics, herbs and cell minerals.

**2015**

Official opening of the Prins Visitors Centre with its Experience centre, recording studio and auditorium.

**2020**

The Prins & Ploes educational characters make way for Prins & Puck and their owners Sem and Rose, who star in the Prins Kids Education.



Launch of the enhanced sustainable dog foods Veggie and Insect & Rice

**2023**

**2012**

Introduction of Prins Veterinary Diet Foods and, in 2013, the introduction of Prins NatureCare: complete meat meals for dogs and cats that do not need refrigeration.



Opening of the EduVet veterinary training centre, which brings together different veterinary skills in a unique way.

**2018**

Launch of Prins Health Coaches program, who provide individual guidance and advice on issues such as training, behaviour, nutrition, health, animal welfare and safety.

**2021**

The third generation takes over.



**2024**

Opening of our education and welfare centre in Lelystad, Edupet's completely new wing, with various facilities for practical lessons, activities for pet owners and meetings.





PRINS'S MISSION IS TO **IMPROVE  
THE WELLBEING OF DOGS AND  
CATS.** OUR PRINCIPLE HERE IS TO  
**CREATE A CONNECTION** BETWEEN  
PEOPLE AND THEIR ANIMALS BY SUPPLYING  
HIGH-QUALITY **100% NATURAL** DOG  
AND CAT FOODS AND BY PROVIDING  
**GUIDANCE AND ADVICE.**



# Marlou Mulders

COMMERCIAL  
DIRECTOR



## ‘A MEANINGFUL CONNECTION WITH THE CUSTOMER’

‘Our vision is to strive for distinctiveness in terms of brand experience. We aim to guide, inspire and advise consumers during every stage of their pet’s life.

We achieve this by focusing on three essential pillars within our organisation: Petfoods, Education & Experience. Through our commitment to these pillars, we not only

add value to our products, but also create meaningful bonds with our consumers and partners.

We reward loyalty and bring our message to the attention of new customers with out of the box and giveaway promotions that connect them to us.’



ORIENTATION



PURCHASE



PUPPY | KITTEN



ADOLESCENT



ADULT



SENIOR



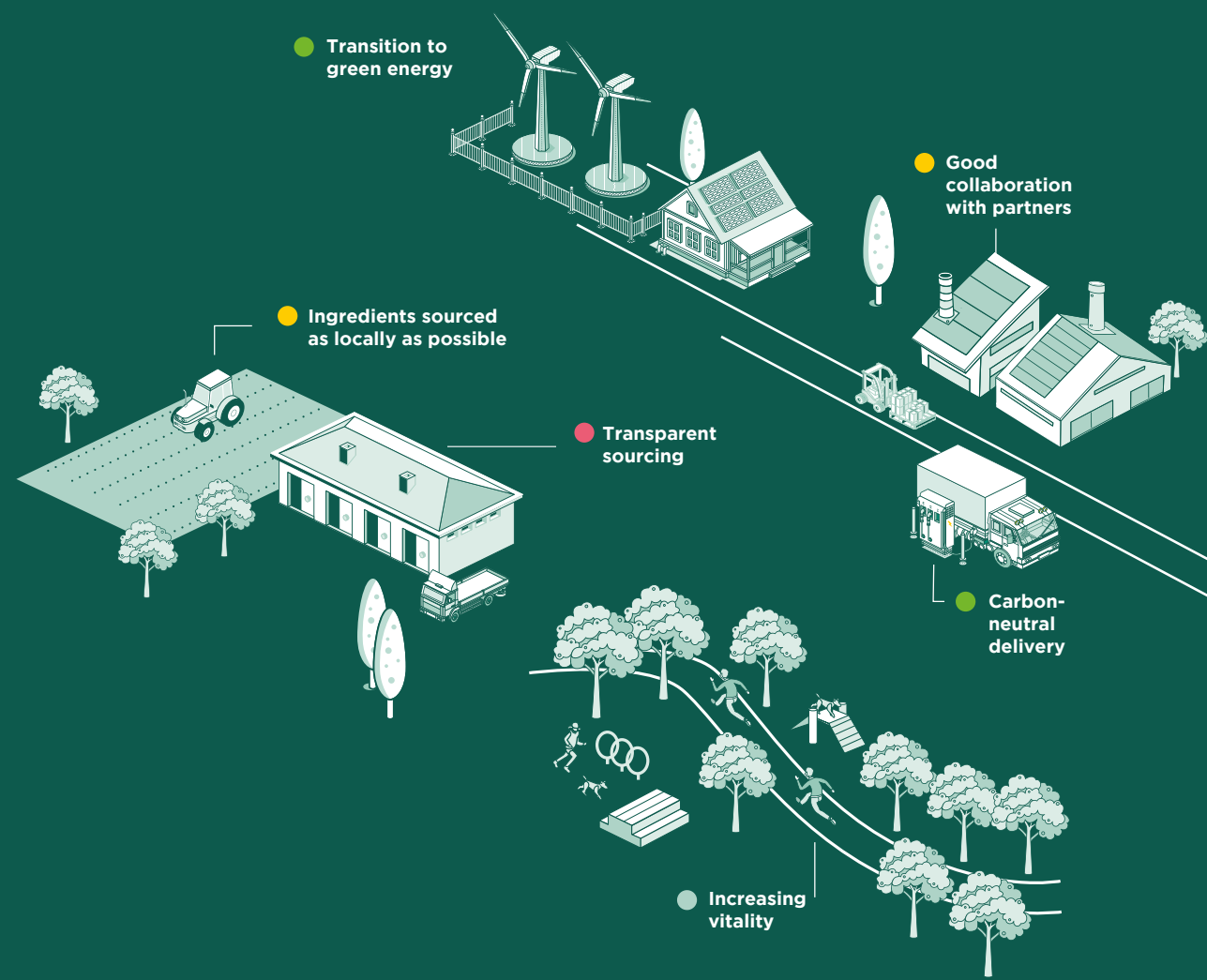
SAYING  
GOODBYE



We focus on the life stages of each dog or cat and are happy to provide appropriate product advice and inspiration for optimal animal welfare. That is our goal!

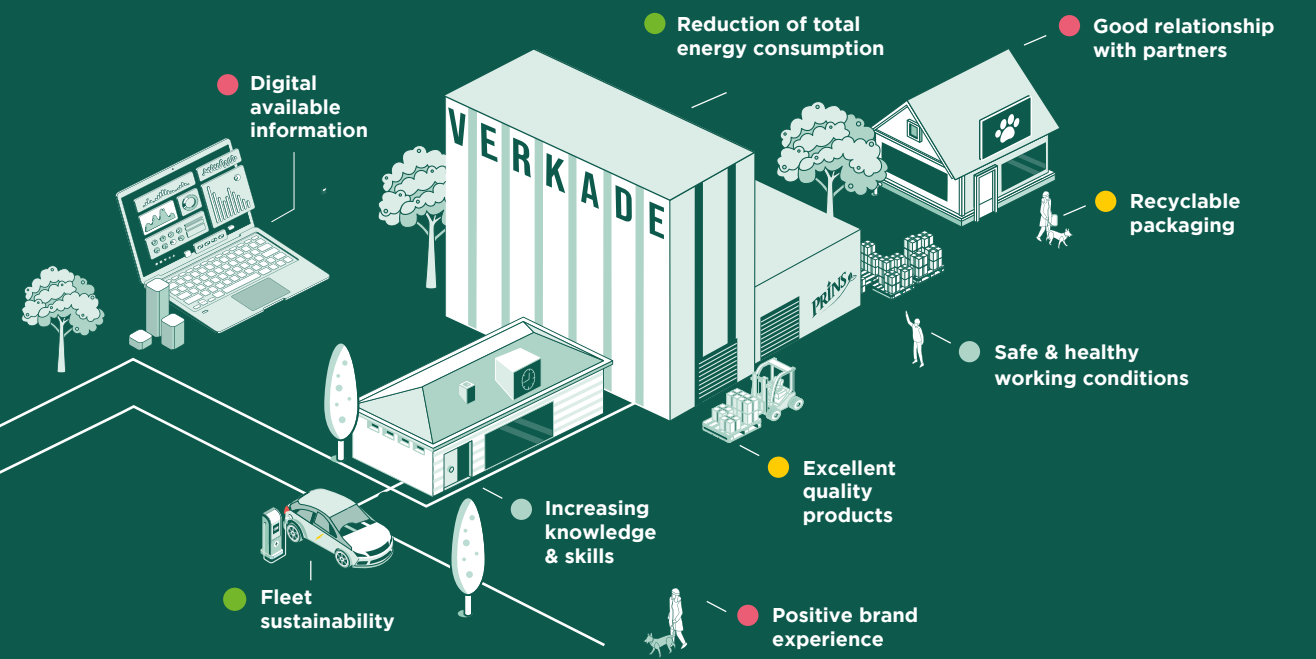






● MORE SUSTAINABLE  
PRODUCT RANGE

● BETTER  
CLIMATE



● HEALTHIER  
LIFESTYLE

● CUSTOMER  
CENTRIC





At Prins, the welfare of all dogs and cats is paramount and at the heart of our business. However our mission extends beyond the wellbeing of our pets:

**We make conscious choices for the wellbeing of people, animals and the environment. So that, as a family business, we can pass along a better world to the next generation.**

We believe that we can contribute to reducing the pawprint on earth by, among other things, focusing on developing more sustainable foods for our pets. To achieve this, we go beyond using recyclable packaging. We focus on four key pillars by means of which we can make an impact:

#### **More sustainable product range**

We strive to offer products that are not only good for pets, but also good for the planet. We achieve this by choosing more sustainable ingredients, developing more sustainable production processes and moving to fully recyclable packaging. We do this without compromising on quality.

#### **Better climate**

Our aim is to minimise our impact on the climate and make a positive change.

We do this by investing in energy efficiency, using green energy, making our vehicle fleet more sustainable and delivering carbon-neutral projects.

#### **Healthier lifestyle**

We strive not only to keep our pets as healthy as possible, but also to improve the wellbeing of people. We offer our employees safe and healthy working conditions and encourage the development of their knowledge and skills.

#### **Customer-centric**

At Prins, the focus is on the customer. We listen to their needs and strive to provide high-quality products and services. We also like to share our knowledge and offer advice to improve pet welfare. We strive for a sustainable and transparent relationship with our customers.

‘WE CAN REALLY  
MAKE A DIFFERENCE’



**Willemijn  
Lootens**

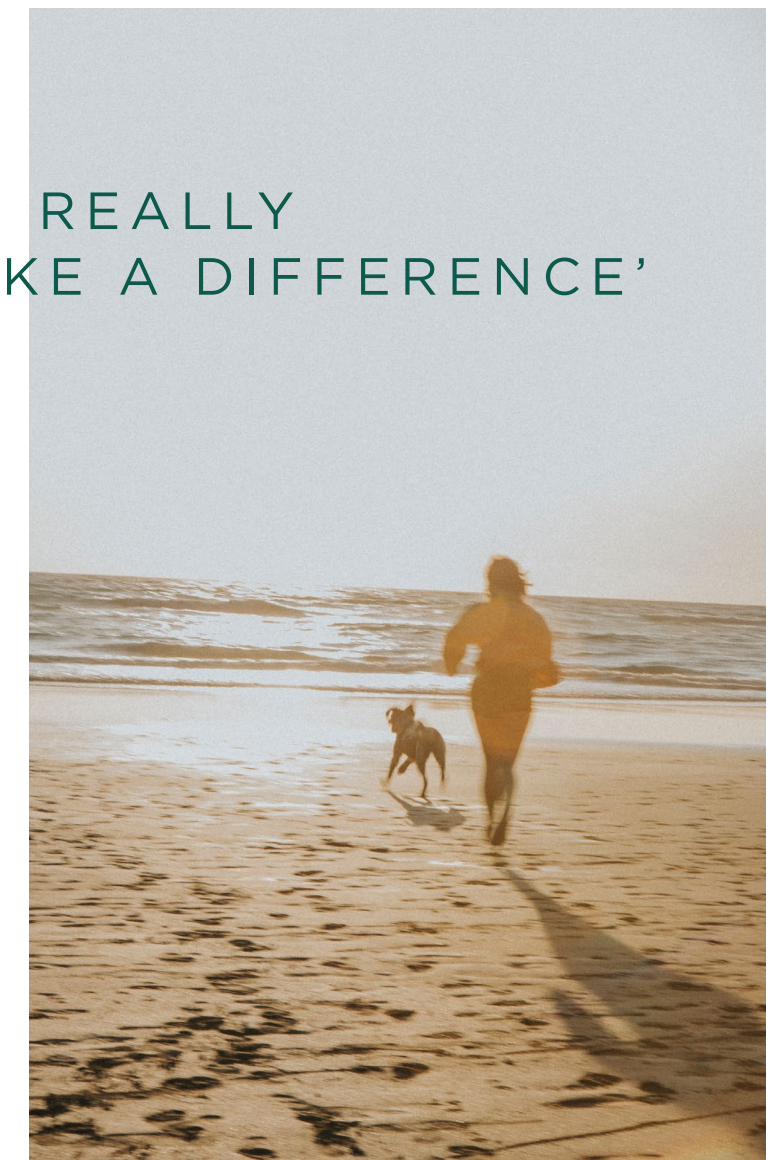
PRODUCT  
DEVELOPMENT  
& INNOVATION  
MANAGER

‘While we would love to change the world in one fell swoop, we know this is not realistic. Our path to a better future for ourselves, our pets and our planet lies in small and carefully considered steps that all together make a big impact.

One of our recent projects was achieving a sustainability certification for our website; the start of a larger shift towards more future-proof business operations. We also

started looking for more sustainable alternatives for ingredients. Did you know that ingredients determine 80% of CO<sub>2</sub> emissions? Naturally that is where we can really make a difference.

We strive for genuine change, together with our customers and stakeholders. Sustainability is not something we achieve on our own; it is something we have to work on together.’







# **BIG** SMALL STEPS **IMPACT**

AN ECOLOGICAL FOOTPRINT  
AS SMALL AS POSSIBLE



# Prins Foundation

Promoting the wellbeing of all dogs and cats is the goal of the Prins brand. The Prins Foundation was created to help even more animals. Through the Prins Foundation we aim to create a connection between people and animals, and to improve animal welfare in every possible way.

**What does the Prins Foundation do?**

- We donate food to organisations that could use a boost.
- We invest in projects and charities that promote the relationship between people and animals.

Prins itself contributes to the Foundation in various ways. For example: some of the proceeds from events organised by Prins and entrance fees for the Prins visitor centre go to the foundation.

**Charities**

Part of the Prins Foundation's budget goes to three selected and annually different foundations. In addition, the Foundation supports private initiatives and various research and educational projects. All of this further underlines what Prins stands for above all else: animal welfare in its broadest sense.



Every year, we pack hundreds of Christmas packages together, that we donate to consumers who could use an extra helping hand.



# Collaboration partners

**Sharing and connecting**

We like to reach our target groups by sharing and connecting. 'Sharing knowledge' and 'Connected' are two of Prins's core values for a reason. Sharing knowledge, learning from each other and connecting by informing and inspiring are very important to us.

**Business partners**

Pet shops, webshops, kennels and catteries, dog schools, groomers, boarding kennels and animal shelters are important business partners to us. By exchanging knowledge and selling our high-quality foods, we can help each other improve animal welfare.

**Consumers**

We appreciate mindful consumers who want the very best for their animals. We are happy to help pet owners with advice and guidance. From purchase to farewell: we are available for all questions.

Prins likes to engage in collaborations and dialogue, because together we can go further. Cooperation is our strength!



## Bulgaria

EXPORT PARTNER  
PRINS PETFOODS

'In 2017, we were looking for an international partner that could meet our high standards on pet food quality and health. We found this in Prins Petfoods. The company represents everything **Zoovet Medical Ltd.** also stands for.

Prins is innovative, creative, produces high-quality products and has an impressive network of specialists, nutritionists and veterinarians with whom they formulate the products. The health and wellbeing of pets is

a priority, right in line with our vision. We are proud to have been able to introduce Prins pressed kibble to Bulgaria. It was a completely new product for this country, and the benefits are huge. Currently, Prins is the best and best-known brand of pressed kibble in Bulgaria and we believe that we have achieved that together.'



# Prins as a reliable export partner

ARUBA

- Export partner of Prins
- The Netherlands

**Quality**  
Prins has a good reputation worldwide. This leads to great international collaborations with export partners in more and more countries.

**Everything in-house**  
As a brand, Prins has a lot to offer export partners. Because we do product development, production, packaging, marketing and knowledge transfer in house, and we are happy to share all the knowledge collected since 1963.

**A full range**  
Prins offers a full range of products. From pressed and extruded kibbles, wet foods, frozen foods and snacks to a complete line of veterinary foods. We have a comprehensive range that covers all consumer needs.

**We assist**  
Partners can count on our full support. We offer help with marketing, passing on pet knowledge and organising events to inspire new customers. Everyone is welcome to visit our

unique Experience Centre in Veenendaal to get to know who we are, what we do and what we stand for.



# Quality products from the Netherlands

Since 1963, our priority has been to develop the perfect food for dogs and cats. Over the years, Prins has gained a great deal of knowledge and experience in this field. Our business is always about the love of pets and the health and welfare of animals in general. Based on this vision, we produce high-quality, completely balanced cat and dog food with natural ingredients.

We develop foods that put the health of the pet first, but do not lose sight of the needs of the owner. We offer a wide variety of products for dogs and cats in the range; pressed, extruded, treats, wet and frozen foods. Here, a distinction is made between ranges for maintenance foods, for preventive foods and for curative foods.



## 100% natural ingredients

We use no synthetic fragrances, colours or flavours and work with high-quality natural ingredients only which are sourced from trusted partners and purchased as locally as possible from certified suppliers. For example the herring we use comes from the Norwegian Sea and carries the Marine Stewardship Council label for sustainable fishing.

## High quality demands

At Prins, we have our own in-house laboratory and work according to the quality systems GMP+ and Hazard Analysis and Critical Control Points (HACCP). These hallmarks ensure that all of our products are produced safely and hygienically. Our certified laboratory continuously monitors the entire production process, from raw materials to finished product. We conduct as many as 65 analyses a week to ensure we meet the highest standards.

## No animal testing

We do not use laboratory animals. To ensure optimal quality of our foods, we conduct so-called in-house testing. We ask consumers to feed our products in a home environment that is comfortable for the pet and provide us with feedback.





## Yvonne van den Berg

R&D MANAGER



'When formulating and developing our pet foods, we look closely at the needs of pets. For us, quality and pet welfare are the priority, and we do not compromise on that.'

We are now going one step further. We make considered choices when selecting ingredients, with both quality and sustainability incorporated.

A good example of this is the substitution of salmon oil in our pressed foods with an even higher-quality raw material for the important (essential) fatty acids. In our search for better alternative omega 3 fatty acid sources, sardine oil and algae oil surfaced. Both high quality with a better fatty acid profile than our salmon oil. When we then factor in sustainability, algae oil also turned out to be the better option. This was the final-deciding factor in switching to algae oil.'



'A BIG STEP FORWARD'





# The power of pressed kibble

## OUR DIFFERENT SHAPES OF PRESSED KIBBLE



Pressed kibble contains lots of nutrients and little air. This makes the kibbles more compact. The compact kibble also takes up less space, saving about 30% in packaging material. This has another big advantage: more kilograms of pressed food fits on a single pallet, which in turn reduces the need for transport. Finally, pressed kibble is prepared at a lower temperature, of about 75 degrees degrees Celsius. This saves energy compared to the production of extruded kibbles.

Therefore pressed kibble is a lot more sustainable than extruded kibble. A pressed kibble is highly concentrated, which is ideal for active dogs and small eaters, as you don't have to feed as much volume. Pressed kibble contains 100% natural ingredients, with no unnecessary additives. No synthetic fragrances, colourings or flavourings have been added.

The preparation process means that pressed kibble food always has a rod-shaped appearance. We use six shapes in our range. This way we have a suitable kibble shape for every dog!

**In short: a sensible, healthy and above all tasty food choice for dogs.**



Within our Dutch family business we have been producing high-quality pressed dog food since 1963.



# An overview of our full range





PROCARE

# The pressed kibble that has it all!

**High-quality, naturally pressed, dry food for all dogs**

We have various food ranges within our pressed assortment. Each ProCare product line has various varieties, from puppy to senior, and offers suitable nutrition that meets the different activity and nutrient needs of dogs.

The ProCare is our first nutritional line. A suitable diet for every dog. ProCare Mini is created especially for small dogs. The ProCare

Mini foods have the same high-quality recipes as the ProCare, but the kibble size is adjusted to the size of the dog. This means that both small and large dogs have a suitable kibble size. ProCare Grainfree is for dogs that are sensitive to grains or owners who like to give their dog a grainfree kibble. The SportCare range is for dogs that need to perform at their best.





# ProCare



## For medium or large breed dogs

- A suitable food for: active, young, old, stress-sensitive and food hypersensitive dogs
- Algae oil. A more sustainable source of omega-3 fatty acids, rich in EPA and DHA
- MSC certified herring from the North Sea
- High quality poultry (chicken & turkey), without animals being specially bred for this purpose
- Hypoallergenic foods, especially for food-sensitive dogs. Choice of lamb, herring, insect or vegetarian
- One food with natural herbs with a soothing effect (chamomile, passion flower and green tea)
- Fully recyclable packaging
- The 3kg packages are resealable



Pressed kibble

For (medium) large dogs

Various hypoallergenic protein sources





# ProCare Mini



## For small breed dogs

- Smaller kibbles
- Hypoallergenic foods, especially for food-sensitive dogs. Choice of: lamb and herring
- Algae oil. A more sustainable source of omega-3 fatty acids, rich in EPA and DHA
- MSC certified herring from the North Sea
- High quality poultry (chicken & turkey), without animals being specially bred for this purpose
- One food with natural herbs with a soothing effect (chamomile, passion flower and green tea)
- Fully recyclable packaging
- The 3kg packages are resealable



Small pressed kibble

For small dogs

Various hypoallergenic protein sources

# Malou & Fedor

'IT IS SO COOL TO SEE HIM ON THE PACKAGING OF THE FOOD HE EATS EVERY DAY!'







# ProCare Grainfree



## For dogs that are sensitive to grains

- 100% grainfree
- High quality poultry (chicken & turkey), without animals being specially bred for this purpose
- Hypoallergenic variant with duck as an animal protein source
- Potato and pea for a healthy balanced diet



For sensitive dogs

100% grainfree

Poultry (chicken & turkey) or duck



# SportCare



- Pressed kibble are highly concentrated, resulting in less volume, ideal for sporting dogs
- A suitable diet for every type of sporting dog
- High digestibility ensures less stool
- High quality poultry (chicken & turkey), without animals being specially bred for this purpose
- Additional ingredients for supporting joints, metabolism and resistance



Pressed kibble

For every type of sporting dog

Supports joints, metabolism and resistance

FOR DOGS THAT HAVE  
**to deliver top performance!**



PROTECTION

# Food with a plus!

High-quality dry food with unique ingredients

The Prins Protection range for dogs consist of a pressed line, ProCare Protection, for medium and large dogs, additionally two extruded foods, Protection Croque for medium and large dogs and the Protection Croque Mini specifically for small dogs.

The ProCare Protection and Protection Croque are especially developed for medium and large dog breeds. Medium to large dogs often experience higher impact on their bodies, especially on their joints. Our Protection foods contain a combination

of probiotics, prebiotics and dietary fibre for a balanced intestinal flora. The foods contain a combination of algae oil or salmon oil, joint supporting ingredients (glucosamine and chondroitin), herbal extracts and Schüssler cell minerals to provide the right support.

The Protection Croque Mini has been especially developed for smaller dogs and, in addition to the ingredients mentioned, also contains minerals for extra dental support and Yucca to minimise the odour of the faeces.





# ProCare Protection



For conscious dog owners who really want to offer their animal something extra!

- Ideal for medium and large breed dogs
- The size of the kibbles is suitable for (medium) large dogs
- With probiotics for healthy intestinal flora
- Supports joints with glucosamine and chondroitin
- Rich in chicken or lamb for a tasty food
- The first dry dog food enriched with Schüssler cell minerals



Pressed kibble

For (medium) large dogs

Supports joints and intestinal flora

# Karin

SMULDERS  
DIERVOEDERS



## Three generations in succession

'My parents chose Prins Petfoods years ago because they had full faith in Dirk Johannes Verkade. After my taking over the business, Prins naturally came along. Like my parents, I like local Dutch and reliable brands, and that's Prins!

Prins' ambition to always deliver quality also suits Smulders Diervoeders.

Prins and Smulders are two family businesses that have been collaborating harmoniously for more than 25 years. Hopefully a fourth generation will continue this!



# Protection Croque



For conscious dog owners who really want to offer their animal something more!

- A suitable food for: active, young, old and hypersensitive dogs
- Extruded kibble for medium to large dogs
- With probiotics for healthy intestinal flora
- Helps support the joints with glucosamine and chondroitin
- Rich in chicken or lamb for a tasty food
- The first dry dog food that is enriched with Schüssler cell minerals

# Protection Croque Mini



Completely tailored to supporting the health of small dogs!

- A suitable food for: active, young, old and hypersensitive dogs
- Especially for small breed dogs
- Smaller extruded kibble shape
- Prevents tartar thanks to the addition of hexametaphosphate, a special mineral that helps reduce tartar formation
- With yucca extract to help reduce faecal odours
- With probiotics for healthy intestinal flora
- Helps support the joints with glucosamine and chondroitin
- Rich in chicken or lamb for a tasty food





FIT SELECTION | DOG & CAT

# A tasty crunchy meal!

**Healthy extruded food in different flavours**

Prins Fit Selection offers tasty and healthy extruded kibble for dogs and cats of all ages. Complete food, 100% natural, without synthetic additives and not tested on animals.





# Fit Selection | dog & cat



Healthy extruded kibbles  
in different flavors

## Fit Selection | dog

- A suitable food for every life stage
- Rich in chicken and salmon
- Special hypoallergenic variant with lamb as the only protein source
- Very easy to digest
- Extra tasty, so a treat for the dog!

## Fit Selection | cat

- For all adult cats
- Extra tasty due to many flavours and shapes
- Very easy to digest



# Joyce

CATTERY AMAZING  
CHARMED

## Perfect nutrition and support

'When I started my cattery Amazing Charmed in 2018, I needed quite a bit of guidance on nutrition. When I heard about the Prins CareTeam, I was quickly sold. The CareTeam has very often given me the right advice, and all my kittens and their mothers are doing incredibly well on Prins's top-quality food. Their coats shine, the cats have little stool and it also smells less. I really love working with Prins!'





VITALCARE

# Tasty kibbles for all cats

## What makes VitalCare special?

A tasty food for even the pickiest eater! Prins VitalCare range contains the ideal dry food for every cat to stay fit and healthy. Available in many varieties, from kitten to senior.





# VitalCare



## A tasty food for even the pickiest eaters!

- A suitable food for every stage of life and lifestyle
- Wheat (gluten) free
- Rich in chicken
- Hypoallergenic variant with herring as an animal protein source
- High acceptance
- All products, except VitalCare Kitten and VitalCare Senior 12+, prevent bladder stones
- High digestibility ensures less stool
- Fully recyclable packaging
- Resealable packaging



For every stage of life and lifestyle

Prevent bladder stones

Tasty crunchy kibbles



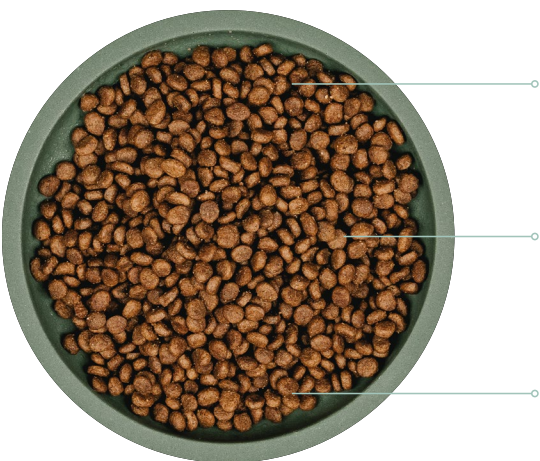


# VitalCare Protection



For conscious cat owners who really want to offer their cat something extra!

- A suitable diet for every stage of life and lifestyle
- Wheat (gluten) free
- Unique ingredients for healthy intestinal flora, skin and coat, resistance and healthy teeth
- Rich in chicken or salmon
- High digestibility ensures less stool
- The first dry food for cats enriched with Schüssler cell minerals



High digestibility

Healthy intestinal flora

Prevents tartar



## What nutrition can do...

A question came in for the Prins CareTeam about the cat Yoda. Yoda has a mitral heart valve condition called Systolic Anterior Motion (SAM), and this resurfaces when the cat experiences stress. The question was whether the owners could perhaps deal with this condition with appropriate nutrition?

‘As the condition was especially noticeable when Yoda was stressed, a member of the Prins CareTeam staff recommended Prins VitalCare Resist Calm to our cat. After consulting our vet, Yoda was switched to this food.

After a month, we really saw a difference in Yoda. He slept longer and deeper, his eyes looked out with less panic and he appeared a lot more relaxed. This was also what we could provide as feedback when the CareTeam staff member called us to ask how Yoda was doing.

When we went to the vet for a check-up after a year, everyone was amazed at Yoda’s condition. The ultrasound revealed that his condition was not only stable, but had even improved. His heart valve is closing normally again, and he now falls in the ‘healthy cat’ category. We are convinced that the Prins VitalCare Resist Calm food has made a large contribution to this, and so we are incredibly grateful to Prins and the CareTeam!’

We are happy that Yoda is doing so well.



FROZEN AND WET FOOD | DOG & CAT

# Delicious meat and wetfood range

## 100% natural and complete meat and wetfood

Prins TotalCare and FreshCare 100% natural frozen fresh meat foods contain raw meat and organ meat and are available in various varieties. Available in convenient portions, so easy to give. The fresh meat slices can be given as a daily meal or added to the dry food as a tasty treat. Prins TotalCare en FreshCare can be stored in the freezer.

Prins NatureCare wet foods are healthy, 100% natural meat meals in the shape of a sausage for the dog and as a canned wet food for the cat. The diets are complete and suitable for all ages. They can be given as a complete daily menu, but also as a tasty variation to the daily diet and ideal as a treat during training! Tinned cans and sausages can be stored outside the refrigerator.





# TotalCare | dog & cat



100% natural and tasty fresh meat,  
as a complete meal or as an addition  
to kibble food

## TotalCare | dog

- Natural and tasty fresh meat for dogs
- Complete meal, based on high-quality meat, supplemented with vitamins and minerals
- High meat content
- A highly digestible food produces less faeces
- Wheat (gluten) free
- High acceptance
- Easy to dose and administer due to the use of meat slices
- 100% natural food. Contains no synthetic odourants, colourants or flavourants
- Fully recyclable packaging
- Resealable packaging

## TotalCare | cat

- Suitable for cats of all breeds and ages
- A highly digestible diet produces less faeces
- Moisture-rich food for cats who are naturally bad drinkers!
- Wheat (gluten) free
- Fully recyclable packaging
- Resealable packaging

# FreshCare



- Complete meals based on high-quality meat, supplemented with vitamins and minerals to ensure a balanced food
- Monoprotein, available in the following flavours: chicken, duck, lamb and horse
- Grainfree
- Contains fruits and vegetables which have vitamins and minerals and provide fibre for

- good intestinal flora
- High digestibility ensures less faeces
- 100% natural food, without synthetic odourants, colourants or flavourants
- Fully recyclable packaging
- Resealable packaging



Complete  
fresh meat

Tasty  
nutrition

High meat  
content

FOR EVERYONE

## who wants to consciously feed fresh meat!

Monoprotein

Grainfree

Easy to  
administer



# NatureCare | dog & cat



Nice as a change or as a perfect reward during training!

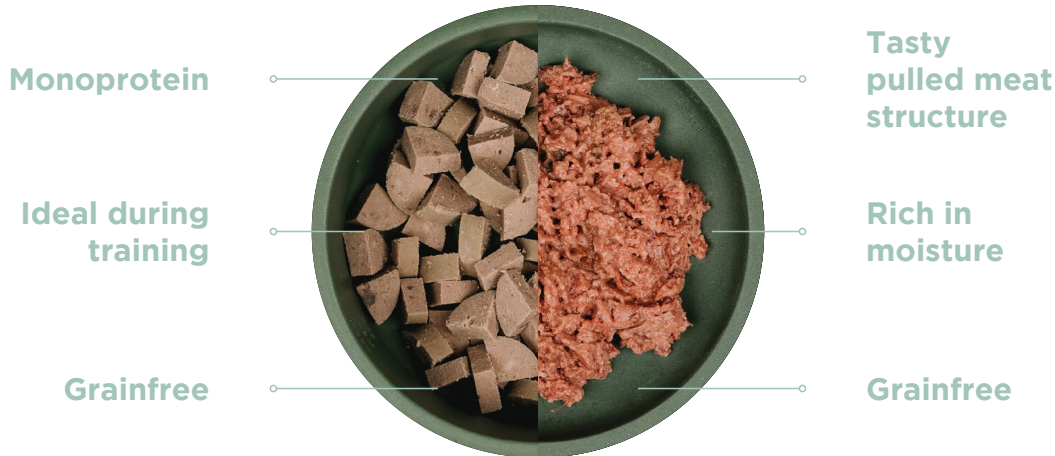
**NatureCare | dog**

- Complete meat meal
- Rich in meat: 70% meat or poultry
- Monoprotein: choice of chicken, lamb or turkey flavours
- Grainfree
- With salmon oil

Tasty wet food for picky cats. As a main meal or as a treat.

**NatureCare | cat**

- Suitable for all cats, from kitten to senior
- Moisture-rich food for cats
- Ideal for variation
- Grainfree
- Dietary fibre (inulin) for healthy intestinal flora



# Jodie & Bob

'MY CATS LOVE PRINS' FOODS!'





VETERINARY DIET | DOG & CAT

# Tasty foods for animals with health problems

## Veterinary foods for dogs and cats

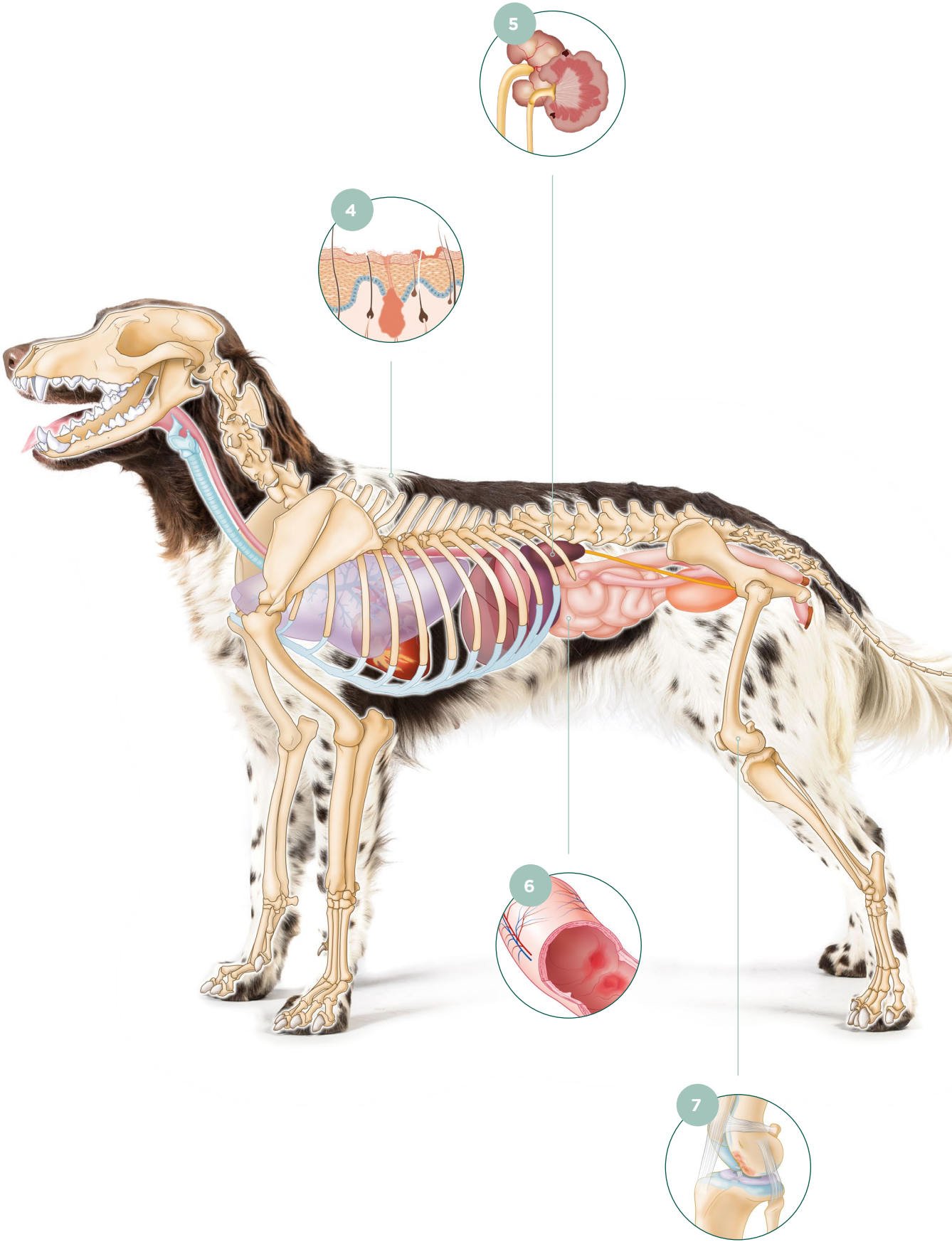
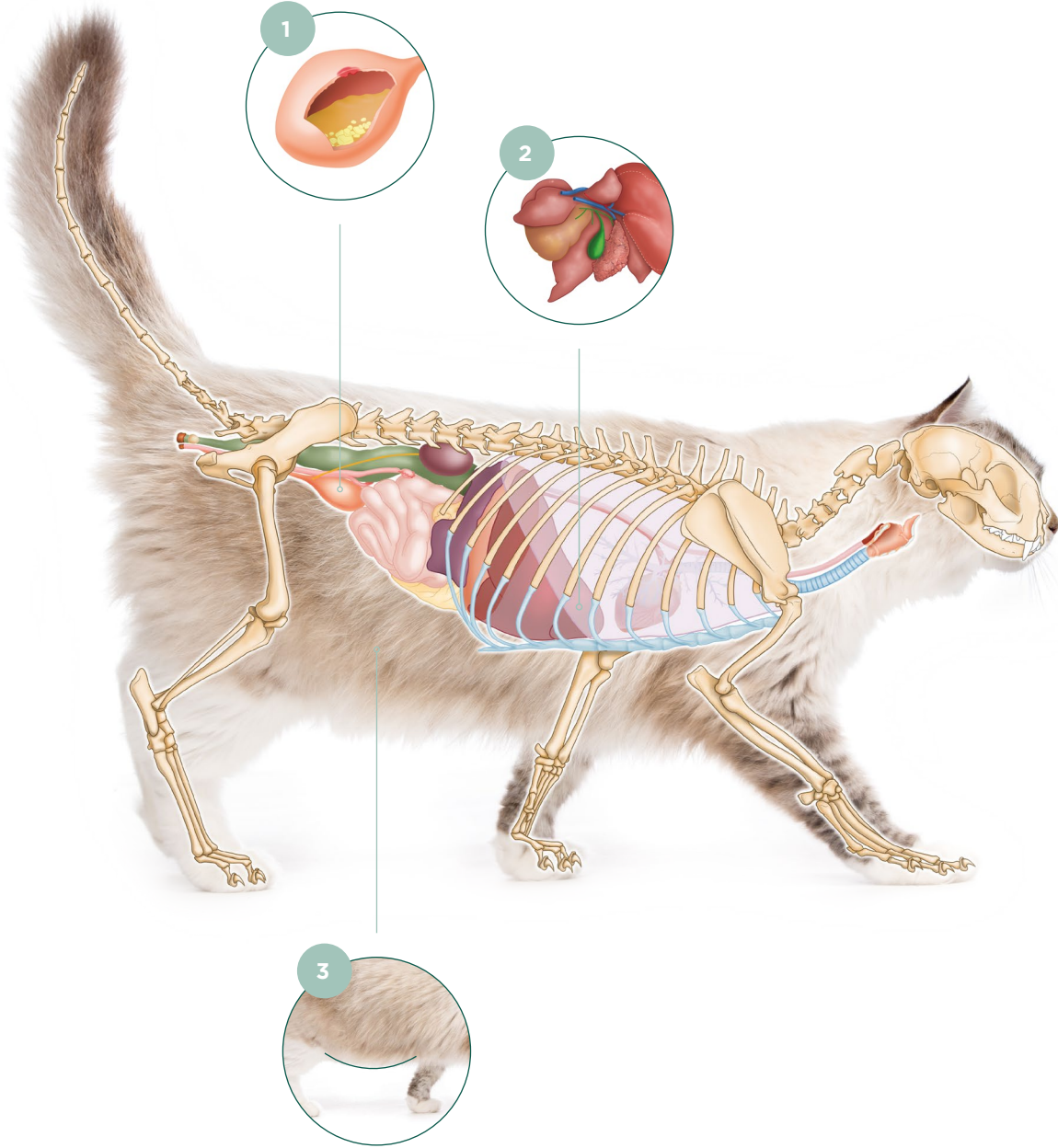
A complete line of dietetic foods for the most prevalent health problems in dogs and cats. Pressed and extruded dry food as well as canned wet food, so that even animals that require dietary food can eat a varied diet.





# Most common health problems

- 1 Urinary tract issues
- 2 Liver failure
- 3 Overweight and/or diabetes
- 4 Skin and coat problems
- 5 Chronic renal failure
- 6 Gastrointestinal complaints
- 7 Joint problems





# ProCare Pressed Veterinary Diet



Scientifically proven veterinary food for dogs with a health condition

- Pressed kibbles for dogs with health problems
- Scientifically substantiated and recommended by veterinarians
- Very tasty
- Available at trained points of sale
- Complete foods and safe to use for life



- Pressed kibbles
- Recommended by veterinarians
- Concentrated food

# ProCare Croque Veterinary Diet



Scientifically proven veterinary food for dogs with a health condition

- Extruded kibbles for dogs with health problems
- Scientifically substantiated and recommended by veterinarians
- Complete product line of dietetic foods
- Very tasty
- Available at trained points of sale
- Complete foods and safe to use for life



- Crunchy kibbles
- Recommended by veterinarians
- Safe to use for life



# VitalCare Veterinary Diet



## Scientifically proven veterinary food for cats with a health condition

- Extruded kibbles for cats with health problems
- Scientifically substantiated and recommended by veterinarians
- Complete product line of dietetic foods
- Very tasty
- Complete foods and safe to use for life
- Available at trained points of sale



For cats with  
health problems

Complete  
product line

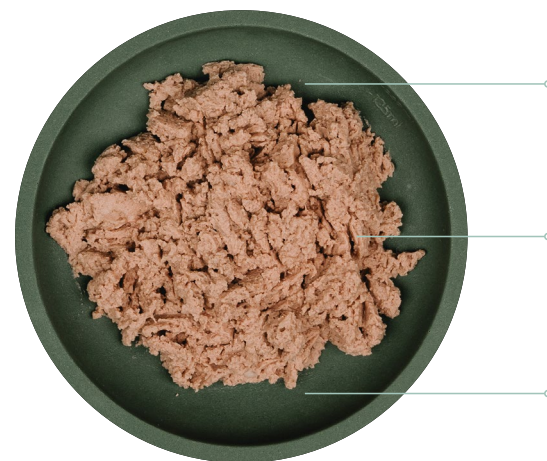
Recommended  
by veterinarians

# NatureCare Veterinary Diet | dog & cat



## Scientifically proven veterinary canned food for pets with a health condition

- Canned food for dogs and cats with health problems
- Easy to combine with veterinary dry food
- Scientifically substantiated and recommended by veterinarians
- Very tasty
- Available at trained points of sale
- Complete foods and safe to use for life



Wet food for  
dogs and cats

Easy to combine  
with kibbles

Tasty  
variation



SUPPLEMENTARY FOODS | DOG & CAT

# Tasty reward treats

**Prins has various tasty reward treats especially developed for dogs and cats**

Prins Treats are available in four types, suitable for dogs of all ages: Chicken, Salmon, Beef and Duck. The snack cubes are soft and therefore easy to break into smaller pieces.

Chicken and Salmon are also available in a mini version, consisting of even smaller cubes for smaller dogs or for more frequent reward giving.

There is also a reward available in tubes for dogs and cats. Prins Play & Care for cats and Prins Train & Care for dogs have a salmon flavour. You can use these reward tubes when playing with and caring for your pet, during training sessions or simply as a nice treat.





# Treats



## Tasty soft treats for dogs in four flavours!

- High meat content
- Monoprotein
- 100% natural ingredients with meat, fish or poultry from Europe
- Grainfree
- Easy to break into pieces (ideal during training)
- In handy 120 gram bags with viewing window
- Packaging is easy to open and reseal

# Train & Care | Play & Care



## The ideal reward in a tube!

- Tasty reward cream
- Salmon flavour
- Grainfree
- Perfect to dose
- The tube is easy to carry
- Useful tool for training, playing and grooming







# Shop concepts



We bring our unique Prins experience to the shop floor

Using the Prins shop concepts, we have created a shopping experience where inspiration, knowledge and a variety of choice combine. With the help of attractive signage, appealing images and a clear choice guide, we support our customers in making the best choice for their dog or cat.



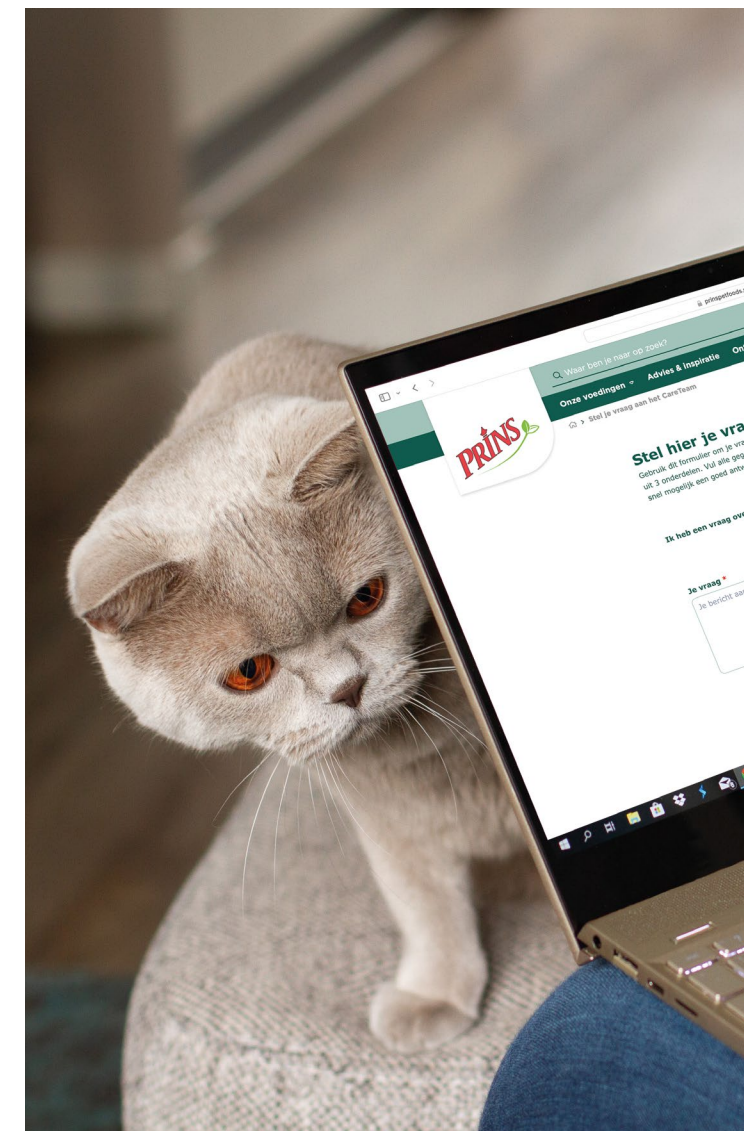


# CareTeam

NO CHARGE, TAILOR-MADE ADVICE



**A wealth of experience; The CareTeam handles more than 1,000 cases per month!**



Free of charge, tailor-made advice; the CareTeam answers all questions on pet nutrition, parenting, behaviour and health to consumers and business audiences by email, chat, WhatsApp, social media and phone. Our advisory team is ready to provide appropriate advice and further guidance if required. This because improving animal welfare is our

mission. Every animal is unique, and no question is the same. That is why we always tailor our advice to the questions we ask the owner. We keep in touch long enough to achieve the desired goal together.

**For more information visit [prinspetfoods.nl/careteam](https://prinspetfoods.nl/careteam)**





## ANIMAL WELFARE BEGINS WITH EDUCATION

Prins's nutrition consultants provide (product) training courses both at home and abroad. Through on-site courses, webinars and e-learning, we enjoy sharing our practical knowledge with our partners. Product training can also be followed through our Prins e-learnings. Participants can learn in their own time, choosing the knowledge they need at their own convenience.

Registering for e-learnings can be done at [www.edupet.nl](http://www.edupet.nl)

### Webinars & live streaming

In our studio, we regularly organise webinars where interested parties can engage live and ask the speaker questions via the chat. Additionally, our auditorium provides the opportunity of following certain lectures live via our 360-degree camera.

### Prins & Puck

Children have the most fun adventures with our friends Prins and Puck! By means of an educational series, teaching packets for schools, events and our own merchandise, we educate children about responsible pet handling in an accessible way.

Visit [www.prinsenspuck.nl](http://www.prinsenspuck.nl) for more inspiration







## The Prins Visitors Centre

**A dream that took years to build has come true: the Prins Visitors Centre. Here, everyone can see and experience what we mean by hospitality and passion for animal welfare.**

This includes how our food is made, seeing the world through the eyes of a dog and a cat, learning more about the senses and organs of these animals and taking you into the world of education. We also show you how you can decorate your home in a dog- and cat-friendly way. The visitors centre also houses our photo- and filmstudio and auditorium. Welcome to our unique world!



# 'Plenty of room to speak and learn'

We have facilities at several locations that offer everything you need for a top presentation. Complete with a hostess, technical support and full catering.

## Prins facilitates you



### The Veenendaal studio

- Veenendaal studio space over 150 square metres
- Multiple camera recording
- Different studio settings are possible and webinars can be recorded



### The Veenendaal auditorium

- Theatre arrangement with 77 seats and 23 standing places
- Folding table and electrical socket at each seat
- Two beamers for displaying different screens
- Possibility of a live link with external speakers
- Facilities for livestreaming and playback



### Edupet Lelystad

- Lecture hall with seating for 80
- Indoor training hall
- Podium for speakers
- Large screen with plenty of options
- By 2024: additional training spaces available both indoors and outdoors





# Prins Plaza

Prins Plaza is a unique sport & play concept for both owner and dog. As pets are an important part of the family, Prins Petfoods has developed special meeting places throughout Prins Plaza. Here, dog lovers and their four-legged friends can be active with their dogs in a responsible way.

Designed with great attention to wellbeing, safety and sustainability, the Prins Plaza equipment provides exercise and relaxation. The Plaza concept features different devices in three different themes:

- *Prins Plaza Playground*  
Play equipment is designed to teach learning to dare, doing and, above all, having fun together.
- *Prins Plaza Bootcamp*  
Workout equipment focused on muscle strength, fitness, technique, concentration, endurance, and most importantly, cooperation with your dog.
- *Prins Plaza sniffing garden*  
An area with different elements that stimulate the dog's senses. Not just smell, but also sight, hearing and touch.

By combining different elements, you create a unique dog paradise in which there are all kinds of things to do, discover and experience.

## Informative

The Prins Plaza equipment comes with information boards and references to instruction videos with rules, explanations and tips.

## Certified

All equipment is certified by the German technical testing agency (TÜV) and designed in cooperation with a veterinarian and experts in dog training.

## European Robinia wood

They are made of high-quality, durable and knot-free European Robinia wood and feature hard-wearing treads with extra grip.





# Mariska van Gelder

EXPERIENCE  
& EDUCATION  
DIRECTOR



## ‘STUDENTS AND DOG OWNERS ARE BOTH VERY WELCOME!’

‘Education and welfare stand central in the Edupet education and animal welfare centre to be opened this year in Lelystad. All of our courses are developed using the latest scientific insights.

In the welfare centre, we bring together all the facets; a behavioural centre, animal physiotherapist, groomer and veterinary practice. This offers students the perfect opportunity to develop further and really connect with practice and the field. The experience they gain during their studies

will certainly benefit animal welfare in its broadest sense.

In addition, we see added value in the fact that the venue is also suitable for events and meetings. At the adjacent Prins Plaza, not only do students broaden their knowledge, but owners can also participate in fun activities with their dogs.

This is how I can keep building on my grandfather’s legacy.’





## Prins Health Coach

**The Prins Health Coach program is the course for (future) animal professionals who would like to convey their knowledge to consumers and are keen to answer questions about behaviour, nutrition and accommodation, among other things.**

Health Coaches transfer knowledge in a personal way. They help dog and cat owners optimise their pet's welfare and find the way to the right specialists in a timely manner. A Health Coach is an accessible advisor who can provide extra help in solving all kinds of practical problems.

Anyone working professionally in the pet industry can enrol in the Prins Health Coach training programme. This is followed by an intake where we consider all options. Health Coaches that graduate then become part of a large network of knowledge.

### **Education provided by experts**

The Prins Health Coach course is taught by experts and you will build a broad base of knowledge that can be used when advising dog and cat owners. The course takes about 10 months and consists of studying on your own and e-learning, in addition to lessons at one of our training sites, concluding with a theory and practical exam.

### **Modules**

- 1 Nutrition
- 2 Cat behaviour and accommodation
- 3 Dog behaviour and accommodation
- 4 Exterior care
- 5 Dog sports & leisure basics
- 6 Knowledge of breeds
- 7 Medical
- 8 Legislation and regulation
- 9 Social relevance: the pet and society
- 10 Coaching and sales

**Become a Prins Health Coach? Visit [www.edupet.nl](http://www.edupet.nl) for more information and to enrol.**

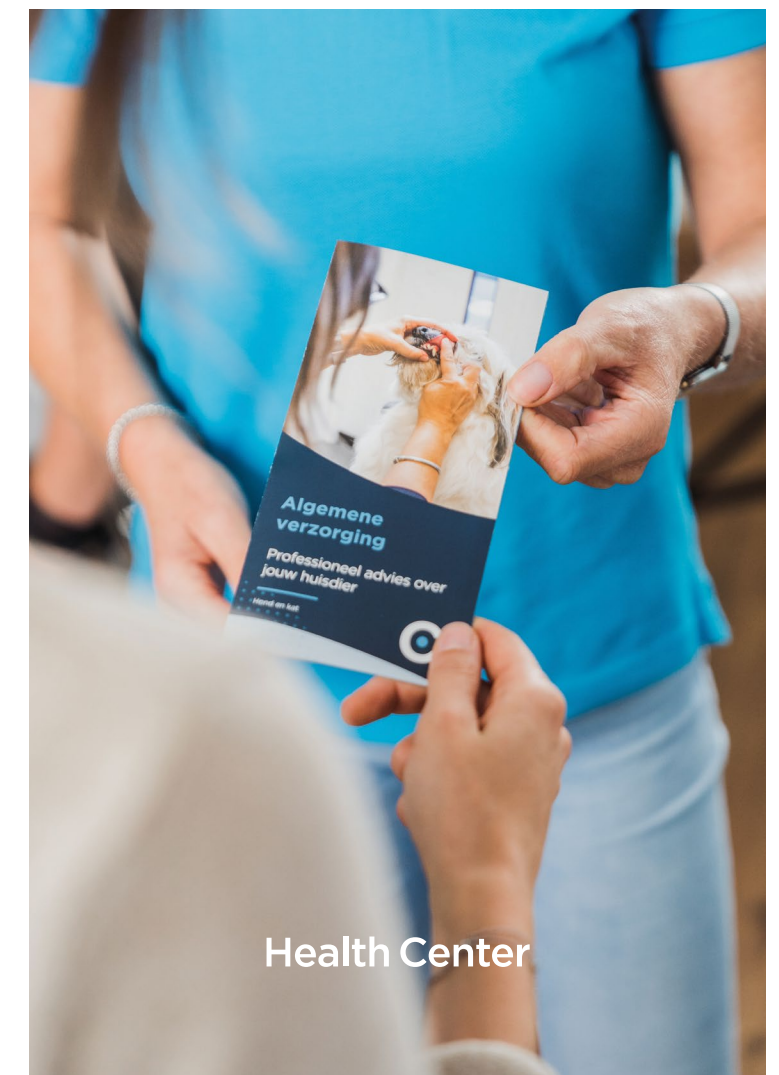
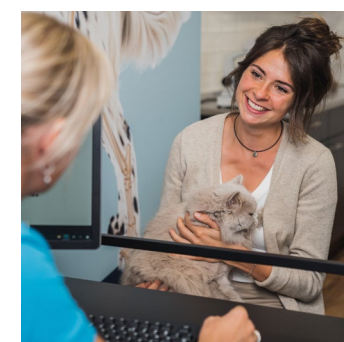
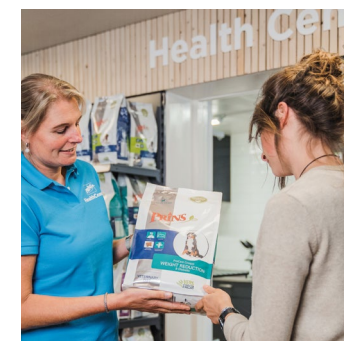
## Health Center

**Prospective and brand-new pet owners are often looking for expertise and advice. Having a helping hand in choosing a suited animal and being able to provide the best care for that animal is then fun and nice. Consumers can always visit one of the Health Centres to explore.**

There are several Health Centres throughout the country where Prins Health Coaches operate. During their visit, (prospective) pet owners can get products, advice, inspiration and service. The welfare of the animal always comes first. The animal is checked, weighed and inspected

from top to bottom. If necessary, referrals are made to the vet or other specialists. Otherwise, the pet owner can work on their own with the Health Coach's advice.

We would like to invite you to see if a Health Centre could also benefit you.

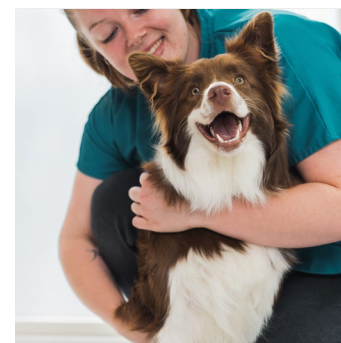


Health Center





# EduVet Veterinary Clinic



EduVet Veterinary Clinic, location Veenendaal, is an independent animal clinic, which is located in one of Prins Petfoods' three locations on Accustraart in Veenendaal since 2018. At EduVet Veterinary Clinic, we focus primarily on patient care for dogs and cats. We also share our knowledge and experience in various ways with veterinarians, paraveterinary workers, other animal health professionals and pet owners.

The EduVet Veterinary Clinic in Lelystad participates under the label EduVet Veterinary Education Centre in a partnership with EduPet Education and Welfare Centre.

The close relationship between vet Atjo Westerhuis and the Verkade family business, owner of Prins Petfoods and EduPet Welfare and Education Centre, has existed for decades and has resulted in the sharing of expertise in veterinary medicine, nutrition and education.



# Gertjan Willems

OPERATIONS &  
DEVELOPMENT  
DIRECTOR



## ‘BEING A LEADER IN KNOWLEDGE IS OUR AIM’

‘Development is our top priority. We go to work daily to develop products and services as well as people. After all, healthy products along with knowledge increase wellbeing. Working on your own development is even more effective if it can take place in a pleasant and fun way. That is what we are committed to at Prins and Edupet!’

Our vision is to be distinctive in terms of constant sharing of knowledge. We strive to be knowledge leaders and to guide pet lovers and professionals to improve the welfare of all pets through knowledge transfer at every stage of life.

To take animal welfare to the next level, we connect people and animals by providing hands-on, reliable and high-quality knowledge.

We have experts and professional teachers in each area of expertise who are passionate about absorbing the latest developments and imparting their knowledge. In combination with conducting frequent target group research, we remain up to date and practical with our products, services and teaching materials.

One thing is for sure, it never gets boring at Prins!’



## OVERVIEW

# Edupet training courses

Animal lovers who want to learn just a little bit more about caring for their pets, or professionals who want to develop their skills; at Edupet they can find a suitable course. The best teachers in the field share their knowledge with passion and provide personal guidance, which makes taking a course or training through Edupet a real experience. Our aim is to provide complete training in manageable steps. The learning pathways are modular in an excellent combination of online learning and practical experience.

Curious? Go to [edupet.nl](https://edupet.nl) for more information.







## Dogs

Courses can be taken through Edupet in a variety of occupations in the dog world. From starting a dog walking service to full training as an independent canine instructor or behaviourist.

### The training courses offered by Edupet are:

- Dog walking service
- Dog trainer
- Canine instructor
- Private instructor
- Behavioural therapy instructor
- Canine behaviourist

### Some of the courses offered by Edupet are:

- Optimise your puppy classes
- Training techniques for dogs
- Learning to observe dog behaviour



## Cats

Edupet's range of classes for cats provides all the information needed to work with cats, ranging from cat groomer to feline behaviourist.

### The training courses offered by Edupet are:

- Professional cat groomer
- Feline welfare coach
- Feline behaviourist

### Some of the courses offered by Edupet are:

- Disruptive behaviour in cats
- Tellington Touch for cats
- The cat-friendly home
- Katvriendelijk huis



## Rabbits & rodents

The care of rabbits and rodents is becoming more in-depth. Edupet offers several courses for experts and professionals working with rabbits and/or rodents with a view sharing the appropriate knowledge.

### The training courses offered by Edupet are:

- Rabbit basics
- Basic knowledge for the professional
- Rabbit groomer
- Rabbit expert
- Rabbit behaviourist



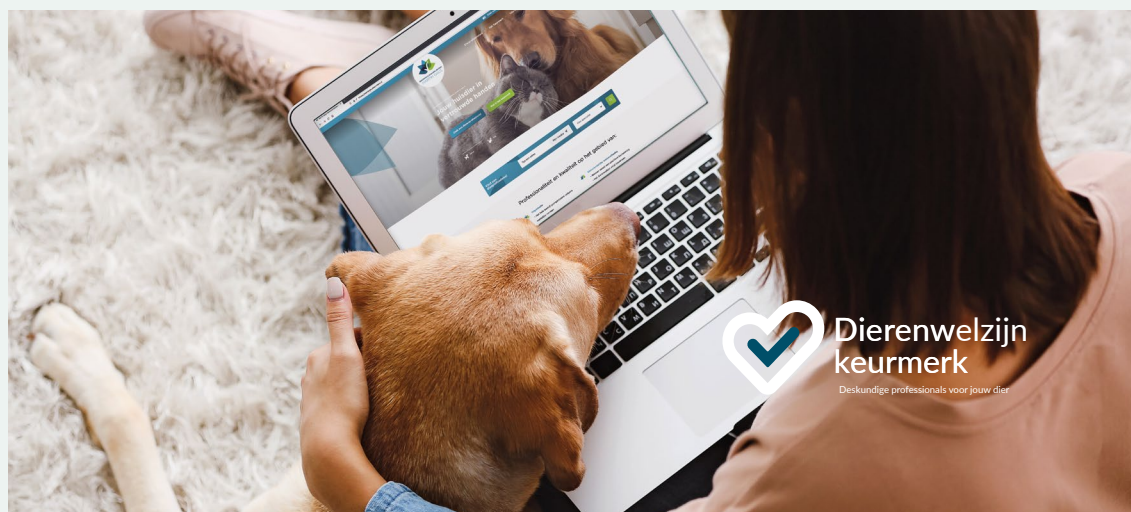
## Herps

Development around the care and welfare of reptiles and amphibians is moving at lightning speed. Through Edupet, hobbyists and professionals can stay up to date through courses and workshops.

### The training courses offered by Edupet are:

- Primary medical care for reptiles and amphibians
- Animal welfare for reptiles and amphibians

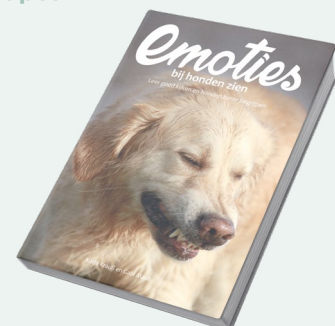




## Books

Clear and unambiguous teaching material is key for quality knowledge transfer. We at Edupet develop it together with our professional teachers. We make extensive use of e-learning, readers and sometimes books. If certain books are not yet available in Dutch, Edupet makes sure they are produced. These books are not only used for courses, workshops and webinars, but can also be bought separately. In recent years, we have already made some wonderful productions on dogs, cats, rabbits and reptiles.

**Browse in our book shop  
at [boeken.edupet.nl](http://boeken.edupet.nl)**



# Animal welfare quality label

**Based on our mission to improve animal welfare, apart from healthy products and knowledge, the help and care of well-trained professionals is also important.**

The Animal Welfare Hallmark makes the quality of well-trained animal professionals visible to all. You can rest assured that your pet is in good hands at groomers, behaviourists, walkers, dog schools, boarding kennels and other pet services bearing this hallmark.

The Animal Welfare Hallmark tests professionalism and quality in the areas of:

- Organisation: working according to legal standards and transparent criteria
- Knowledge and skills: good theoretical and practical training and annual refresher training
- Animal-friendly working methods: based on a positive approach with animal welfare always at the forefront
- Safety and prevention: safe locations and materials that meet all requirements

For more information,  
go to [edupet.nl/keurmerk](http://edupet.nl/keurmerk)

PRINS PETFOODS



**PRINS  
PETFOODS**

Accustraart 11  
3903 LX Veenendaal  
The Netherlands

**+31 (0)318 - 524 245**  
**info@prinspetfoods.nl**  
**www.prinspetfoods.com**  
**www.edupet.nl**