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Centaur Launches Custom Label Soft Chews With Health Supplements

Centaur Services in the UK has launched a new range of soft chews for dogs and cats containing a variety of health supplements.

The chews are custom-labelled, meaning that veterinary practices can order the chews to be packaged using their own branding. This reinforces and strengthens client relationships by encouraging customers to purchase vet-recommended products direct from the practice, reducing the amount of customer purchasing power lost to the high street or online stores.

The chews consist of a well-flavoured base with a crumbly texture, into which various health supplements can be blended, offering a palatable way for pets to consume important dietary and medical supplements. They are particularly popular with owners who find it difficult to encourage their pets to consume supplements within harder carriers, as the soft chews are more akin to food and easier for the animals to consume.

“We’re always looking for ways to innovate the offer we provide to our customers and make their businesses more successful,” commented Colm McGinn, Sales and Marketing Director of Centaur Services. “Not only are the chews a high quality product with excellent health benefits for pets, they also offer practices a new way of engaging with their clients by providing own-labelled products that come not only with the recommendation of their vet but also the trusted brand of the practice.”

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The chews are launching in five varieties: joint support and a heart-shaped multi-vitamin for dogs; and joint support, bladder support and hairball relief for cats. Additional varieties are in development.

For more information call Centaur Services on 01963 350005 to arrange a visit, or for existing customers, contact your Territory Manager.

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Press enquiries:

Sarah Newman or Rachael Whitson – Absolute PR and Marketing

Tel: 01392 680 740

Email: sarah@absoluteprandmarketing.com / rachael@absoluteprandmarketing.com

Notes to editors

- Centaur Services is one of the UK's leading veterinary wholesalers whose core function is to provide daily delivery of the complete range of products required by UK veterinary practices backed by outstanding levels of customer service.
- Centaur Services makes full use of information technology to deliver benefits such as late night ordering and iCentaur mobile ordering.
- Centaur Services' provides customer focused solutions to assist veterinary practices with better stock control, identifying under-utilised capital equipment and the challenges presented by customers purchasing products from on-line pharmacies and pet stores.
- For more information, visit www.centaurservices.co.uk / www.mwivet.com