

"Growing by keeping our customers curious"

"The Netherlands is a displacement market. If you want to grow as a company, you cannot be afraid of trying something new or unexpected. We keep our customers curious by continually launching unusual products," according to Paul-Peter Tijssen, member of the board of Tijssen goed voor dieren. He is responsible for the marketing strategy for the wholesalers specialised in pet products and pet foods and is closely involved in the development and marketing of their products.

Product development in the wildlife segment.

Tijssen uses winter products as an example. "When it comes to the large bulk winter food products such as bird seed balls, peanut nets and winter scatter food, we are able to market these for rock-bottom prices. However we are not happy until we have launched between five and ten new products for outdoor birds on the market every year." As far as the other creatures people may see in their gardens such as hedgehogs or squirrels, there are currently no food formulas available, "however we do have all of the ingredients in stock which are necessary for the care of these animals."

In 2006, the company started its own production line for wooden animal dwellings. These reflect the great deal of attention placed on innovation. "In developing new models, sturdiness and craftsmanship are priorities. Instead of supplying do-it-yourself kits, we supply our customers with fully assembled pens," adds Tijssen.

Houses for outdoor birds are also part of the wholesale company's range. In addition to nesting boxes, the company also markets a product line of



eight sturdy feeders and three types of feeder boxes. For sparrows, the company has special nesting boxes, part of the proceeds from which is contributed to efforts to preserve one of the house sparrow species which is a regular part of the scenery in the Netherlands.

Profile

Tijssen goed voor dieren is a specialised pet products and pet foods wholesaler in the Netherlands. The company supplies pet foods, pet products and accessories to pet shops, garden centres, groomers and related businesses. Its own production facilities have been granted HACCP certification. The activities involving the supply of livestock feeds to agriculturists, dairy farmers, horse stables and boarding stables is handled by Tijssen Veevoeder which has GMP+ certification. There are a total of 40 employees at the company.

History

Tijssen goed voor dieren is a real family company, which has been in the family for 5 generations now. Next year the company will celebrate it's 150th anniversary.

- 1850** Willem Tijssen started a business in dry goods such as grain, seeds and legumes;
- 1890** His sons Dick and Willem Tijssen took over the company, at which time the activities focussed on the production of livestock feeds;
- 1930** The third generation, Dick, Piet and Johannes Tijssen, took over the management of the business;

- 1965** Followed by the cousins Dick and Piet Tijssen, the activities were expanded with the addition of small animal feed production.
- 1980** Start of wholesale activities;
- 1991** Dick, Rieks, Philip en Paul-Peter Tijssen formed the board of directors and the wholesale activities grew considerably.
- 1995** Development of a company brand range and international expansion.



Tijssen anno 1858

Brand strategy with an international approach

In addition to the sale of all of the major and well-known top brands, Tijssen goed voor dieren is also working on its own line of products.

These include Linda (cats), Lars (dogs), and Natural Health (super premium for dogs and cats). Its own brand for small animals is Barn-i, Vanilia is for horses and Bird-is Ultiem is for birds. 40% of the turnover is accounted for by the sales of its own brands which are not only marketed in het Netherlands, but are also exported.

The network of countries with which it does business has expanded significantly, and now includes some 25 to 30 countries. Tijssen on this aspect: "We manage all of our activities ourselves. From the design of the packaging to the printing of the stickers to the lay-out of the promotional brochures which we send to our customers. And this is where our strength

lies, since this means we contribute fully from the very beginning of the development of the product all the way to the sale to the customer, and this allows us full control over the entire process."

The company has achieved a high degree of success with the brands Rogz (accessories) and Animonda (dogs and cats). The company has the import rights for the Rogz products for the Netherlands, and the Dutch office is also the hub for distribution throughout the rest of Europe.

In addition of the sale of well-known top brands and the development of its own line, Tijssen goed voor dieren also produces private label products for third parties. "Everything we can produce for ourselves, we can also manufacture for others. Whether this involves packaging for products weighing 100 grammes or five kilos. We ensure that the high quality that we demand from our own products is also supplied to our customers. All of het packaging, from 100 grammes to five kilos is all produced in a controlled environment. However, if het customer so desires, we can also produce packaging sizes from 10 to 25 kg, big bags or even unpackaged (loose).

Wholesaler

The wholesale activities comprise the majority of the turnover. Tijssen goed voor dieren supplies over 1000 retailers throughout the Netherlands. The company has its own fleet of lorries with regular drivers. "This allows us to provide our customers with an optimum level of service. Our drivers actually know the exact times, dates and how the goods must be delivered to the customers. This means a lot of added value."

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