

Saxon to donate percentage of sales to Battersea Dogs & Cats Home

The UK has always been known as a nation of dog lovers and it's estimated that 3.5 million extra dogs were purchased as 'Pandemic Puppies', many to first time owners who need to kit out their newly acquired pooch with everything from food bowls to medicines.



With the on-going cost of living crisis eating into everyone's finances, local travel and the UK 'staycation' once again looks to be a big hit in 2023. This gives members a great opportunity to ensure that pet owners both old and new can get kitted out in style with all the items they need to travel safely with their pets.

Even non-pet owners will be familiar with Battersea Dogs & Cats Home, as they're one of the UK's most well-known charities, they've been helping dogs and cats in need since 1860 – more than 160 years of heritage. Automotive distribution expert, Saxon, is delighted to be partnering with it to bring to market a wide range of pet travel accessories, curated specifically to delight both new and existing owners who regularly travel with their dogs. Saxon has also announced that a percentage of all sales will go directly to the Battersea charity, supporting and continuing the important work it does to look after any pets in need.

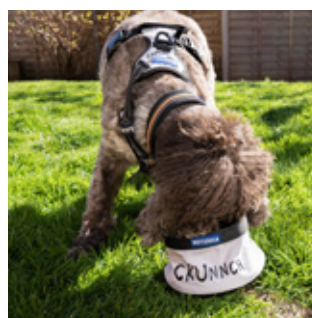
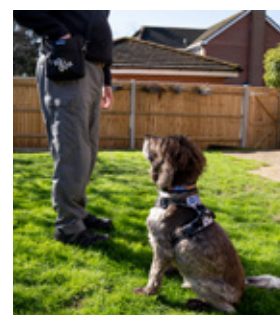
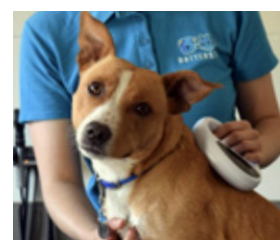
Products within the range have been carefully selected to ensure they are both practical and stylish, appropriate for dogs of all sizes, and with a specific focus on being portable enough to easily put in a vehicle or carry around when out on foot.

First up, there's pet apparel which includes both collars and leads with reflective stitching – perfect for being seen when on night walks, as well as body harnesses to be used for outdoor activities, including walking and training. All are available in multiple sizes to cover all shapes and sizes of dog.



Trips out, from a simple walk in the park to long periods away from home, are catered for with a range of treat bags, portable water bottles and bowls. There's even a comprehensive pet-specific first aid kit if an unexpected emergency should arise.

For ensuring that pets travel in safety Saxon has a dog guard, boot liner to keep the vehicle clean, and a range of seat belt clips to secure dogs comfortably whilst in transit. There's even a pet ramp for them to enter/exit the vehicle in style!



Melissa Neo, Product & Commercial Manager at Saxon, said of the partnership: "We're really excited to be working with such a well loved and respected charity, and to play our part in helping dog owners travel with both comfort and safety.

"We already have a smaller range of other branded pet products within our portfolio, which are firm customer favourites, and the Battersea range feels like a natural extension to this, building the existing momentum. We believe that the products are attractive to both independent traders right the way up to the national chains, so the partnership is a key part in taking our product offering to the next level!"

For more information, call 01488 689400 or visit www.saxon-brands.com