Faithfulness, innovation and progression
Petpal Pet Nutrition Technology Co., Ltd (300673.SZ) is a family-owned company based in Wenzhou, China. Founded by Mr Chen Zhenbiao in 2002, the company is principally engaged in the research, development and sale of pet food. It is continuously developing nutritionally balanced pet foods and appealing pet products. The company is driven by a desire to enrich and strengthen the special relationship between people and their pets, to contribute to the harmonious coexistence of humans and animals. As a leading domestic pet food supplier, the company consistently adheres to its values of faithfulness, innovation and progression. All of its products are designed to be functional and nutritional in strict accordance with international food regulations.

Embracing new technologies
The company’s product range includes rawhide chews, vegetable treats, meat products, edible bird food, biscuits and more. Petpal is pushing back the frontiers of innovation and continually embracing new technologies to create innovative pet food products. The R&D team currently comprises 107 researchers who are responsible for technology innovation, technology promotion and new product research and development. Petpal holds a total of 31 patents, including 7 patents of invention.

Long-term partnerships
Petpal has already established long-term cooperative relationships with many branded pet product vendors, retailers and supermarket chains around the world. Following years of research, the company has also launched many own brands, such as CPet, Meatyway, Peidi, Health Guard, et cetera, which have gained a strong reputation among pet owners.

Recognition
The State Administration of Industry and Commerce recognised Petpal’s CPet brand as a ‘China Famous Brand’ in 2013. Furthermore, the company was named a ‘Chinese Quality Credit Enterprise’ in 2010, and was also appointed to set the national standard for dog chew manufacturing.

International ambitions
To strengthen the competitive power of its brands both at home and internationally, Petpal is continuously improving its innovation capability and further enlarging the scale of the enterprise to ensure sustainable future development. Petpal will continue to do what it does best to provide pets with the highest standard of nutritional products and hence improve their quality of life.