

## Recruitment on hold at Procter & Gamble

The consumer goods group Procter & Gamble ("Iams" and "Eukanuba") has imposed a group-wide recruitment freeze, according to recent reports in some media outlets. The reports indicate that this move is a res-

ponse to the poor market trend worldwide.

A spokesperson for the company told the newspaper "Financial Times Deutschland": "The global market trend is not as we imagined it would be a year ago." A

marked slowdown is noticeable in many European countries and in the USA. At the same time, growth in Asia has not lived up to expectations, stresses the company.

As reported in the German magazine "Lebensmittelzeitung",

however, apprentices, trainees and part-time staff are not affected. Quoting information from the company, the magazine stated that the recruitment freeze was a short-term measure that could also be rescinded again at short notice.

## Strategies for the pet sector

Bob Hanson, a pet sector expert well known in the USA and Europe, has set up the strategy consultancy Pet Horizons for the international pet sector with two partners. The new company is

geared to the international scene, but will concentrate primarily on the European market and on global customers seeking to strengthen their position in Europe, according to Hanson and

his partners Malcolm Elam and Arielle Pouget. Pet Horizons will help companies to differentiate themselves from the competition through strategies, marketing concepts and logistics processes.



(from left) Bob Hanson, Malcolm Elam and Arielle Pouget have set up the company Pet Horizons.

## New Era launches a new website

New Era, a cutting-edge fish food specialist according to the company, has launched a brand new website. This is intended to reflect its ongoing success at home and overseas, comprehensive packaging re-branding and significant expansion of its unique product range.

The site, [www.new-era-aquaculture.com](http://www.new-era-aquaculture.com), includes readily available details of New Era's operations and comprehensive product information, in addition to a UK retailer finder and a worldwide distributor locator.

## Sureflap in New Zealand

Reacting to popular demand, Sureflap, the UK-based microchip pet door company, has opened a company in New Zea-

land and a regional webshop, which makes its microchip-operated cat doors more affordable both for direct and retail sales.

One of the first retailers is Animates, New Zealand's leading pet store with retail locations throughout the country.

## New food extruder at Hagen Industries

Rolf C. Hagen Inc. has made a substantial investment in expanding its pet food manufacturing capability at Hagen Industries Ltd. in Montreal. The multi-million dollar investment, used to acquire and install a new food

extruder, represents a major commitment to research, development and the manufacture of Made-in-Canada food for companion birds and small animals, as well as treats for dogs and cats.

The new food extruder is part of a food processing system that wends its way through Hagen Industries' sprawling Ville St-Laurent plant. "This investment underscores our company's strong support for, and commitment to,

local and regional communities in Canada, where we have been manufacturing quality pet products for consumers all over the world for 56 years," said Rolf Hagen Jr, president and CEO of Rolf C. Hagen Inc.