

Press Release

CASCO Pet appoints new UK & Europe Head of Sales role as part of growth strategy

Animal housing provider CASCO Pet has appointed Will Ridgway to a newly created Head of Sales - UK & Europe role, strengthening its top team as the company accelerates its business growth strategy.

The appointment is central to CASCO Pet's commitment to further expand its presence across the pet retail and veterinary sectors in the UK and Europe and maximise sales opportunities.

Ridgway brings with him considerable experience in the animal health and veterinary industries, including setting strategic direction, delivering impressive sales growth and developing key partnerships. He joins CASCO Pet from international generic pharmaceutical company Krka UK Ltd, based in Slovenia, where he led the sales teams across the animal health and companion animal divisions, delivering significant business growth.

In this newly created position at CASCO Pet, Ridgway will be responsible for overseeing the business's sales operations across the UK and Europe, focusing on driving business development, developing and managing the long-term sales strategy and further expanding the business's customer base. He will also be responsible for developing key strategic partnerships within the pet and vet sectors.

Ridgway said: "I am honoured to be joining CASCO Pet at such an exciting time for the business. The company's commitment to customer excellence and product innovation aligns closely with my own values and experience, and I look forward to working with the talented sales team to drive our sales efforts forward and contribute to the continuing growth and success of the company."

Matthew Bubear, CASCO Pet's CEO and Chief Vision Officer, said: "We are really excited to welcome Will into the team. His deep understanding of the industry and impressive track record of driving sales and growth will be a real asset to the business, as we look to expand our presence in the European market and take CASCO Pet to even greater heights."

In his personal time, Ridgway is a keen rugby enthusiast, as a former amateur player himself, and he is preparing for his first ever marathon in Amsterdam in October. He is running for Vetlife, a charity that aims to provide emotional, financial and mental health support to the veterinary community.

CASCO Pet provides innovative solutions in animal enclosures for retail, veterinary practices and clinics, and education facilities. The company is committed to enhancing pet wellbeing

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by redefining standards of care in animal housing, with a continual focus on innovation and discovery. Its WELLKennels system offers a radical alternative to traditional steel cages.

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Notes to editor:

For over 25 years, CASCO Pet has been at the forefront of a dynamic evolution in pet wellness. A visionary leader consistently pushing boundaries and setting benchmarks for excellence, we seek to bring transformative change to the entire pet care landscape. Providing customers with first class solutions in animal retail enclosures, our constant drive to challenge the status quo launched us into the world of veterinary clinical housing; our innovative WELLKennels are modernising the industry. With our solutions, veterinary and pet retail professionals are enabled to deliver the highest standards of care – animal wellness is our priority and at the heart of all we do.

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