

Press Release

CASCO Pet appoints Group Managing Director as part of global growth strategy

CASCO Pet, animal enclosure and equipment specialist, has appointed Wayne Kemp to the role of Group Managing Director. The newly created role is reflective of the company's continued business growth and its global market presence across pet retail and veterinary sectors.

With his wealth of experience that spans two decades within the animal health and veterinary industries, Kemp has been instrumental in spearheading large-scale programs and driving innovation across both pet retail and veterinary spaces. He joins CASCO Pet from UK-based specialist pet retailer, Pets at Home, where he held the position of Group Store Development & Facilities Director.

In the role as Group Managing Director, Kemp will be responsible for driving CASCO Pet's mission of providing innovative solutions and exceptional service to the company's pet retail and veterinary customer base worldwide. He will also be responsible for exploring new sectors of growth for the company.

Kemp says: "I'm excited to be joining CASCO Pet at such a pivotal time. The company's global focus and B2B outlook represents a fresh challenge and I look forward to leading the CASCO team on its continued mission of innovating pet wellness."

Matthew Bubear, CEO of CASCO Pet, says: "We are thrilled that Wayne is joining us at such an exciting time for the company. Along with his extensive knowledge and expertise in the industry, he is passionate about building strong relationships, believes in innovation and service, and works in an open and collaborative way – aligning perfectly with our business values."

Kemp will be representing CASCO Pet at the upcoming Interzoo trade fair, taking place at the Exhibition Centre Nuremberg, Germany, May 7-10, 2024.

CASCO Pet provides innovative solutions in animal enclosures for retail, veterinary practices and clinics, as well as education facilities. The company is committed to enhancing pet wellness by redefining standards of care in animal housing, with a continual focus on innovation and discovery.

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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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