

Press Release

CASCO Pet expands wellness mission with launch of new shelters division

- CASCO Pet unveils new shelters division to support sector with welfare-focused housing
- Tori Williams, former Fear Free® Chief Operating Officer (COO), appointed to lead new division
- New housing range to debut at Animal Care Expo 2026

CASCO Pet, global animal housing and cabinetry provider, has expanded into the animal shelters sector with the launch of a dedicated new division focused on welfare-driven housing solutions. The division will be led by Tori Williams, former COO of Fear Free®, who joins CASCO Pet to drive the development of practical, cost-effective animal housing designed to reduce stress, support wellbeing and increase adoption outcomes in shelter settings.

Building on CASCO Pet's long-standing work designing low-stress, enriching housing environments in the veterinary and pet retail sectors, the shelters division aims to provide calmer, quieter and more comfortable spaces for animals in care. The company will also support shelter organisations in exploring fundraising opportunities to help with facility improvements.

As part of the initiative, CASCO Pet has partnered with Therian, whose deep understanding of shelter operations complements CASCO Pet's design and manufacturing expertise, to develop environments that better meet the needs of animals and care teams.

Research shows that poor housing can impair animal health and wellbeing,^[1] while enriched environments promote natural animal behaviours – factors linked to improved adoptability in shelters.

Tori Williams, Head of Shelters at CASCO Pet, said: "Shelters are often where pets are at their most vulnerable. Thoughtful, evidence-based design can make a meaningful difference to daily wellbeing and help support better adoption outcomes, giving animals the best possible chance of a new life.

"CASCO Pet has built a powerful reputation for creating stress-reducing environments in pet retail and veterinary spaces, and expanding this mission into shelters and humane organisations feels both purposeful and necessary. I'm honoured to lead the expansion into this sector to support animal welfare teams and improve the lives of pets in their care."

Low-stress environments

^[1] Gourkow N and Fraser D. The effect of housing and handling practices on the welfare, behaviour and selection of domestic cats (*Felis sylvestris catus*) by adopters in an animal shelter. *Anim Welf* 2006: 15; 371–377.

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CASCO Pet's shelters range is designed to align with Fear Free® principles and informed by research demonstrating that materials such as glass significantly reduce audible stimuli, helping lower animal stress.

The kennels feature high-strength tempered safety glass doors in place of traditional stainless-steel grid fronts. This reduces noise and visual stress between animals, creating a calmer kennel environment that helps put animals at ease, and improves visibility for caregivers, for easier, safer and more efficient monitoring.

Glass surfaces also support better sanitation, simplifying daily cleaning routines and strengthening disease control, while tempered glass upper sections allow natural light and airflow into each kennel. These enhancements create a more comfortable and welcoming space for animals, and an improved experience for visitors.

'Modern housing solutions'

Matthew Bubear, CEO of CASCO Pet, said: "The animal shelter and rescue sector has been crying out for modern housing solutions that prioritise animal welfare and stress reduction. By combining our global housing expertise with Therian's operational insights, we aim to deliver high-performance, wellness-focused environments that help animals feel safe, calm and comfortable and increase their chances of adoption. I'm delighted to have Tori on board to lead that mission."

The units can be configured to suit operational needs and offer flexibility across intake, isolation and adoption areas and as facility needs evolve. The shelters range also incorporates efficient cabinetry options designed for smoother workflows and daily care routines.

The new shelters range will be showcased at the Animal Care Expo, April 7-10, 2026, in Pittsburgh, U.S. Attendees can visit Booth 933, Exhibit Hall A – Level 2, to see the solutions first-hand and meet the CASCO Pet team.

To view the Shelters portfolio, please visit: <https://cascopet.com/us/>

To learn more or arrange an interview with Matthew Bubear or Tori Williams, please contact: EFoulkes@cascopet.com

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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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