

WHAT IS NEITHER  
A DOG NOR A CAT  
BUT IS ABOUT  
TO BECOME  
A FAITHFUL COMPANION  
TO YOUR SALES?

\* Friends for life





# FIDELAMI: THE **NEW** TRULY BRAND OF ACCESSORIES FOR CATS AND DOGS

## THROUGH ITS EXPERTISE

Our range of products was developed in collaboration with animal well-being **experts**: vets, dog sitters, behaviouralists, groomers...

## THROUGH ITS COMPANIONSHIP

Our range of products **accompanies** each animal at every stage of its day: games, walks, trips, meals meals, grooming...



## THROUGH THE EXTENT OF ITS RANGE

More than 200 products to meet all possible **need** of cats and dogs.

## THROUGH ITS ETHICS

Our products are conceived and designed in **France** with respect for animals, people, and the environment. The majority have been selected and endorsed by the SPA, in accordance with EU **REACH** regulations. Packaged in recycled and recyclable materials.

# FIDELAMI: *la SPA* PARTNER

Every product purchased supports  
**THE SPA'S ACTIONS**

and helps to feed a cat or a dog  
for 1 or 2 weeks depending on the product\*

\* A percentage of the retail price goes directly to the SPA to support its work, for example by feeding a cat or a dog over a period that varies depending on the product value. The consumer is working with the SPA.



## What is **the SPA** ?

The **Society for the Protection of Animals (SPA)** was France's first animal protection association. It was formed in 1845 and recognized as a public-interest charity in 1860. Every day, **the SPA** works to protect and defend animals across the country.

For more information: [www.la-spa.fr](http://www.la-spa.fr)





## AN ANIMAL WELL-BEING CAMPAIGN

The arrival in your shelves of accessories for dogs and cats, developed with SPA (French Society for the protection of animals), brings to FIDELAMI a real solidarity approach, with the guarantee of an institution whose commitment and values are shared by the greatest number.



Products made from  
**RECYCLED AND RECYCLABLE MATERIALS**



Materials

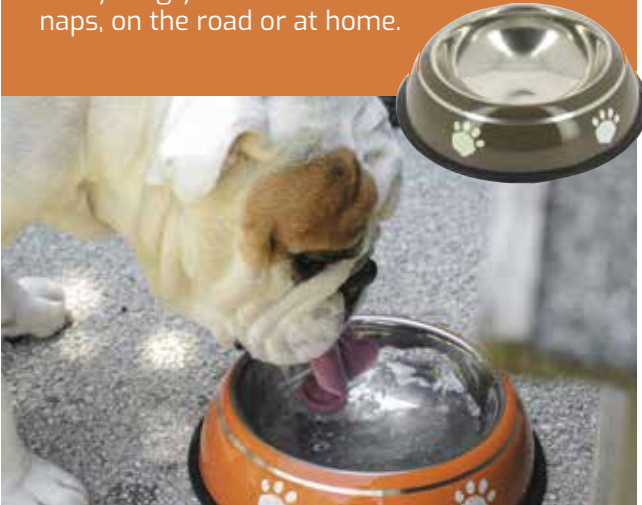
**CHOSEN ESPECIALLY FOR ANIMALS,**  
with rigorous testing to guarantee animal well-being throughout the creation process, from fabrication to use. No animal products guaranteed.



## WELL BEING

### YUM, YUM!

Everything you need for meals and naps, on the road or at home.



## PET CARE

### LOOKING GOOD!

Grooming, first aid kit, health and beauty treatments.



## WALKING

### LET'S GO FOR A WALK!

Leads, collars, harnesses, sports and visibility.



## TOYS

### COME ON, LET'S PLAY!

Indoor and outdoor toys: fun, sporty and educational.



## TRAVEL

### LET'S GO!

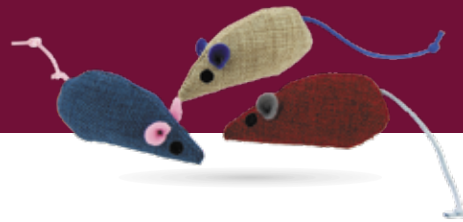
Luggage and all the necessary equipment to go away as a family in complete safety.





## A SPECIAL RANGE FOR CATS

Lovers of both play and rest, independent yet keen on their owner's company, cats will find a FIDELAMI product to accompany every moment of their day, designed just for them... to the delight of their owner.



# FIDELAMI: **BESPOKE** IN-STORE TOOLS

A dedicated team and in-store display units created with real expertise.



Packaging that attracts and informs consumers.

« Mini shop » themed display units.



Point-of-sales advertising and information, to catch the eye and encourage purchases.



# FIDELAMI: A MARKETING PLAN THAT WILL ATTRACT A GREAT MANY **LOYAL** CUSTOMERS



A moving, insightful  
magazine press campaign.



Attractive, catchy  
mail campaign and flyers.



Strong visibility  
on social networks.



## FIDELAMI: A NEW IMPEX GROUP BRAND



FIDELAMI was born in 2021 within the French group, IMPEX, designer and multi-channel distributor in Europe of accessories and services since 50 years.

€ 110 M € Turnover

3 logistics warehouses  
of 22,000m<sup>2</sup>

250 employees

5 000 customers

50 years of experience

4 000 products

# OUR TEAM OF TESTERS

FIDELAMI products have been adopted by

**Léon's gang.** You're going to love them!



Léon  
Chief executive officer



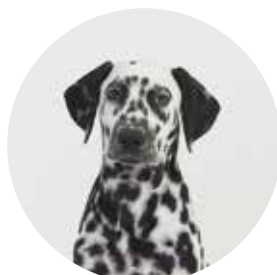
OLAF  
Security guard



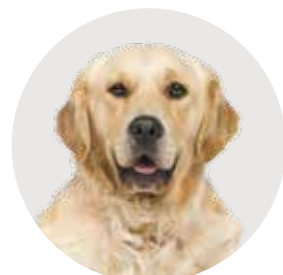
MABEL  
Communication department



KAFI  
Head tester



PIXEL  
Graphic designer



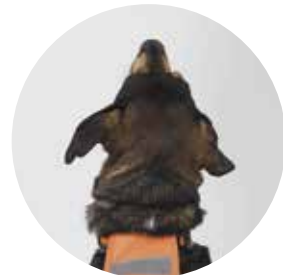
GOOGLE  
SPA animal shelter manager



SINGHA  
Happiness manager



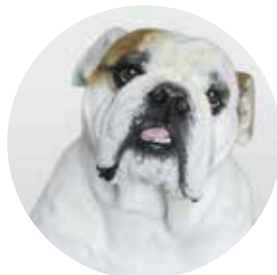
MALLOW  
Sales manager



NÉMO  
After-sales department



OTTO  
Editor in chief



MARIO  
Delivery department



LILY  
Head tester

Part of the team...

## CONTACT

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Suggestions, advice, and information.



**FIDELAMI**  
COMPLICES POUR LA VIE\*