

UNITED PETS[®]
MILANO

Brand Overview

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UNITED PETS®
MILANO

Established in 1999 - Milan

United Pets was first Italian brand to introduce **design** into the world of **pet products**.

Milan, the capital of fashion and design in Italy.



CHICO

our inspiration





OUR MISSION

**Merge humans' and pets' worlds,
in the same-shared environment.**



OUR VALUES

Innovation by Design
Sustainability
Quality





UNITED PETS®
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FROM THE PET INDUSTRY POINT OF VIEW:

the combination of design, trade and distribution
in the pet market

HOW DESIGN IMPACTED THE PET MARKET





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SAME SHARED ENVIROMENT

To effectively address the combination of design, trade, and distribution in the pet market, it is essential to recognize that pets are, in every respect, **family members** with whom we share our spaces, whether domestic or work-related





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PETS AS FAMILY MEMBERS

Based on this important **market driver** we have decided to collaborate
with designers from the fields fashion and furniture.



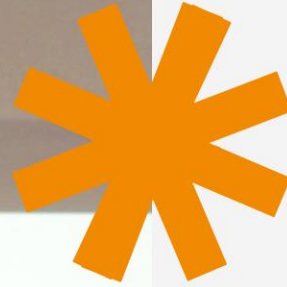


Innovation by Design

Design is present in every step of a product's creation. The aim is to produce objects that are both beautiful and functional.

It's a design-driven approach. We develop products by considering factors like design, methods of use, and aesthetic sensibilities.





Innovation by Design - Universities

Co-operation with universities.

- **Domus Academy**
- **IED** Istituto Europeo di Design Milano
- **IED** Torino
- **IED** Firenze
- **IED** Madrid
- **POLITECNICO** Milano
- **Istitutomarangoni**
- **ISAD** Superior de Arquitectura y Diseño
- **UASLP** Universidad Autónoma de San Luis Potosi
- **IUAV** Università di Venezia Architettura
- **IULM** Milano
- **Raffles** Istituto Moda e Design Milano
- **Raffles** Singapore





Innovation by Design - Our Designers

United Pets' **eclectic designers** embody one of the **driving forces behind this fascinating company**. Each designer brings with them a wide range of unique experiences, **skills and perspectives**, enriching the **creative process and thinking** behind the products they create.

They understand that our faithful four-legged friends are **more than just pets**: they are members of the family and deserve the same **quality** of products as their humans/families.

They consider various aspects, such as ergonomics to ensure **comfort and safety, functionality** to make products **practical and efficient and aesthetic** design to add a touch of **elegance and style**.



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Pancuccia

Designed by: A. Gorla & R. Ragno

Bench with an internal bed for small pets





Elizabeth

Designed by: Favaretto & Partners

Elevated bowl suitable for medium-sized dogs
and senior dogs.

- Labrador
- Border Collie
- Australian Shepherd
- Weimaraner



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MARKET OFFER

Our strategy to create pet products that harmoniously fit into shared spaces not only meets a clear market need but also allows us to gain a **competitive advantage** over our competitors.



— OUR COLLAB

Brand Positioning





SELETTI

×



UNITED PETS®




TUCANO
MILANO 1985

×



UNITED PETS®
MILANO



Part of the profits donated
to the Save the Dogs association



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WE RESPECT ANIMALS.



+



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qeeboo

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Dog
Heroes

Thank you



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