

We're Passionate About What We Do:

*We connect, inform, and advocate
for distributors, retailers, and manufacturers.*

CONNECT



Act as a resource for products, services and introductions for retailers and manufacturers.



Provide opportunities for connecting new manufacturers with distributors and retailers.



Bridge relationships with pet industry associations and their members.



Create opportunities to connect with industry constituents.

INFORM



Provide training tools to retailers that help them drive value to better serve customers.



Offer distributor-focused education programs.



Provide stakeholders best practices: marketing, operations, customer service, and education.



Provide information on industry trends and related business climate.

ADVOCATE



Support the health of independent specialty retailers.



Articulate the benefits of distribution.



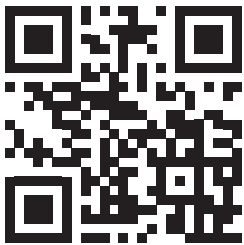
Shift focus to the value distributors provide to stakeholders.



Explore and convey growth opportunities.

WE DELIVER VALUE

Discover PIDA



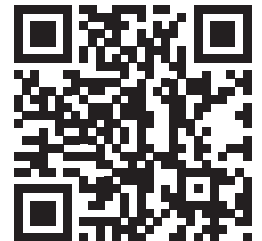
pida.org

Check out two new, FREE eBooks

PIDA developed for manufacturers and retailers:

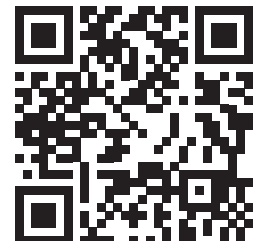
New Manufacturer Checklist

Practical Steps for Launching a Successful Distribution Partnership



Specialty Retailer & Distributor Partnership Roadmap

Practical Guidelines for Building Win-Win Distributor Relationships



Pet Store Pro

100% FREE Employee Training for Independent Pet Retailers



petstorepro.com