



PRESS RELEASE – PRE PATS

For Immediate Release

Pet Brands Ltd Signs Licensing Agreement with the RHS to Launch First-Ever RHS Pet Category

‘Pets in the Garden’ range to bring pets and horticulture together in harmony

Birstall, UK – 24th September 2025 – Pet Brands Ltd is proud to announce it has signed a licensing agreement with the Royal Horticultural Society (RHS), marking a pioneering collaboration that will see the creation of the first-ever RHS pet product category.

The collaboration will bring to market *Pets in the Garden*; an innovative range featuring designs inspired by the RHS Lindley Collections and its extensive archive of horticultural and botanical imagery. Uniting the UK’s leading pet accessories company with the nation’s most respected gardening charity, the range will celebrate the bond between people, their pets, and their outdoor spaces.

Designed with the needs of both pets and gardeners in mind, *Pets in the Garden* will feature a variety of stylish, functional, and environmentally conscious products, allowing pet owners to enjoy their gardens while alongside their pet companions.

“We’re incredibly excited to be launching the first-ever RHS pet range,” said Amy Spratt, Group Head of Marketing at Pet Brands Ltd. “Garden centres have become key destinations for pet owners, and this range perfectly reflects the shared values of both the pet and horticulture communities – care, wellbeing, sustainability, and joy. *Pets in the Garden* brings these worlds together in a way that’s never been done before.”

Cathy Snow, Licensing Manager at the RHS, added: This range aims to combine usefulness with style and a love of pets and the outdoor life, and, thanks to Pet Brands’ years of experience in premium pet products and our own gardening expertise and design assets, it achieves exactly that. It also brings the RHS name to an important market which has a strong appeal both for our supporters and for gardening lovers in general.”

The *Pets in the Garden* range will be available across selected retailers and garden centres in early 2026, but pre-launch is available to discuss now. For more information please contact sales@petbrands.com



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