

Fishtastic™

**TRADE MARKETING
CATALOGUE**





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About Fishtastic



Introducing Fishtastic, your destination for premium pet care with a nine-year legacy of excellence. As an esteemed Australian owned business, we are proud to broaden our range to include an array of offerings, from irresistible treats and long-lasting chews to innovative toppers that elevate your pet's dining experience.

At Fishtastic, our commitment to pet wellness remains unwavering. Our sustainably sourced fish-based products - now expanded to cover treats, chews, toppers, and more, are meticulously crafted to provide essential nutrients for a healthy skin and coat. We are not just a brand; we are a comprehensive solution for all your pet's needs.

We embrace our dedication to purity, ensuring our products are free from additives, preservatives and artificial colors. As we embark on new product development, our promise of excellence remains at the forefront. Whether you are a discerning consumer seeking premium pet nutrition or a retailer looking to offer a diverse and high-quality range, Fishtastic is your partner for joy, health and happiness for your loyal companions. Welcome to a world where pet care meets innovation, setting a new standard in the art of nurturing our furry friends.



HAND-CRAFTED CHEWS

100% ALL-NATURAL DOG TREATS

Treat your pet to the gourmet excellence of Fishtastic's hand-crafted, dehydrated tasty chews, infused with nutrient-dense goodness for a delightful experience that promotes a healthy skin and coat.



Product Overview



GUMMY TWISTS

100% all-natural dehydrated fish skin twists packed with essential nutrients for a healthy skin and coat

Made from a cartilage core wrapped in flavourful gummy skins



FISH BITES

100% all-natural dehydrated fish bites packed with essential nutrients

Rich in Omega Acids for a healthy skin, coat and brain function



FISH SCROLLS

100% all-natural dehydrated fish scrolls packed with essential nutrients

Promotes healthy skin and Coat



FISH JERKY

100% all-natural dehydrated fish jerky packed with essential nutrients

Promotes healthy skin and Coat



SEASIDE BLEND

Made from 100% all-natural ingredients

Introduces crucial Omega Oils into your dog's diet



COASTAL MIX

Made from 100% all-natural ingredients

Contains high protein content for long-lasting strength and vitality

TASTY TOPPERS

100% ALL-NATURAL PROTEIN POWDER

Elevate your pet's dining experience with Fishtastic's Tasty Toppers – a flavourful addition to meals that delights their taste buds and enhances their overall well-being with nutrient-rich goodness.





Retail Solutions

Innovative and strategic displays to enhance Fishtastic's product presence in-store. From eye-catching displays to purposeful placement, we provide solutions to drive sales and captivate your customers. Explore our catalogue to discover how we can elevate your retail experience and boost your bottom line.



Off-location Retail Units

Maximize and expand your reach beyond traditional shelves with our off-location retail units. With these solutions, we can further grow your presence and connect with more customers in high-traffic areas.



DISPLAY UNITS

Our retail units are designed to be strategically placed across multiple touchpoints in the store and can easily be integrated with existing shelves and displays.

Size: 1700mm(H) x 600mm(W) x 400mm(D)

Materials: 200B# flute litho lamination
full colour print



SRT RACKS

Maximize your retail floor layout effortlessly with our versatile SRT Racks. Designed to optimize space of the products displayed in shelf-ready boxes, our racks ensure that every item stands out.

Size: 1600mm(H) x 155mm(W) x 300mm(D)

Materials: B flute, CCNB top sheet for litho printing



GONDOLA UNITS

We also have gondola displays that can seamlessly be integrated with pre-existing shelves and displays for a more permanent fixture.

Size: 1900mm(H) x 900mm(W) x 400mm(D)

Materials: Sheet metal laminated fabricated
powder coated finish



Retail Displays

Elevate product visibility with our dynamic retail displays. From sleek shelf strips to interactive wobblers, we help your merchandise stand out and draw in customers.



Shelf Strips

Maximize shelf impact and draw attention to your products with our sleek and customizable shelf strips. Elevate your branding and promotions with this versatile display solution.

Size: 25mm(H) x 1000mm(W)

Materials: 200gsm synthetic

Print: 4 colour + gloss lamination



Wobblers

Add a playful touch to your displays and capture customer attention with our dynamic wobblers. From highlighting special offers to showcasing product features, wobblers create intrigue and drive sales.

Size: 136.96 mm(H) x 120mm(W)

Materials: 200gsm synthetic

Print: 4 colour + gloss lamination



Window Decals

Captivate passers-by and draw them into your store with our Window Decals. These decals serve as powerful visual magnets, enticing customers with compelling offers and promotions, ultimately boosting foot traffic and sales.

Size: 250mm(H) x 180mm(W)

Materials: 200gsm sticker paper

Print: 4 colour + gloss lamination

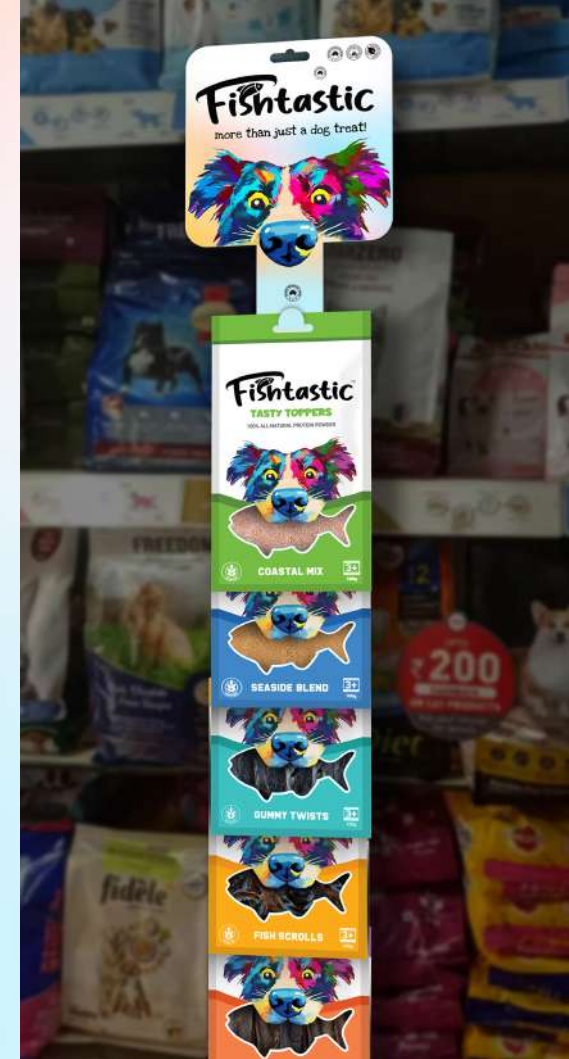
Clip Strips

Optimize retail space and increase product visibility with our convenient clip strips. Perfect for encouraging impulse buys or to stand out from the shelves, our clip strips help make the most of every inch of display space.

Size: 800mm(H) x 150mm(W)

Materials: Polypropylene (PP)

Print: Offset print



Marketing Collaterals

Make an impression on your customers with our strategically designed marketing collaterals. From flyers to posters, we provide the tools you need to effectively communicate your brand message and drive sales.



Posters

Command attention or create buzz with our bold and vibrant poster designs. Whether promoting special offers or new arrivals, our posters ensure the message of our products gets noticed.

Size: 600mm(H) x 450mm(W)

Materials: 250gsm Art gloss

Print: Litho lamination



Floor Stickers

Transform your store's floor into a strategic marketing tool with our eye-catching Floor Stickers. These stickers not only grab attention but also guide customers directly to your featured products, increasing engagement and encouraging purchases.

Size: 520mm x 520mm

Materials: Slip Resistant Vinyl

Print: 4 colour + Gloss lamination



Flyers

Capture interest, drive action or further educate the customers about our products through our dynamic flyer designs.

Size: Gate fold: 297mm(H) x 420mm(W)
Two-fold: 210mm(H) x 218mm(W)

Materials: 200gsm Art gloss

Print: Litho lamination



Gate Fold Flyer



Two-Fold Flyer

Tent Cards

Enhance brand presence and communicate key messages with our customisable tent cards. Ideal for counter displays, our tent cards can grab attention and inform customers at a glance.

Size: 300mm(H) x 100mm(W) x 80mm(D)

Materials: 300gsm Paperboard

Print: Digital print



Strut Cards

Stand out on the shelves and increase product visibility with our versatile strut cards, perfect for highlighting key features or promotions.

Size: 297mm(H) x 210mm(W)

Materials: Sintra board (5mm)

Print: Digital Print laminated



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