

# RODENT

## HUNGARY



**JACK**  
PREMIUM DOG FOOD

**JACKY**  
PREMIUM CAT FOOD

Preventol  
duo

PREVETIKON

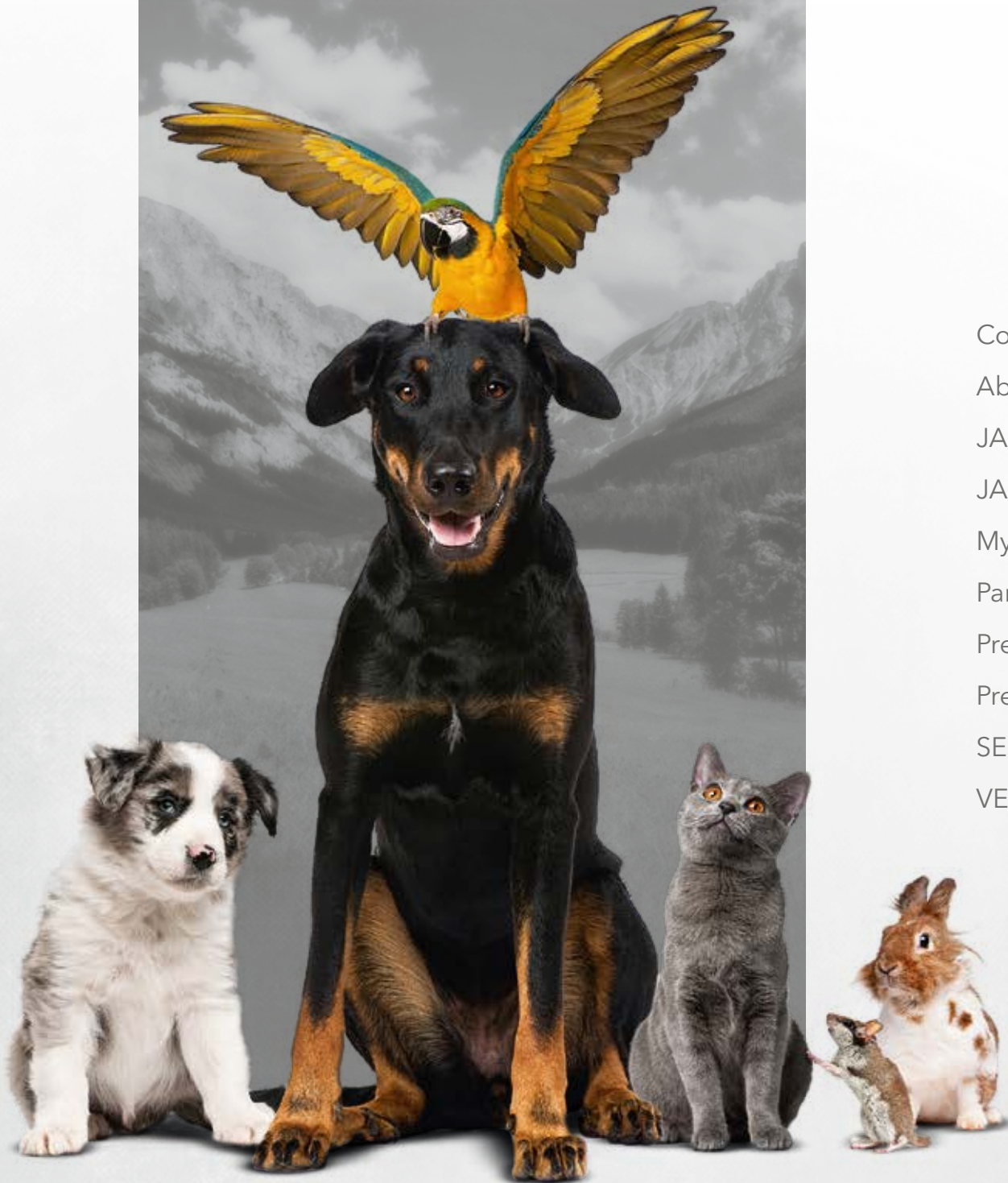
**VEGA**  
pet food

SERUM

PARALESS

My  
**CAT**

My  
**DOG**



# RODENT

## HUNGARY

### CONTENTS

Contact .....	4
About Us.....	5-7
JACK .....	9-13
JACKY.....	14-15
MyCat, MyDog .....	17
Paraless.....	18
Prevetikon.....	19
Preventol Duo .....	20
SERUM.....	21
VEGA.....	22

# RODENT

## HUNGARY

### CONTACT

Attila BÓDI

CEO

[a.bodi@rodenthungary.com](mailto:a.bodi@rodenthungary.com)

---



Katalin SZIKLAI

procurement manager

[k.sziklai@rodenthungary.com](mailto:k.sziklai@rodenthungary.com)

---



Emil LADOS

export manager

[e.lados@rodenthungary.com](mailto:e.lados@rodenthungary.com)

---



Éva NEUBAUER-NAGY

product developer & marketing manager

[e.nagy@rodenthungary.com](mailto:e.nagy@rodenthungary.com)

---





# RODENT HUNGARY

## ABOUT US

Rodent Hungary Kft. is a wholesaler of pet food and pet care products. We deliver for all the hungarian discounters, supermarkets, hipermarkets, drogeries and green-channel. We cover the 100% of the market. Our export shows dinamic growth. We are focusing on our own brands, and also distribute our partners brands.

The company started as a family business in 2009.

Our professionals has more than 14 years of experience in the field of pet food trading. Today we cooperate with more than 70 european and domestic producers.

Quality, service, product innovation and flexibility are our essential focuses for successful business operations and co-operation with our customers.

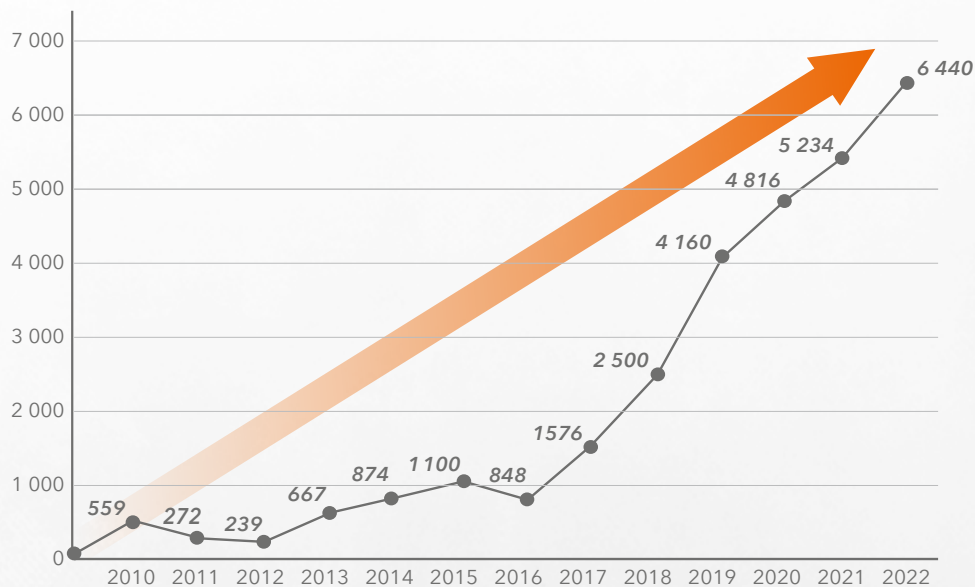
We are looking forward to greet you as a partner!



# RODENT HUNGARY

## DYNAMIC GROWTH

RODENT TURNOVER 2009-2022 (kEUR)



OUR TRUSTED PARTNERS Since 2010



## OUR STRENGTH

MAINSTREAM & PREMIUM QUALITY

WIDE PORTFOLIO, ACCORDING TO  
CUSTOMER NEEDS

INNOVATIVE, UNIQUE PRODUCTS

PROFESSIONAL TEAM

STABLE FINANCIAL POSITION

FLEXIBILITY

IMMEDIATE REACTION

RAPID GROTH



# RODENT HUNGARY

WE SUPPLY...

**PET FOOD: DOG, CAT, RODENT AND BIRD**  
**PET BEDDINGS**  
**PET CARE PRODUCTS**



---

CAN | DRY | POUCH | SALAMI | ALUTRAY | DOG NOODLE  
NATURAL TREATS | TEETH CARE | SEEDS | LITTERS  
SHAMPOO | BALSAM | SPRAY | FLEA & TICK REPELLENT  
COLLAR | SPOT ON | AND MORE...

---





# JACK

PREMIUM DOG FOOD

## PREMIUM DOG FOOD

THE DOG IS THE ONLY PET IN THE WORLD THAT LOVES YOU MORE THAN ITSELF.

The unique, impulsive-purchase product range of Jack Premium Dog Food is the most dynamically growing segment in Hungary. When it came to developing the range, we primarily took the demands of customers and their pets into consideration. Our products are innovative and unique. We pay special attention to precision in all areas and we always strive to source high quality ingredients. The result is the outstandingly high quality provided by Jack that finally ends up on shelves and in bowls!



[www.jack-pet-food.com](http://www.jack-pet-food.com)



[www.facebook.com/jackpremiumdog](https://www.facebook.com/jackpremiumdog)



[www.instagram.com/jackpremiumdog](https://www.instagram.com/jackpremiumdog)

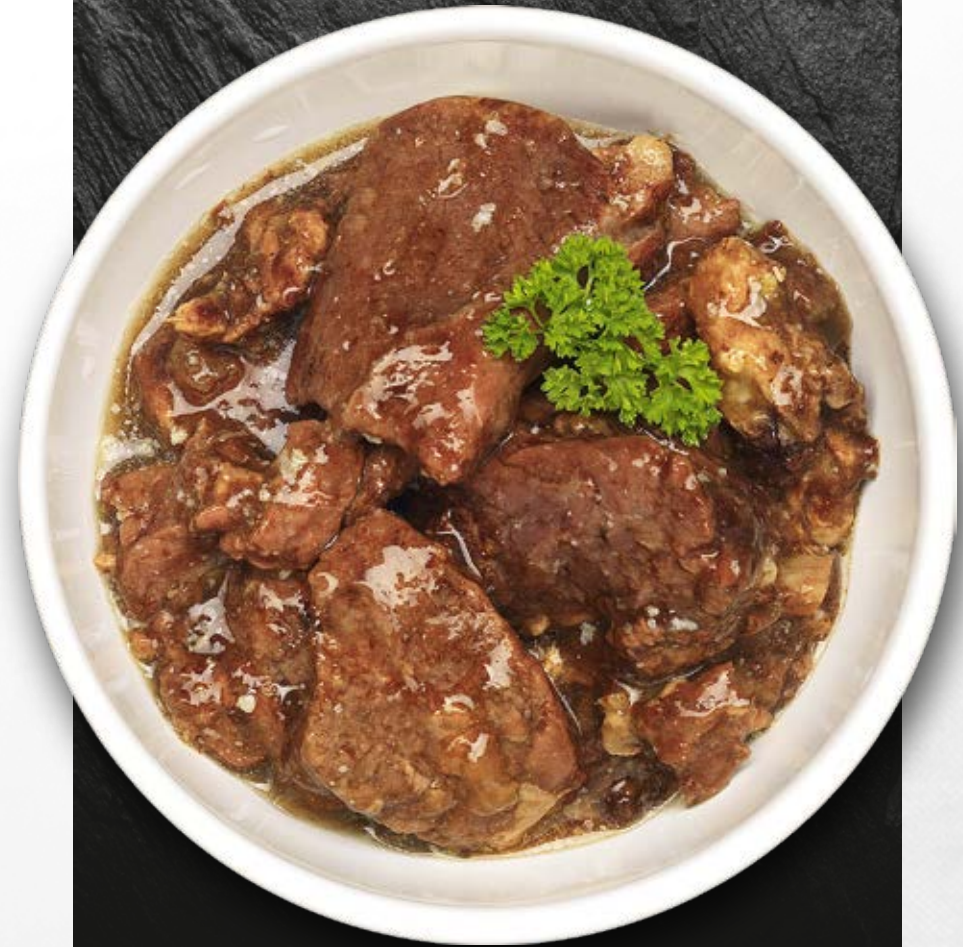


# JACK

PREMIUM DOG FOOD

## JACK WET FOOD

We consider it important to provide complete, easily digestible, premium canned food for dogs with special needs, with a flavour and aesthetic that is unique. All of our canned food has typically a minimum 55% meat content, and 100% in the case of the hand prepared super premium range. Among our products are such specialities as, for example, the hand prepared and hypoallergenic canned foods. Selected meat chunks, which have been cooked in their own juices until the meat is tender and flavoursome, are packed by hand into the Jack Super Premium cans. Our Jack Super Premium pates are hypoallergenic. The ingredients have been carefully selected to ensure that allergens are minimized. Based on our feeding tests, improvement in dogs can become visible in as little as just a few weeks. All our pet foods are rich in vitamins D3, E and B1.



- JACK Hypoallergenic canned foods – 4 flavours
- JACK Hand prepared canned foods – 5 flavours
- JACK Premium Ragouts – 2 flavours
- JACK Pates – 2 flavours





- JACK Hypoallergenic salamis - 2 flavours
- JACK Salamis - 4 flavours
- JACK Pates - 3 flavours
- JACK Hypoallergenic Pates - 4 flavours

# JACK

PREMIUM DOG FOOD

## JACK WET FOOD

Jack Premium salamis are prepared with a unique technology, thanks to which the salami does not require refrigeration until it is opened. They are the real favourites of dogs due to the excellent quality of the raw ingredients and 70% meat content. Salamis made from game are the least allergenic; hypoallergenic salamis made from venison and boar represent a potential solution for dogs with sensitivity to chicken, pork or beef. Smaller dogs find our pates are easy to consume.

Pet food rich in minerals and vitamins, with 50% meat content and plenty of fresh vegetables.



# JACK

PREMIUM DOG FOOD

## JACK NATURAL TREATS

The aim of the BARF (raw) dietary concept is all about returning to a natural diet. The diet can be supplemented with tasty, natural animal-sourced dried and/or with-fur treats. The hand-selected product is not only food for pets but also vital from a dental hygiene aspect. It does an excellent job of cleaning teeth and strengthening jaw muscles while dogs eat it with pleasure. The range includes dried beef, pork, lamb, rabbit and venison chews. It makes the perfect and healthy snack between meals. Fur left on the treats scours the gut and promotes the digestion of dogs. Does not contain preservatives, artificial colouring or additives.





Helps maintain healthy teeth and gums. Daily use significantly reduces tartar formation.



Vitamin D3 - contributes to calcium metabolism, which promotes bone and tooth formation.



Vitamin A - helps maintain the health of the eye.



Vitamin E - stimulates growth.

# JACK

PREMIUM DOG FOOD

## JACK DENTAL STICKS

Natural treat for chewing between meals. Thanks to the different types of Jack dental sticks, every dog will find its own favourite. Jack Delicious dental sticks are designed for adult dogs with normal lifestyle, our high protein dental sticks have been developed for highly active dogs and pets that are struggling with excess weight. Sensitive dental sticks are recommended for older dogs. We developed the hypoallergenic dental sticks for dogs with food sensitivities and allergies. Available in packs of 1 and 7 pieces.



# JACKY

PREMIUM CAT FOOD

## WET FOOD

Jacky premium cat food alucups and alutrays were developed to meet the special needs of cats. Our ragouts and pates are natural, additive-free complete food for adult and junior cats. Our canned foods are available in veal, chicken and rabbit flavours for choosy cats. The ingredient for Jacky salmon pate derives from fisheries holding MSC certification (internationally recognized certificate proving compliance with rules on sustainable fishing for wild-caught fish).



RICH IN VITAMINS  
D3 AND E



FREE OF ADDITIVES



CEREAL- AND  
GLUTEN-FREE



# JACKY

PREMIUM CAT FOOD

## CAT LITTER

The common feature of Jacky cat litter is that they are all made of natural materials. Bentonite and tofu are both found in nature. Our bentonite cat litter is a high category, well clumping, small pellet size, dust-free cat litter with excellent absorption properties. Jacky tofu cat litter is a premium quality, biologically degradable, dust-free, economical cat litter with excellent odour-trapping properties. It is 100% natural, can be composted and flushed down the toilet. Thanks to our Jacky Silica litter, unpleasant odours disappear immediately; as soon as urine comes into contact with Cattail®, it is completely absorbed, neutralized, and finally it evaporates in such an amazing way that the crystals remain dry to the touch, have antibacterial properties and high absorbency. Silica litter is recommended to those cat owners who prefer a more cost-effective solution and less frequent cleaning of cat litter.







- CAN (BEEF, LAMB, GAME, FISH)
- ALUCUP (BEEF, LAMB, CHICKEN)
- SALAMI (BEEF, GAME)
- LITTER
- TEETH STICKS



## WET FOOD

MyDog and MyCat petfoods are entry price category products. Despite this, the quality of alucups and canned food can be classified in a higher category taking into consideration meat content and purity of the ingredients. Complete foods for dogs and cats.







# PARALESS

## FLEA AND TICK TREATMENT

Paraless products have been developed to fight flea and tick infestations in dogs. Hungarian developed and manufactured flea and tick treatment preparations protected by patent. Owners can choose two methods of application: Spot-on, Collar. The collar is waterproof so it remains effective even after bathing and swimming. Paraless collar is the ideal choice for hunting dogs because the collar is totally odour-free.



- PROTECTS AGAINST DOG FLEAS AND INFESTATIONS.
- USE GIVES 4 WEEKS OF PROTECTION AGAINST FLEAS AND TICKS.
- ACTIVE INGREDIENT: PERMETHRIN



# PREVETIKON

## PROTECTION AGAINST FLEAS AND TICKS

FOR DOGS AND CATS. The product keeps away and stops fleas and ticks for 15 days with a single application, making them physically immobile and dead.

Its mechanism of action is that the product exerts its effect mechanically. As a new solution, it traps arthropods by making them immobile so the infection can be stopped. It is effective not only against adult specimens, but also against eggs, larvae and pupae.



- Active ingredient: Dimethicone
- Provides protection in both spot and collar form
- For both dogs and cats

# Preventol<sup>duo</sup>

## FLEA AND TICK TREATMENT

The Preventol duo product range is designed to prevent flea and tick infestations in dogs and cats. Spot-ons are available for dogs from size S to size L. We offer collars in two colours (red, black) for both dogs and cats.



- SPRAY AND SHAMPOO (EFFECTIVE: 7 DAYS)
- COLLAR (EFFECTIVE: 90 DAYS FLEAS, 38 DAYS TICKS)
- SPOT-ON (SPOT-ON EFFECTIVE: 75 DAYS)





# SERUM

## DOG CARE PRODUCTS

Regular dog grooming at home is important not only from the aspect of hygiene but it strengthens and deepens the dog-owner relationship, too. We developed our shampoos to meet the special needs of dogs. Our hypoallergenic shampoo reduces redness and itching in allergic dogs. Thanks to the Argan oil and Aloe vera extract, it soothes and enriches the skin.

Puppy shampoo is made from ingredients that nurture the special PH of puppies and are kind to sensitive skin.

Our Serum indoor dog shampoo deep cleans all coat types, leaving it silky smooth.

Wet wipes offer effective help in everyday cleaning situations.





## RODENTS AND BIRDS

Our aim is to get the best products of Hungarian primary producers, manufacturers and producers to the greatest number of pets through their demanding, caring owners. In terms of price-value ratio, our products are positioned very favourably and represent extremely high quality. They have been developed on the basis of the best professional experience and direct consumer feedback. Thanks to the transparent outer packaging, the owner can check the product selected for the pet in the shop, before buying.



- BIRD FOOD • BIRD FEEDER • RODENT FOOD AND LITTER



RODENT  
HUNGARY