

New brand design as part of a greater strategic initiative: zooplus SE continues to see the world through the eyes of pets

Munich, 3 September 2024 – zooplus SE, the leading European online pet platform, announces the launch of a new, state-of-the-art brand design aimed at reinforcing and enhancing its unique value proposition to its growing customer base across Europe. The new design is part of an entire array of measures to expand the position of zooplus as the digital market leader in the pet supplies sector and to reinforce its commitment to delivering the best customer experience in the industry.

“As the number one online platform for pet parents across Europe, we have the ambition to remain at the forefront of innovation, set the industry benchmark for personalised customer experiences, and offer the best choice of pet supplies and services. Our new brand design perfectly reflects our vision ‘Celebrating pet love every day’ and is a testament to our unwavering commitment to staying focused on the needs of our customers and their pets”, explains Geoffroy Lefebvre, CEO of zooplus.

Rebranding as part of an impactful, thoughtful evolution

The new brand design introduces a modern, engaging visual experience across all touchpoints, from onsite communication to social media channels and advertising. At the core of the redesign is the new logo, which presents itself with compelling, playful shapes and the distinctive “eyes”, highlighting what is unique to zooplus: profound expertise and heartfelt appreciation of the uniqueness of pets. While embracing this fresh new look, the rebranding remains grounded in the iconic green, which has been the foundation of the zooplus signature for the past 25 years. As part of this strategic evolution, the rebranding also includes a comprehensive update to the user interface (UI) and user experience (UX) across the website, app, and other digital touchpoints, creating an integrated experience that will begin rolling out over the next weeks and months.

“Our rebranding represents a profound yet considerate evolution. We have retained what makes us unique while introducing improvements that reflect our growth and future vision. This rebranding shows our customers, partners and team members that

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zooplus moves with the times while staying true to our core, which is playfully and dynamically captured in our new logo. It's not just about a new look; it's about honouring our past and paving the way for an even brighter future," says Jonas Schultheiss, Chief Marketing Officer of zooplus.

Company profile:

zooplus SE is the leading online pet platform in Europe. Driven by the vision of Celebrating Pet Love Every Day, zooplus caters to all pet parents' needs with a broad product range, exclusive own food and accessories brands, advice on nutrition and pet lifestyle, loyalty programmes, and a convenient, flexible subscription service. On a mission to build the ultimate pet destination, the company delivers a unique pet parent experience through its innovative online platform, reliable delivery, and state-of-the-art customer service. zooplus SE is headquartered in Munich and offers local online shops in 30 European countries. For further information, please visit corporate.zooplus.com, our international shop site at zooplus.com, and our [LinkedIn](#) page.

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