

Deutscher Tierschutzbund becomes new donation partner in zooplus' zooPoints program

Customers can now support Germany's largest animal welfare umbrella organization when shopping at zooplus

Munich, 28th July 2026 – zooplus, Europe's leading online platform for pet supplies, announces an official donation partnership with Deutscher Tierschutzbund. The cooperation opens up even more opportunities for zooplus customers to support animal welfare in Germany directly through purchasing.

As part of the donation partnership, zooplus customers can donate the zooPoints they have collected in the shop to Deutscher Tierschutzbund.

With Deutscher Tierschutzbund, the zooPoints programme offers an additional opportunity to make a contribution to animal welfare through purchasing. With every purchase, customers collect zooPoints. The collected points can then be redeemed for rewards in the shop or donated with just a few clicks. In this way, customers make a direct contribution to animal welfare. zooplus bundles the donated points and hands them over to selected animal welfare organisations in the form of monetary donations.

Deutscher Tierschutzbund is Germany's largest animal welfare umbrella organization. More than 750 local animal welfare associations and around 550 animal shelters and shelter-like facilities are affiliated with it nationwide.

"We are very pleased about the cooperation with Deutscher Tierschutzbund and the opportunity to make a joint contribution to animal welfare in Germany," says Dennis Scarafilo, Director Sales DACH at zooplus. "As the largest umbrella organization in German animal welfare, Deutscher Tierschutzbund connects numerous associations and institutions throughout the country. Through the partnership, our customers can use their zooPoints to support the valuable work for animals in need and to do good with their purchases."

"The donation partnership with zooplus opens up the possibility for all customers to easily integrate animal welfare into their everyday lives," says Andreas Stickler, Head of Communications & Marketing at Deutscher Tierschutzbund. "Every donation helps us to support animal shelters throughout Germany and improve the lives of numerous animals."

In addition to the digital donation option, the partnership with the German Animal Welfare Association is also intended to further strengthen employee engagement at zooplus. The internal zooCares program reflects the company's values and stands for commitment to animals and social cohesion. As part of an annual Social Day, employees receive a paid working day that they can use for voluntary projects. Many take this opportunity to support animal shelters. The Social Day can also be used for assignments outside animal welfare, for example at food banks, environmental initiatives or other local aid organizations.

With this partnership, zooplus underlines its commitment to the DACH region and to animals in need throughout Europe and sends a clear signal for continuous, responsible action.

About zooplus:

Since 1999, zooplus has been a pioneer in e-commerce for pet supplies, serving millions of pet owners with an ever-growing range of nutrition and lifestyle products, its own premium food and accessory brands, as well as expert advice, practical services and loyalty programs. Committed to the vision of "Celebrating Pet Love Every Day" and driven by a passion for innovation, zooplus has set itself the goal of setting the industry standard for smart, personalized shopping. zooplus operates local online shops in 27 European countries and is headquartered in Munich. For more information, visit corporate.zooplus.com, the zooplus.de shop page, <https://www.zooplus.de/> or [LinkedIn](#).

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