



Cooperation IRO – Eukanuba

A three-years' sponsor-cooperation with Eukanuba was signed and will come into present for the first time at the International Day of Rescue Dogs on Sunday, 26.04.2009. Read more about it in the guest editorial of Mr. Zbyszek KALENIK, Marketing Eukanuba, P & G Petcare:

International Rescue Dog Organization and Eukanuba Announce Joint Partnership

On January 30th 2009, International Rescue Dog organization IRO, based in Salzburg and premium pet food manufacturer Eukanuba announced signing of a three year partnership.

As part of the agreement, IRO and Eukanuba will work together on developing joint programs with an aim of improving readiness of dogs participating in rescue missions and ensuring access to health care for rescue dogs needing professional care.

“I am looking forward to long term cooperation with Eukanuba. This partnership is based on our common commitment to excellence in making rescue dogs worldwide perform at their best and support the member organizations of the IRO” said Dr Wolfgang Zörner, IRO President.

Richard Learwood, Global Marketing Director for Eukanuba added: “For the past forty years, Eukanuba has been providing world class nutrition to millions of dogs worldwide including high performing dogs in police, Search and Rescue, army, guide dogs for the blind and customs’ forces of many countries. I am extremely pleased that through this partnership we will help IRO to fulfil their mission of maximizing performance and health of all dogs raised and trained to save lives.”

In 2009 Eukanuba will celebrate its 40th anniversary. Since the very beginning, Eukanuba nutrition displayed its dedication to quality with over 150 patents around the world and 50 customized formulas worldwide. Today the tradition of excellence continues as Eukanuba provides man’s best friend with 100 percent customized nutrition based on size, age, activity level, breed and special health condition. Eukanuba prides itself on bringing out the best in dogs, by offering its formulas without fillers and only the finest ingredients including primary proteins exclusively sourced from animals, not plants.

After many years of groundbreaking innovation in dog nutrition, Eukanuba is still leading the way with nutritional patents, setting industry standards in dog nutrition. Whether discovering the optimum balance of omega fatty acids for the best skin and coat health or introducing FOS, a natural prebiotic, to nourish good digestive bacteria, Eukanuba continues to be the industry leader in research and development, never compromising its high standards.