

How Peggy I. Pleines and the Ladybird Excellence Award Are Catapulting Pet Industry Visionaries Onto the Global Stage

Celebrating Bold Decisions, Fearless Leaders, and Game-Changing Ideas Driving the Future of the Pet Industry Worldwide.

NEW YORK, NY, UNITED STATES, April 11, 2025 /EINPresswire.com/ -- In a rapidly evolving world where bold leadership drives progress, Peggy I. Pleines, founder and CEO of [My Ladybird Enterprise AG](#), is spearheading a global shift within the pet industry. A high-stakes decision-making expert and transformative growth strategist, Peggy has spent over two decades behind some of the industry's biggest successes. Now, with the creation of the Ladybird Excellence Award, she has built an influential platform to spotlight the pioneers shaping the future of pet care — and beyond.



Peggy_Presenting_Award

“

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More than a trophy, the Ladybird Excellence Award is a movement. It honors those who lead with courage, innovation, and ethical conviction, setting new benchmarks in an industry that often follows trends rather than creates them. “Decision-making is the ultimate power that shapes our future,” Peggy affirms. “It’s our greatest superpower.”

At the heart of this year’s awards, presented at the Global

Pet Expo 2025 in Orlando, are six inspiring companies whose stories embody resilience, imagination, and heart.

First, Bosco and Roxy’s, a once-small Canadian operation delighting dogs with handcrafted treats, now thrives in an 85,000 sq. ft. facility across North America. Skyler Crook and his team

have built three brands — Woofers, Bosco and Roxy's, and Molly's — infusing joy and community values into every product. "We're selling joy. We're selling moments," says Crook. Peggy describes them as "fearless bakers who turned flour and love into an empire of joy."

Next, Green Juju emerged from a deeply personal mission when founder Kelley Marian created her first smoothie to save her dog's life. Today, she leads a national wellness movement, championing simplicity and transparency. "Green Juju didn't just add life to the bowl," Peggy notes. "They've added life to an entire movement of conscious pet nutrition."

Family-owned Health Extension exemplifies legacy leadership, transforming customer feedback into groundbreaking innovations such as premium, shelf-stable "Gently Cooked" meals and eco-conscious toys. Katie Johnston, Executive Director of Marketing, highlights their human-first approach: "We listen, we innovate, and we put people—and pets—first." Peggy praises them as "proof that family values and fierce innovation make an unstoppable combo."

From Munich, LucyBalu has redefined feline luxury with minimalist, sustainable cat furniture. Co-founder Dr. Mathias Wahrenberger emphasizes that, "Sustainability trumps cost. Our designs are made to last — not just physically, but emotionally." With their U.S. expansion underway, LucyBalu showcases how thoughtful design and purpose can coexist beautifully.

In the U.S., Perdue Foods, long trusted in human food, is quietly transforming pet nutrition. Brands like Full Moon and Spot Farms deliver human-grade, ethically sourced pet food at accessible prices. Brandon Hughes and his team are shattering the notion that premium pet food must come at luxury costs. "We wanted to create an experience—something that pet parents could feel proud to serve," says Hughes. Peggy adds, "They took the grocery aisle and made it a destination for ethical pet parents."

Finally, West Paw from Montana demonstrates how joyful design and sustainability can go hand in hand. One of the first Certified B Corporations in the pet industry, West Paw crafts eco-friendly toys while championing values-first leadership. CEO Spencer Williams states, "You only really know who you are when you're under pressure. That's when values matter most." Peggy calls them "living proof that values-led leadership isn't a trend—it's the future."

What unites these trailblazers is not just their innovation but their bravery to challenge industry norms. "In today's pet industry, playing it safe means blending in. But bold? Bold makes brands unforgettable," says Peggy. These brands, she believes, are the rocket ships — and through My Ladybird Enterprise AG, she is the launch pad, helping them soar onto the global stage.

Peggy's work goes far beyond the awards. She is dedicated to guiding businesses in scaling globally with conviction, spotting raw potential, and turning it into impactful success stories. With the Ladybird Excellence Award, she offers the world a front-row seat to this transformation.

As Peggy so powerfully puts it, "Bold decisions change the world. The next could be yours."

The Ladybird Excellence Award is a movement celebrating leadership, vision, and purposeful growth in the in the pet industry and beyond.

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