



Global Impact, European Stage: Ladybird Excellence Award Winners Revealed at Zoomark 2025

At Zoomark 2025, the Ladybird Excellence Global Award honors brands that turn values into value, strategy into impact, and ideas into global movements.

NEW YORK, NY, UNITED STATES, May 20, 2025 /EINPresswire.com/ -- A new era of leadership is reshaping the [pet care industry](#)—and it took the global stage this week at Zoomark 2025. Six trailblazing companies were awarded the [Ladybird Excellence Global Award](#), a prestigious recognition created by Peggy I. Pleines, global growth strategist and high-stakes decision expert. These aren't just companies. They are category creators, movement builders, and conscious innovators setting a new global standard.

“

Decision-making is our ultimate superpower. When done boldly and with purpose, it changes everything,”

Peggy I. Pleines

“Decision-making is our ultimate superpower. When done boldly and with purpose, it changes everything,” says Pleines. “The Ladybird Excellence Award celebrates those rare companies who lead with vision, courage, and deep clarity.”

Here are the bold brands shaping the future of pet care:

☐☐ United Pets | Adaptability & Resilience

Constantino Psilogenis, Founder

Born in Milan, United Pets has spent 25 years proving that pet products can be both functional and beautiful. Design-led and driven by purpose, the brand quickly became a cult favorite across Europe.

When the pandemic struck, United Pets didn't just react—they reinvented. A swift pivot to direct-to-consumer preserved margins, empowered retailers, and enhanced brand control. With the launch of their City Life collection and a B Corp journey underway, United Pets is defining what modern pet lifestyle looks like.

Quote: “Don’t overthink. Don’t go solo. Decide once. Move forward.” — Constantino Psilogenis
Peggy I. Pleines: “They don’t just respond to change—they design it.”

▣ Pet Buddy Group | Strategy & Decision-Making

Elisha McCullar, COO

From Thrive to Nutrolin to Little BigPaw, Pet Buddy Group unites premium European brands under one strategic umbrella. Their approach? Multi-brand, multi-market, multi-channel—but with laser-focused clarity.

Known for fast, values-based decisions, their crisis playbook is simple: 5 minutes to define the issue, 55 to solve it.

Quote: “Observe, evaluate, connect. Trust your gut—but root it in knowledge.” — Elisha McCullar
Peggy I. Pleines: “These are the leaders reshaping pet care through courage, strategy, and soul.”

▣▣ SWISSCOWERS® | Innovation & Sustainability

Dr. Dante Scherrer & Claudio Steiner

Say cheese—SWISSCOWERS® just redefined the dog chew. Made in traditional Swiss dairies with local milk, this lactose-free, 60% protein treat introduced a new product category rooted in Alpine authenticity.

Nine months of failed prototypes didn’t stop them. Belief and precision did the rest.

Quote: “Why chew on Himalayan myths when we have cows with names?” — Dr. Dante Scherrer
Peggy I. Pleines: “These winners don’t follow markets—they shape them.”



Peggy Pleines Growth Strategist and Decisions Expert



Pet Buddy Group Winner-Strategy & Decision-Making

☐☐ Bugalugs | Innovation & Customer Centricity

Jonathan Collin, Sales Director –
Lakeland Cosmetics

Bugalugs turned the grooming aisle on its head. Made in the UK with vegan, cruelty-free formulas and Lake District water, their products are fast, functional, and beloved by modern pet parents.

The brand's real secret? Listening. Feedback becomes fuel for innovation.



United Pets Winner-Adaptability & Resilience

Quote: “We don’t just sell grooming—we build trust. And we do it as a team.” — Jonathan Collin
Peggy I. Pleines: “Bugalugs proves that when you truly listen, innovation becomes inevitable.”

☐☐ Montego Pet Nutrition | Ethical & Sustainable Business Leadership

Wilfred Cawood, Marketing Executive

From the Karoo to the world, Montego delivers premium pet food with purpose. Their Springbok treats, made from sustainably sourced antelope off-cuts, reduce waste and uplift local communities.

In 2025 alone: 58 new SKUs, solar-powered facilities, and cutting-edge water systems.

Quote: “Progress with purpose.” — Wilfred Cawood
Peggy I. Pleines: “They choose impact over ego and purpose over shortcuts.”

☐☐ Buddy Care | Innovation & Adaptability

Lewis Ames, Founder

What started with a cat named Nala_Station_Cat became Buddy Care: a clean, Gen Z-favorite grooming brand built with cosmetic-grade R&D and heart.

During COVID, Buddy Care didn’t just survive—they launched. Made in the UK, vegan, and

cruelty-free, their products are already cult classics.

Quote: "I just do it. I go with what is—head and heart aligned." — Lewis Ames
Peggy I. Pleines: "These winners aren't chasing trends—they're building the future."

About Peggy I. Pleines

Peggy I. Pleines is a renowned global growth strategist and expert in high-stakes decision-making. With over two decades of experience scaling businesses across continents, Peggy is the trusted advisor behind some of the pet industry's most pivotal transformations.

She is also a devoted dog lover and a gifted dog intuitive, known for her deep connection to animals and her belief that dogs often mirror the clarity and courage required in business. Peggy's keynote speeches—centered on "Decision as Our Ultimate Superpower"—are famous for blending strategic insight with powerful canine metaphors that leave audiences inspired and ready to lead with intention.

Known for her ability to turn complexity into clarity, she guides brands to act decisively, grow sustainably, and lead with conviction. Her mission is clear: to amplify the impact of courageous, values-driven brands worldwide.

"If these brands are rocket ships, I'm the launchpad. My job is to help them take off—and stay in orbit."

About the Ladybird Excellence Global Award

The Ladybird Excellence Award isn't just a badge of honor. It's a global movement. Created to spotlight companies who lead with ethics, clarity, and innovation, the award recognizes those who set trends instead of following them.

It champions transformation, bold thinking, and business done with soul.

[Bold decisions](#) shape destiny. The next one could be yours.

Learn more: peggy@myladybird.com | www.peggypleines.com | www.myladybird.com

Peggy I. Pleines

My Ladybird Enterprise G

+41 79 634 66 44

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/814518511>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.