



Director, Sunny Sharma

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Vital Pet Products says Bolton depot is benefiting from new investment

Following on from acquisition of Vital Pet Products by the Subura Group, the company has announced that the Bolton depot is benefiting from new investment. Director Sunny Sharma says the company's ultimate aim is to be much more than a wholesaler to the pet trade and the changes that have been made in the first few months have helped secure the future of the business.

Having been in business for 35 years, Vital is a well-known name in the area and supplies pet shops, aquatic centres, kennels and catteries. The first few months since the acquisition have seen improvements in infrastructure that are already helping to drive down cost and improve efficiency.

The company had made some key appointments and is still looking to attract new talent, particularly high calibre senior managers and office based professionals, in addition to drivers and in warehouse operations, "There will be some exciting opportunities within the new organisation," explains Sunny, "We want smart, energetic people who are really prepared to grasp those opportunities and who want to feel excited about where their career will take them."

Drivers in particular are recognised as an important contact point between the customer and the Vital business and will be given new tools to help them deliver a first class service and special promotional offers that will allow them to earn bonuses. In the warehouse, there have been significant improvements already which make the depot a better place to work. Sunny says, "By recruiting great people, we'll make our business stronger and that's good news for us and also for the local community."

For information about vacancies and joining the Vital team email jobs@vitalpetproducts.co.uk. Retailers interested in working with Vital can find out more at www.vitalpetproducts.co.uk or telephone 01837 883000.

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About Vital Pet Products

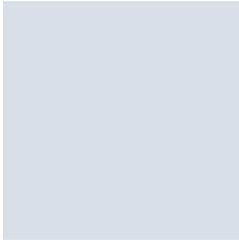
Vital Pet Products have over 35 years' experience of wholesaling to the independent specialist pet and aquatic trade. In February 2017, Vital was acquired by the Subura Group.

The company's dedicated fleet services a national delivery network using some of the latest technology to drive operational efficiency. Top brand products, often sourced through exclusive deals, are made available to the trade, with a focus on value and quality.

Vital's expert knowledge of the pet sector and operational efficiency ensures that it is best placed to work in partnership with suppliers and independent retailers to drive sales growth. People who work at Vital are empowered to make the decisions that drive value for customers and are rewarded for developing innovative solutions.

To find out more about Vital, visit www.vitalpetproducts.co.uk or telephone 01837 883000.

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