



**Company name:**  
Kennelpak Ltd

**Location:**  
Nottingham

**Sector:**  
Wholesale/Retail

**Facility size:**  
£5m

## ***Pet food and accessories retailer secures £5m funding to roll out new stores***

**Secure Trust Bank Commercial Finance has provided a £5m asset based lending facility to Kennelpak Ltd, an established retailer and distributor of high quality pet food and accessories.**

### **The company**

Founded in Nottingham in 1974, Kennelpak has established itself as a key partner to the pet product industry and a trusted 'go to' expert for its retail customer base. From its 80,000 sq ft. warehouse, Kennelpak distributes pet food and products under a wide range of own and exclusively licensed brands including Collards, Taste of the Wild, Yakers and Whimzees.

Kennelpak also operates a number of retail stores under the Kennelgate brand. The firm opened its first store in 1983, and has since grown its portfolio to 20 stores currently clustered in and around the Midlands. Across both its stores and warehouse, the company currently employs circa 275 staff.

## The solution

The family owned business was acquired by Enact, the SME fund managed by Endless LLP in July 2017, and is now undergoing a programme of investment under the implementation of its value creation plan. The funding provided by Secure Trust Bank Commercial Finance, which includes receivables, inventory and property lines, will support the further growth of the company as it plans to open 20 new Kennelgate stores over the next three years.

In addition to this, Kennelgate is enhancing the services offering in its existing stores with the roll out of additional wash and grooming stations across the estate. It will also look to rebrand and enhance its e-commerce channel, as it looks to grow its 'click and collect' service and geographical reach.

## What they said

**Chris Cormack, Investment Director at Enact, said:**

- “ Kennelpak has a great reputation for providing high quality products to both consumers and retailers. Our future growth strategy is underpinned by the expansion of our stores and diversification into new revenue channels as well as geographies, so we needed to source a finance facility to support this. This funding will enable the addition of 20 new stores, as well as a repositioning of our strategic offering, which will certainly place Kennelpak in a position for further growth.”
- “ Endless has worked with Secure Trust Bank on a number of transactions in the past, and we've been impressed by the team's can-do attitude and speed of delivery. We're looking forward to continuing our work with the team, as we embark on the implementation of our value creation plan.”

**John Gribbon at Secure Trust Bank Commercial Finance said:**

- “ We are delighted to be working with Endless on another of its investments, and we were particularly impressed with the sheer caliber of the team which they have brought together. The management team at Kennelpak have huge ambitions for the future, with desires to challenge its competitors in the market - something we at Secure Trust Bank can certainly identify with.
- “ The business plan covers off all avenues for growth, with a clear strategy for national expansion, as well as improvements to its website. E-commerce has become a huge focus in retail, as more stores are adapting to the ever changing needs of the consumer. This, alongside new stores, will certainly boost Kennelpak's market share and help it compete with other well-established pet products brands.”

## Our proposition

- **Full suite of ABL products:** our combined receivables finance, commercial mortgage and inventory finance facility enabled us to structure a comprehensive funding package
- **Access to decision makers:** we delivered on our terms and by having access to the key decision makers with the authority to make changes, we were able to smoothly agree the security and documentation in a tighter timeframe and in a more commercial manner
- **Service:** a reputation for working alongside external investors
- **Flexibility:** demonstrated through our debt structure and turnaround times
- **Insight:** our experience enabled us to truly understand the customer's business and their future plans which ensured that our facility was tailored to their requirements

**For more information, please visit:** [www.securetrustbank.com/commercial-finance](http://www.securetrustbank.com/commercial-finance)