

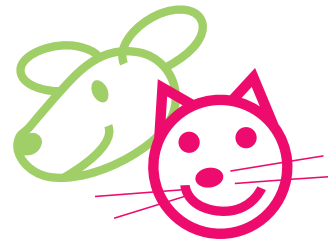
WHY ARE WE “FRIENDS OF FRIENDS”?

THE GUARANTEE OF OUR LOVE AND RESPECT FOR ANIMALS!

We take it very much to heart that every four-legged friend should be able to have a happy, healthy life and spend as long as possible with its beloved owner. For this reason, our company mission is to produce pet foods for dogs and cats, which are dedicated to their well-being.

Our slogan “LOVING AND NOURISHING THE ITALIAN WAY” perfectly synthesises how we define our job, and expresses our ethical choice to neither effect nor commission any clinical experimentation on animals, whether they be dogs, cats or any other species. This commitment, which we pursue with tenacity and consistency, is symbolised by means of our logo “Friends of Friends”, which is printed on every Trainer product confection.

We have always been on the side of animals, with the aim of guaranteeing them their health and well-being: this means being true Friends of Friends!



friends of friends
don't experiment on animals

