

Rolf C. Hagen Inc. ramps up inventory in response to COVID-19 pandemic and extends a lifeline to all Canadian pet parents.

Montreal, Canada, April 8, 2020 - Rolf C. Hagen Inc., a Canadian leader in pet product manufacturing and distribution, announced today that it is increasing inventory of its consumables to satisfy the surge in demand for essential food amid COVID-19, and opening its phone lines to all Canadian pet parents and hobbyist looking for product, information, or a simple helping hand.

“It has never been more important for our company to ensure the safety of our employees, and support our customers and communities”, said Rolf Hagen Jr., President and CEO. “We are doing everything we can to ease the mind of pet parents by ensuring our products can be found on store shelves and online, across Canada. We also understand that in times such as these, people are often faced with questions, concerns, or merely find themselves in need of a friend; our team remains available to anyone looking for support”.

In addition to ensuring that pet parents are aware they can contact the company directly for questions concerning nutrition or help obtaining products, Rolf C. Hagen Inc. is also supporting local emergency shelters and response programs. The initiatives include offering food donations to temporary pet shelters set-up for those who are not in a position to care for their pets during this time, as well as the delivery of pet food and litter to vulnerable and/or isolated individuals who otherwise cannot access basic pet care supplies.

Rolf C. Hagen Inc. is staying well-informed of the latest provincial and federal guidelines and is continuously making the necessary adjustments to help safeguard its people, customers, families and communities alike. The company has implemented preventative measures to protect its workforce, all while continuing to provide quality service to its valued customers.

As of today, the company’s distribution and supply are sustained. In order for every store to continue offering its customers food and product for their beloved pets, Rolf C. Hagen Inc. encourages pet owners to be mindful when making their purchases, so that every animal has access to the care it needs.

For more information, visit <http://ca-en.hagen.com/> or any of our brand websites: <http://www.nutrience.ca/>; <http://zoeforpets.com/>; <https://fluvalaquatics.com/ca/>; <https://www.catit.ca/>

About Rolf C. Hagen Inc.

Caring for pets since 1955, the family company founded by Rolf C. Hagen, has grown to become the world's largest privately-owned, multi-national pet products manufacturer and distributor. Driven by a common bond of love and compassion for animals, we are dedicated to creating practical and innovative products that enhance the health and welfare of pets worldwide.

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