



Interzoo 2026

Die Weltleitmesse der Heimtierbranche.
World's leading trade fair for the pet industry.

12-15
May

Nuremberg,
Germany

PRESS RELEASE

February 2025

Following its brand relaunch, Interzoo projects a dynamic, modern yet tradition-conscious image

Wiesbaden – To coincide with its 39th edition from 12–15 May 2026, Interzoo, the world's leading trade fair for pet supplies, will showcase a new brand image with fresh colours, pet motifs and a slight modification to the familiar logo. The brand relaunch is designed to reflect the fair's dynamism and innovative strength and effectively represent the many different product segments covering a wide range of pets while enhancing digital accessibility for all target groups.

“The colour green has long been associated with Interzoo. Thanks to the variation of different shades of green in the new key visual combined with the simplified logo, we are making a strong impact with our visual language,” explains Dr Rowena Arzt, Director Exhibitions at WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH). “With the pet silhouettes, we are also acknowledging the numerous product segments on display at our world-leading fair, given that pet products are at the very heart of Interzoo.”

The new brand image will be implemented gradually in all Interzoo communication channels from March 2025. Newsletters, press releases and all emails about Interzoo 2026 (12–15 May 2026, Nuremberg) will then appear in the new graphic design. The same applies for digital communication on our website www.interzoo.com, our social media accounts, and print and online advertising material for Interzoo. Particular attention was paid to improving access to our digital content.

Veranstalter:
Organizer:



Ideeller Träger:
Honorary sponsor:



Durchführung im Auftrag
des Veranstalters:
Organization on behalf
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NÜRNBERG MESSE

www.interzoo.com



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As Gordon Bonnet, Managing Director of WZF, points out: “With the new design we are building on the recognisability and strength of our traditional brand, but at the same time are creating a design landscape that meets the stringent requirements of our digital branding and underscores the professional calibre of this leading international fair.” This is especially true of the iconic logo, whose uniqueness and recognition factor have been retained in the new look.

Patrick Jacobi, Managing Director of Lekkerwerken, the creative agency trusted with developing the new design, adds: “The corporate design with animal silhouettes in a stencil spray look and bright colours on dark green combines emotionality, modernity and versatility. The new design thus positions Interzoo as an innovative, vibrant and memorable meeting place for the pet industry.”

For more information about the new key visual for Interzoo and forthcoming events please go to the updated website <https://www.interzoo.com/en>. In your future reporting on Interzoo please use the new logo and visuals provided in the [Download Area](#).

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Further information about WZF

[WZF GmbH – Pet Industry Services](#) is the owner and organizer of the world's largest international trade fair for the pet industry Interzoo in Nuremberg. WZF is a hundred percent subsidiary of the [German Pet Trade & Industry Association ZZF](#), the founder and honorary sponsor of Interzoo. With more than 2,150 exhibitors and about 37,000 trade visitors from 140 countries at the last event, Interzoo is the undisputed world's leading international fair for pet supplies. Since 1988, WZF has engaged NürnbergMesse GmbH to operate the trade fair. Since the summer of 2020, [Interzoo Academy](#) has been offering specialist presentations on topics of interest to the pet supplies sector. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry.

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