



# Interzoo 2026

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



## PRESS RELEASE

June 2026

### Interzoo receives the German Brand Award 2026 for its brand design

**Wiesbaden – Interzoo, the world's leading trade fair for the pet industry, has been honoured with the German Brand Award 2026 in the category "Excellence in Brand Strategy and Creation – Brand Design Corporate Brand". The prestigious award recognizes the comprehensive renewal of Interzoo's brand design and the development of a modern, flexible corporate brand system that ensures a consistent appearance across all communication channels. The new Interzoo design has already been implemented across the marketing and communications activities for Interzoo 2026 and on-site at the trade fair (12–15 May 2026), where it was met with great enthusiasm by exhibitors and visitors alike. The award was officially conferred on 25 June 2026 as part of the German Design Convention in Berlin.**

With its new design, Interzoo presents itself as more modern, clearer, and decidedly international. Fresh colours, animal motifs, and a subtle refinement of the iconic logo — whose distinctive character has been retained in the new look — reflect the dynamism and innovative spirit of the world's leading trade fair and underline its high level of professionalism. In its ruling, the jury emphasized that the Interzoo redesign preserves the brand's characteristic core elements whilst developing them precisely for digital and international applications. The colour palette, typography, and modular image system create a clearly defined visual identity across the trade fair, its platforms, and sub-brands.

"We are delighted to receive the German Brand Award. It is particularly pleasing that our exhibitors and visitors were already able to experience the new design at Interzoo 2026. The positive feedback has shown that the new brand design convincingly reflects the international character and forward-looking vision of Interzoo and confirms our commitment to consistently advancing the world's leading pet industry trade fair, both visually and in terms of communication," says Dr Rowena Arzt, Head of Exhibitions at WZF – Pet Industry Services. "Our thanks go to our creative agency Lekkerwerken, as well as to everyone involved in shaping the new brand identity."

Veranstalter:  
Organizer:



Ideeller Träger:  
Honorary sponsor:



Durchführung im Auftrag  
des Veranstalters:  
Organization on behalf  
of the organizer:



[www.interzoo.com](http://www.interzoo.com)



# Interzoo 2026

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

The German Brand Award, initiated by the German Design Council, is one of the most important honours for successful brand management in the German-speaking world. The winners are selected by an independent panel of 17 experts and leading figures from the worlds of business, academia, brand strategy, communication and culture. This year, 488 winners were recognized from a total of 1,676 entries submitted from 18 countries.

## Our services for journalists and media professionals

Interzoo Press Area: <https://www.interzoo.com/en/press>

Press release archive: <https://www.interzoo.com/en/press/press-releases>

Interzoo News Area: <https://www.interzoo.com/en/news>

## Contact

Antje Schreiber (Head of Communications/Press Spokesperson ZZF / WZF)

T +49 611 44 75 53-14 / [presse@zzf.de](mailto:presse@zzf.de)

Monika Seidendorf (Press & Public Relations Officer Interzoo)

T +49 6 11 44 75 53-32 / [seidendorf@zzf.de](mailto:seidendorf@zzf.de)

Ariana Brandl (Press Office NürnbergMesse GmbH)

T +49 911 86 06-82 85 / [ariana.brandl@nuernbergmesse.de](mailto:ariana.brandl@nuernbergmesse.de)

## Information about the organizer

[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 [ZZF – German Pet Trade & Industry Association](#) the founder and honorary sponsor of Interzoo. Interzoo is the world's leading B2B- international fair for pet supplies. At its last edition in 2026, it attracted around 2,400 exhibitors and 39,000 trade visitors from 130 countries. 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.

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Straße 10

65185 Wiesbaden – Germany

CEO: Gordon Bonnet

Commercial Register No.: HRB 23138 Amtsgericht Wiesbaden

VAT Identification No.: DE 113595781

[interzoo@zzf.de](mailto:interzoo@zzf.de)