

MIRA MAR. s.r.o.



B2B marketing Handbook





Mělnická 310, Všetaty 27716
Czech Republic



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We are a modern company with a dynamic team where work is not a duty, but a passion.

We take pride in what we do – producing and selling high-quality Czech products that not only attract but also surprise with their exceptional quality at an affordable price.

We have been on the market for over 30 years. We specialize in producing premium treats under our Bow Wow brand and other private labels.

With boundless energy, we continually innovate our recipes and stay aligned with the latest trends in animal nutrition.

Company

Welcome Message

1989

Step into the world of MIRA MAR, where history meets innovation, and a love for our four-legged friends creates an unforgettable story. It all began in 1989 when Jan Folk founded this family business with a vision to produce bonded aquariums. However, since then, we have undergone a remarkable transformation.

In 1991, we opened a new chapter, starting to import high-quality pet food and supplies, and began producing antiparasitic collars, sprays, and shampoos to ensure the well-being of your furry companions. But this was just the beginning of our story.

2000

It wasn't until 1998 that we discovered our true calling. We began producing the most delicious treats for your canine companions. That was our breakthrough moment. By 2000, we had risen to become one of the top players in the industry, recognized for our dedication to quality and innovation. Since then, we have continued to grow, refining our recipes and expanding our product lines to meet the needs of both dogs and their owners, all while maintaining the same passion that fueled our initial success.

Company History

Vision & Mission



Vision

Our vision is to become a leader in pet nutrition, not only in the Czech Republic but also in international markets. We aim to be recognized for our ability to blend traditional values with modern innovations, creating products that exceed pet owners' expectations. We strive for each product to reflect our love for animals, respect for nature, and commitment to continuous improvement.

Mission

- Provide high-quality and healthy treats for pets.
- Produce products made from natural ingredients, free from artificial additives.
- Bring joy and comfort to pets and their owners.
- Continuously innovate recipes and improve product quality.
- Support long-term pet health through nutrition.
- Focus on sustainability and minimizing environmental impact in production.
- Create products that exceed customer expectations.

Quality

We prioritize the use of top-quality, natural ingredients in our products. Sourcing from trusted suppliers, we ensure that every treat is both nutritious and safe for your dog's health.



Honesty

We are committed to transparency and integrity. Our customers always know exactly what's in our products, ensuring trust and reliability in every treat we make.

Freshness

We focus on delivering fresh, high-quality treats by using premium ingredients and strict quality control. This ensures every snack is flavorful, nutritious, and healthy for your dog.

What we
Value



In-house production

We produce all our treats in-house, ensuring strict quality control and consistency. This approach guarantees that every product meets our high standards for safety and excellence.



Czech Brand

We are a proud Czech brand, producing all our products in the Czech Republic. Our treats reflect the high standards of local craftsmanship and support the local economy.

Family Business

As a family-owned business, our passion and dedication have been passed down through generations. This personal connection drives us to create high-quality products that reflect our core values.

What we
Value



About

Bow wow treats

Bow Wow dog treats are crafted with the health and happiness of dogs in mind. We use only high-quality, natural ingredients, ensuring each treat is packed with nutrients that support a dog's overall well-being. Our treats come in a variety of flavors and forms, making them suitable for all breeds, ages, and sizes of dogs. From training rewards to healthy snacks, Bow Wow offers options that cater to different needs, including treats for joint health, digestion, and dental care.

One of the key features of our products is the high collagen content, sourced from hydrolyzed beef collagen, which helps maintain strong joints and promotes healthy skin and coat. We also prioritize the use of natural preservatives, ensuring that our treats are free from artificial chemicals and unnecessary additives. Grain-free options are available for dogs with sensitivities, and all of our treats are designed to be both delicious and nutritionally beneficial.

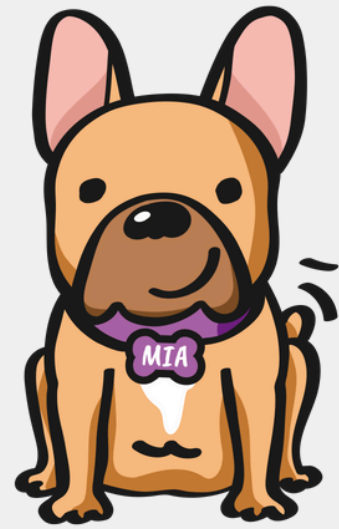
Made with love and care in our own Czech production facility, Bow Wow treats reflect our commitment to quality, transparency, and the well-being of pets. Whether you're looking for a tasty snack or a functional treat to support your dog's health, Bow Wow delivers products that dogs love and owners can trust.



**Bow
Wow**

Premium

Bow wow



Our premium range of dog treats is thoughtfully crafted to support your dog's health on multiple levels. Each treat is 100% gluten-free, contains **22% hydrolyzed beef collagen** to promote joint health, and is naturally preserved with no artificial additives. This premium collection is specially formulated to address the specific needs of your dog, including dental health, weight management, digestive support, mobility, and immune system strength. With Bow Wow, you can offer your dog a delicious and functional reward that enhances their overall well-being.

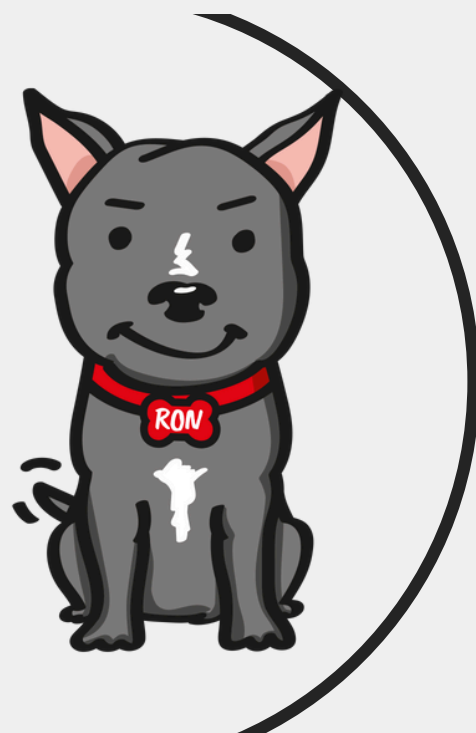
Special recipes have been developed in collaboration with a pharmaceutical industry expert to work synergistically and effectively support your dog's health.

Benefits

- 100% gluten-free
- Contains 22% hydrolyzed beef collagen for joint support
- Naturally preserved without artificial additives
- Delicious and functional treats for overall well-being

Super Natural

Bow wow



For dogs that choose only the purest options, our Super Natural treats are 100% preservative-free, offering the authentic power of super natural flavors. These premium treats provide the quality your dog deserves, enriched with **up to 35% collagen** for strong joints. They are also completely grain-free, making them ideal for dogs with sensitivities.

These bones are hard and long-lasting, keeping your dog entertained for an extended period. They provide both a satisfying chewing experience and a durable treat. In this range, only natural flavorings are used, such as dried tripe, lungs, liver, and dried vegetables. These high-quality, natural ingredients not only make the treats delicious but also contribute to a healthy and wholesome snack for your pet. Perfect for dogs that enjoy a longer chewing session while getting the benefits of natural, nutritious ingredients.

Benefits

- 100% preservative-free for the purest natural flavor
- Contain up to 35% collagen to support strong joints
- Completely grain-free, perfect for dogs with dietary sensitivities
- High-quality, natural ingredients for your dog's health
- Authentic taste that your dog will love

Mini Super Natural

Bow wow



For dogs that choose only the purest options, our Super Natural treats are 100% preservative-free, offering the authentic power of super natural flavors. These premium treats provide the quality your dog deserves, enriched with **up to 35% collagen** for strong joints. They are also completely grain-free, making them ideal for dogs with sensitivities.

Mini Super Natural variant, shaped as small bones and balls.

Benefits

- 100% preservative-free for the purest natural flavor
- Contain up to 35% collagen to support strong joints
- Completely grain-free, perfect for dogs with dietary sensitivities
- High-quality, natural ingredients for your dog's health
- Authentic taste that your dog will love

Meaty Natural

Bow wow



Our natural dog treats, shaped like bones, are preserved with natural ingredients and contain no added colorants.

With **34% collagen**, these treats are an excellent supplement for promoting joyful movement and healthy joints in your pet. Additionally, they are enriched with essential nutrients to support your dog's overall health and vitality.

These bones are also available in the Mini Meaty Natural variant, shaped as small bones.

Benefits

- 100% natural with no added colorants
- Contain 34% collagen to support joint health and mobility
- Preserved with natural ingredients, free from artificial additives
- Enriched with essential nutrients for overall health
- Fun bone shape for added enjoyment during snack time

Mini Meaty Natural



Bow wow

Our natural dog treats, shaped like bones, are preserved with natural ingredients and contain no added colorants.

With **34% collagen**, these treats are an excellent supplement for promoting joyful movement and healthy joints in your pet. Additionally, they are enriched with essential nutrients to support your dog's overall health and vitality.

These bones are also available in the Mini Meaty Natural variant, shaped as small bones.

Benefits

- 100% natural with no added colorants
- Contain 34% collagen to support joint health and mobility
- Preserved with natural ingredients, free from artificial additives
- Enriched with essential nutrients for overall health
- Fun bone shape for added enjoyment during snack time

Jelly

Bow wow



Our Jelly range is ideal for training sessions or as a simple treat to satisfy your dog's cravings. These treats are packed with natural flavor, preserved using only natural ingredients.

With up to **28% collagen**, Jelly treats are a fantastic addition to your pet's diet, promoting joyful movement, a shiny coat, and healthy, happy joints.

Benefits

- Ideal for training or as a rewarding snack
- Contain up to 28% collagen for joint support and mobility
- Promote a shiny, healthy coat
- Naturally preserved with no artificial additives
- Delicious, natural flavor your dog will love

Crunchy

Bow wow



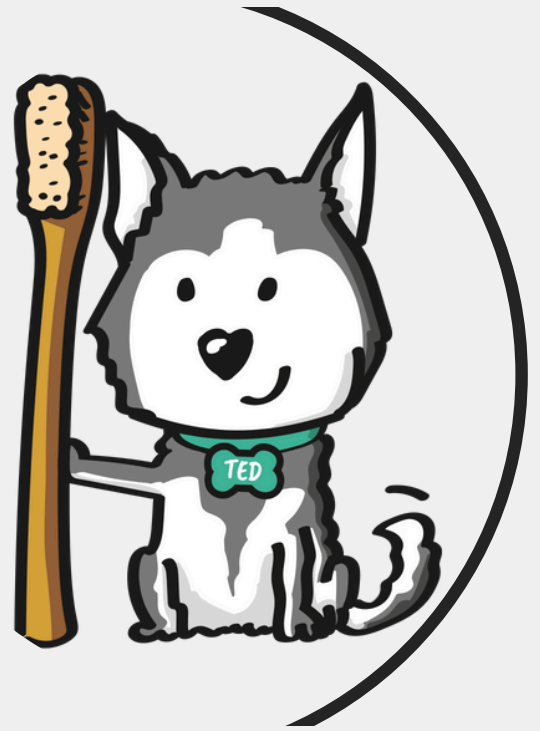
Crunchy dog treats with more than **25% collagen** are large sticks that will delight your pet's taste buds. Their unique superpower lies in the high content of collagen, glucosamine, chondroitin, and hyaluronic acid, which work together to support your dog's strong and healthy joints. These functional treats are not only a delicious snack but also an excellent way to provide long-term joint care for active and aging dogs alike.

Benefits

- Contain over 25% collagen for enhanced joint health
- Enriched with glucosamine, chondroitin, and hyaluronic acid to support mobility
- Promotes strong and flexible joints
- Delicious large sticks that provide both taste and functional benefits
- For larger dogs

Dental

Bow wow



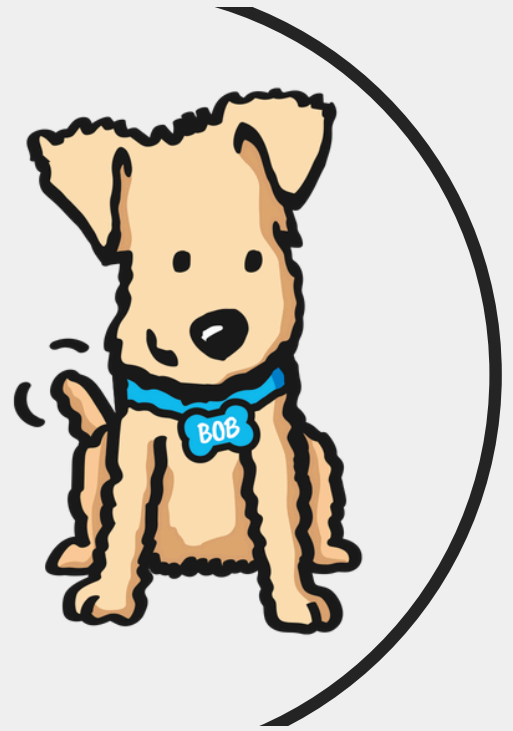
The secret to your four-legged friend's radiant smile! Welcome to our specialized range of dog dental treats, where maintaining your pet's oral health is the top priority. These carefully selected treats are not just a tasty reward, but also an effective solution for promoting healthy teeth and gums. Our dental treats are designed to help reduce plaque and tartar build-up, freshen breath, and support overall oral hygiene. With Bow Wow dental treats, you can make dental care a simple and enjoyable part of your dog's daily routine.

Benefits

- Supports healthy teeth and gums
- Helps reduce plaque and tartar build-up
- The treats contain kelp, thyme, anise, Eucalyptus mint and fennel
- Delicious treats that make dental care enjoyable
- Convenient and effective way to promote daily oral health

Jerky

Bow wow



Our Jerky range is designed for both training sessions and everyday enjoyment. Packed with tasty flavor and preserved using only natural ingredients, these treats are irresistible and aromatic. With delicious poultry and beef flavors,

Jerky treats will keep your dog motivated and satisfied. They also come in fun shapes, making them even more exciting for your pet.

Benefits

- Perfect for training or as a tasty reward
- Naturally preserved
- Delicious poultry and beef flavors
- Irresistible aroma to motivate your dog
- Fun shapes for added excitement and enjoyment

Rosehip

Rosehip is a powerful natural ingredient packed with vitamins, especially vitamin C, which supports a healthy immune system. In dog treats, it promotes joint health, reduces inflammation, and enhances skin and coat condition. Its antioxidant properties help protect your dog's body from harmful free radicals, contributing to overall well-being.

Cranberries

Cranberries support urinary tract health, boost the immune system, and help reduce plaque for better oral hygiene. They make treats both tasty and beneficial for your dog's overall well-being.

Turmeric

Turmeric is a natural anti-inflammatory that supports joint health and mobility in dogs. It's rich in antioxidants, helping to boost the immune system and protect against free radicals.

Health Additives



Pumpkin

Pumpkin is a great source of fiber, supporting healthy digestion and helping to regulate bowel movements. It's also packed with essential vitamins and minerals like vitamin A, which promotes eye health. Adding pumpkin to dog treats makes them a tasty and nutritious option for supporting digestive health and overall well-being.

Insect protein

Insect protein is a sustainable and highly digestible source of essential amino acids, supporting muscle growth and overall health in dogs. It's hypoallergenic, making it an excellent option for dogs with food sensitivities. Additionally, insect protein is rich in nutrients like healthy fats and minerals, providing a balanced and eco-friendly alternative to traditional protein sources in dog treats.

Yucca

Yucca is a natural ingredient known for its anti-inflammatory properties, helping to support joint health and reduce discomfort in dogs. It also promotes digestive health by reducing intestinal inflammation and improving nutrient absorption.

Health Additives



Milk thistle

Milk thistle is a powerful herb known for supporting liver health in dogs. It helps detoxify the liver, promotes regeneration of liver cells, and protects against harmful toxins. With its antioxidant and anti-inflammatory properties, milk thistle is a valuable ingredient for boosting overall liver function and aiding in digestion, making it a beneficial addition to dog treats.

MSM

MSM (Methylsulfonylmethane) is a natural compound known for its ability to support joint health in dogs. It helps reduce inflammation, alleviate pain from arthritis, and improve mobility. MSM also promotes healthy skin and coat by supporting collagen production. Including MSM in dog treats makes them an excellent choice for enhancing joint function and overall comfort, especially for active or aging dogs.

Health Additives

Boswellia serrata

Boswellia Serrata is a natural anti-inflammatory herb that helps support joint health and mobility in dogs. It is commonly used to reduce pain and stiffness associated with arthritis, making it an excellent choice for dogs with joint issues. Boswellia also promotes overall comfort by reducing inflammation, enhancing the quality of life for active and senior dogs alike.

Chamomile

Chamomile is a calming herb known for its soothing properties, helping to reduce stress and anxiety in dogs. It also supports digestive health by easing upset stomachs and reducing inflammation. Chamomile's gentle, anti-inflammatory properties can help with skin irritation as well, making it a beneficial ingredient in dog treats for promoting relaxation and overall well-being.

Chondroitin

Chondroitin is a key ingredient for supporting joint health in dogs. It helps maintain cartilage structure, reduces joint pain, and improves mobility, especially in dogs with arthritis or joint issues. By promoting water retention and elasticity in the cartilage, chondroitin aids in cushioning the joints, making it an essential addition to dog treats for enhancing joint function and comfort.

Hyaluronic acid

Hyaluronic acid plays a crucial role in maintaining joint health by providing lubrication and cushioning to the joints. It helps reduce pain and improve mobility, especially in aging or active dogs. Additionally, hyaluronic acid supports healthy skin by retaining moisture, promoting a hydrated and supple coat. Including hyaluronic acid in dog treats ensures enhanced joint comfort and skin health for your pet.

Health Additives



Kelp

Kelp is a nutrient-rich seaweed that provides essential vitamins and minerals, such as iodine, calcium, and magnesium. It supports thyroid function, helping regulate metabolism and energy levels in dogs. Kelp also promotes healthy skin and a shiny coat, and its antioxidant properties help boost the immune system. Including kelp in dog treats offers a natural way to enhance your dog's overall health and vitality.

L-Carnitine

L-Carnitine is an amino acid that supports healthy metabolism and aids in converting fat into energy, making it beneficial for weight management in dogs. It also promotes heart health by improving cardiac function and endurance. Including L-Carnitine in dog treats can help boost energy levels, support muscle development, and maintain a healthy weight, especially in active or overweight dogs.

Green tea

Green tea is rich in antioxidants, particularly catechins, which help protect dogs' cells from damage by free radicals. It supports overall immune health and has anti-inflammatory properties that can benefit the skin and coat. Green tea is also known to promote fresh breath and maintain oral hygiene by reducing bacteria in the mouth. Including green tea in dog treats offers a natural way to boost your dog's immune system and oral health.

Health Additives



Glucosamine

Glucosamine is a natural compound that supports joint health by promoting the repair and maintenance of cartilage. It helps reduce pain and stiffness in dogs with arthritis or joint issues, improving mobility and overall comfort. Glucosamine is especially beneficial for aging or highly active dogs, as it helps to keep joints flexible and strong. Including glucosamine in dog treats provides essential support for healthy joints and long-term mobility.

Spirulina

Spirulina is a nutrient-dense algae packed with essential vitamins, minerals, and proteins. It supports immune function, promotes healthy digestion, and helps detoxify the body. Spirulina is also rich in antioxidants, which protect cells from damage and reduce inflammation. Including spirulina in dog treats offers a natural way to enhance your dog's immune health, improve skin and coat condition, and support overall vitality and well-being.

Dandelion root

Dandelion root is valued for its powerful detoxifying properties, particularly in supporting liver and kidney health. It acts as a natural diuretic, helping to flush toxins from the body and promote healthy digestion. Rich in antioxidants, it supports the immune system and helps reduce inflammation. Additionally, dandelion root contains essential vitamins and minerals that contribute to overall well-being, making it a beneficial supplement for digestive and liver health.

Health Additives



Inulin

Inulin supports healthy digestion by feeding beneficial gut bacteria and improving bowel regularity. It aids in nutrient absorption, helps with weight management by promoting fullness, and supports blood sugar regulation, making it beneficial for overall gut health in dogs.

Peas

Peas are an excellent source of vitamins A, B, and K, which support eye health, the nervous system, and strong bones. They are rich in fiber, aiding digestion and maintaining gut health. Peas also contain antioxidants that boost the immune system, along with important minerals like iron and phosphorus for overall well-being. Low in calories and fat, peas are a great option for dogs that need to manage their weight.

Fennel

Fennel is packed with fiber, supporting healthy digestion and helping prevent constipation in dogs. It is rich in vitamins A, C, and K, which contribute to eye health, a strong immune system, and healthy bones. Fennel also has antioxidant properties that fight free radicals and reduce inflammation. Additionally, it can help freshen your dog's breath and support overall gut health. Its natural anti-inflammatory and detoxifying effects make it a great addition to your dog's diet.



Health Additives

Anise

Anise is known for its ability to help improve digestion in dogs by reducing bloating, gas, and indigestion. It also has antimicrobial properties, supporting oral health and freshening breath. Anise can act as a natural stimulator, promoting energy and alertness in dogs. In small amounts, it can be a healthy and beneficial addition to treats, contributing to your dog's digestive and overall well-being. However, it should be used in moderation to avoid overstimulation.

Cinnamon

Cinnamon offers several health benefits for dogs. It helps regulate blood sugar levels, making it beneficial for dogs with glucose sensitivities or diabetes. Its anti-inflammatory properties can ease joint pain and improve mobility, especially in older dogs. Cinnamon is also rich in antioxidants, supporting the immune system and promoting overall health. Additionally, it can aid in digestion, reducing bloating and gas, and can help freshen your dog's breath. However, cinnamon should be given in small, controlled amounts.

Thyme

Thyme is a natural herb that promotes digestive health by aiding digestion and reducing gas. It has antimicrobial properties that can help combat infections and improve oral hygiene. Rich in antioxidants, thyme also supports the immune system and overall well-being.



Health Additives

Mint

Mint supports digestive health by soothing upset stomachs and reducing gas and bloating. It also helps freshen breath and can promote oral hygiene. Additionally, mint contains antioxidants that support the immune system, contributing to your dog's overall well-being.

Eucalyptus

Eucalyptus offers antimicrobial properties, which can help fight bacteria and infections. It also supports respiratory health by clearing airways and soothing coughs. In small amounts, eucalyptus can contribute to fresh breath and may aid in relieving pain through its anti-inflammatory properties. However, it must be used carefully, as large quantities can be toxic to dogs. Always consult a vet before using eucalyptus for your pet.



Health Additives

About

Pharmaceutical-Grade Vegetable Glycerin

vs. Standard glycerin

Origin:

Standard Glycerin: This glycerin can be derived from either plant, animal, or synthetic sources (e.g., petroleum). Therefore, it may not be suitable for all applications, especially when it is important to specify the ingredient's origin.

Pharmaceutical-Grade Vegetable Glycerin: It is purely plant-based, typically sourced from vegetable oils such as coconut or palm oil. This option is often preferred in products that emphasize natural and vegan ingredients, which can be beneficial for premium dog treats.

Quality and purity:

Standard Glycerin: It may not meet pharmaceutical-grade purity standards. It could contain impurities that might affect the taste or shelf life of dog treats and potentially cause health issues for sensitive dogs.

Pharmaceutical-Grade Vegetable Glycerin: This glycerin must meet strict purity standards and is tested for impurities, making it safe for use in food and pharmaceutical products. It is suitable for more sensitive products like dog treats, as it does not cause allergies or other health problems.

Use in dog treat production:

Standard Glycerin: Although it is cheaper, it may not be suitable for all dogs, especially if it has synthetic origins or contains animal-derived components, which could affect the quality and appeal of the treats.

Pharmaceutical-Grade Vegetable Glycerin: Thanks to its purity and plant-based origin, it is ideal for premium products. It is used as a humectant and preservative that keeps treats soft and extends their shelf life without compromising quality or safety.

About

Hydrolyzed beef collagen

At MIRA MAR, we strive for more than just rewards—we aim to support your dog's health through the power of hydrolyzed collagen.

To create our functional collagen treats, we use our own unique technology. We gently process the raw materials at low temperatures and then slowly dry them to preserve the nutrients. Thanks to this innovative collagen processing method, the final product is highly bioactive, ensuring better absorption and effective use within the body.

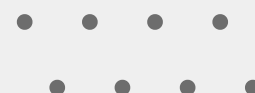
Why Hydrolyzed Beef Collagen?

Hydrolyzed beef collagen is particularly beneficial for dogs because it contains essential amino acids that help support joint health, improve skin elasticity, and promote a healthy coat. Beef collagen is easily digestible, making it highly suitable for dogs of all ages, from puppies to seniors. The hydrolyzation process breaks the collagen down into smaller, bioavailable molecules, which ensures that the body can absorb and utilize it efficiently. This results in enhanced joint mobility, stronger connective tissue, and overall improved vitality.



Important Contact

Name	Position / Description	Contact
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The annex of this guide also includes graphic materials for presenting key information about Bow Wow products. In the attachment, you will find a [flyer](#), an [infographic](#) on the topic of Collagen Expert, and a [link](#) to the complete photo gallery featuring all Bow Wow products with detailed product previews.

Additionally, the provided graphic materials are designed to help you present the unique benefits of Bow Wow products in a visually appealing way. Whether you are looking for product highlights, collagen benefits, or detailed visuals of our treats, these resources will support your efforts in showcasing the quality and innovation behind our brand.

Graphic Materials

If you have any questions regarding the materials, please feel free to reach out to us via email. Our colleague from the marketing department will be happy to assist you and answer any inquiries:

kolnikova.katerina@mira-mar.cz.

Photogallery:

<https://www.mira-mar.cz/photogallery/>

Marketing materials:

<https://www.mira-mar.cz/marketing/>