

# Ren's Pets Depot celebrates 40 years in business

For 40 years Ren's Pets Depot has been passionate about pets and the people they own.

"It's true," says Colin Job, Ren's Pets owner. Job should know – he's worked at the family owned business since he was about eight.

Job's father, Ren, started the business after returning to Canada from Ft. Lauderdale, Fla. 45 years ago. "He was in the feed business there," Job explains, and decided to purchase the feed mill on Trafalgar Road in Oakville where he then sold feed to other farms.

This is where Job started – riding in the delivery trucks, learning the business along the way.

But as the farms moved further north, the business model had to change and that's just what Ren's Pets did, moving away from feed delivery to catering to pets – cats and dogs, specifically.

That feed mill on Trafalgar Road has grown to a 10,000 square foot store, but not before a devastating fire in 1980 ravaged the building while Ren and his family were on vacation.

Today there are seven Ren's Pets Depots in Ontario with three

more set to open between March and May of this year, along with a thriving online business that ships across the country. The entire operation is run out of the company's head office, located in Aberfoyle.

With more stores on the way, Ren's will increase the number of employees from 160 to about 200 in the next few months, creating more local jobs in Whitby and the yet-to-be-named two other new locations.

Job credits the success of the company he took over entirely from his father about 14 years ago to the fact that they've found a niche in the marketplace and honed in on three pillars: best selection, best prices and best customer experience. Despite what Job describes as "dabbling" in other areas, the management team has never strayed too far from those pillars and it's a recipe



Colin Job has continued the success of Ren's Pets Depot since taking over from his father, Ren. What was once a single-store enterprise is soon to be 10 stores in 2015 as the company celebrates 40 years in business.

Ren's Pets Depot also supplies product to groomers, breeders and training schools across the country. "We partner with them," rather than compete with them Job says of the reciprocal relationships. Ren's Pets Depot recommends them to their customers and they do the same, creating customers for life.

Frequent customers of the stores will benefit not only

from the great selection, prices and customer service, but also the unique rewards programs that see customers earn points that turn into dollars that can be used in-store. It helps regular shoppers earn free product over time.

As for what's in store for Ren's Pets 40th year, Job says "we are definitely in growth mode. We'll continue to open as many retail stores across Ontario and towards the latter part of 2015 will make our ecommerce site a big

focus," with the implementation of a new software system operated by Ren's Pets in-house ecommerce team, which is located in Aberfoyle along with the marketing and IT teams.

The company will maintain their online presence, offering a number of contests to celebrate the 40th anniversary and continue to offer such community events as the annual tent sales at all the locations. These tent sales are much anticipated by regular customers, many of whom travel from location to location for the sales and to experience the dog training demonstrations, bouncy castle, face painting and popcorn as many times as possible each summer.

But the 40th anniversary events won't end in the summer. Celebrations will continue throughout 2015 as Ren's Pets Depot focuses on giving back to the customers with amazing sales, promotions, Facebook contests, a black tie event and yet-to-be announced really big contest.

Follow all the promotions and events at facebook.com/rempets and find out more about Ren's Pets Depot at rempets.com.

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