

# PetFood Index

20.04.2025



The PetFood Index is a publication of Logistics Publishing Limited.



## Annual Subscriptions

For more information, please visit  
[www.petfoodindex.com](http://www.petfoodindex.com)



Dear Sir or Madam,

PetFood Index is a professional publication offering daily, real-market pet food pricing data from Germany. The digital report focuses on price monitoring for dog and cat food, analyzing daily offers from major online retailers like Zooplus.de, Fressnapf.de, and Zooroyal.de – especially in the categories of wet and dry food.

As part of your annual subscription, you will gain access to **five in-depth reports**, each analyzing hundreds of thousands of daily pricing offers. The PetFood Index is tailored for decision-makers in industry, trade, and e-commerce – especially managing directors, heads of sales, marketing leads, and product managers in the pet food sector.

Our three subscription models at a glance:

- **30-Day Trial Subscription**

Full access to all five reports and platform features – ideal for getting started.

- **Annual Subscription (Price Reports)**

More than 800,000 monthly price entries from Germany's top three online retailers. Includes access to the following five reports:

Offer List, Market Report, Product Report, Revenue Report, and Competition Report.

- **Enterprise Subscription (Customizable)**

Enterprise is a customized offer with optional modules. An upgrade to the annual subscription with full flexibility – monitor additional shops, product types (e.g. snacks, accessories, cat litter), and other categories as needed. Optional modules include: offer monitoring, product rankings, availability tracking, product descriptions, reviews, ratings, recommendations, banner monitoring, and more. You retain full access to the five core reports.

Use the **PetFood Index** as both an operational and strategic tool – a data-driven foundation for confident decision-making in the dynamic pet food market.

Discover the benefits of your digital subscription on our platform: <https://petfoodindex.com>

Please return the **completed and signed order form** to us by email at your earliest convenience. Upon receipt, you will receive your invoice. Access will be activated immediately after payment.

We look forward to welcoming you to the exclusive circle of PetFood Index subscribers.

Kind regards,

Your PetFood Index Team

Olaf Oczkos

Managing Director & Publisher of [PetFood Index](https://petfoodindex.com)

Logistics Publishing Ltd.

Attachments: Order Form

Contract Terms



# Pricing Overview

(Net Prices)



Our Three Subscription Models	PetFood Index Trial Sub	PetFood Index Annual Sub	Enterprise Annual Sub
1 User license per month <sup>1</sup>	€ 715,-	€ 550,-	from € 2000,-
Duration	30 days	12 months	12 months
Full access to all 5 Reports (Offer List, Market, Product, Revenue, Competition)	Yes	Yes	Yes
Scan frequency of prices <sup>2</sup>	1x daily	1x daily	per request
Online Shops <sup>3</sup> or marketplaces <sup>4</sup>	3	3	per request
Number of monitored products	included	included	per request
Additional user license per month:	not available	€ 75,-	€ 75,-
Categories <sup>5</sup>	4	4	per request
Monitoring of deals	X	X	Yes
Monitoring of product placements	X	X	Yes
Monitoring of product descriptions	X	X	Yes
Monitoring of product availability	X	X	Yes
Monitoring of product reviews	X	X	Yes
Monitoring of product rankings	X	X	Yes
Monitoring of recommended products	X	X	Yes
Monitoring of banners	X	X	Yes

<sup>1</sup> Only one trial subscription is permitted per company or corporate group.

<sup>2</sup> We collect price data daily, but can also do so hourly, every 4 hours, or every 8 hours if needed.

<sup>3</sup> Online Shops included in the PetFood Index are: Fressnapf.de, Zooplus.de, Zooroyal.de.

<sup>4</sup> Marketplaces can be Ebay, Amazon, or Idealo.

<sup>5</sup> 4 Categories: Wet dog food, Dry dog food, Wet cat food, Dry cat food in the PetFood Index.



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E-Mail: [olaf@petfoodindex.com](mailto:olaf@petfoodindex.com)

### Order Form PetFood Index

<input type="checkbox"/>	Trial subscription PetFood Index	€ 715, -	
<input type="checkbox"/>	Annual sub PetFood Index License	€ 6600, -	
<input type="checkbox"/>	Additional user license per month	€ 75, -	Number of users <input type="checkbox"/>
<input type="checkbox"/>	Enterprise annual sub license	€ individual quote	
<input type="checkbox"/>	Enterprise project fee	€ 2000, - / day	
<input type="checkbox"/>	Enterprise Change Request	€ 250, - / hour	
<input checked="" type="checkbox"/>	Service Fee (one-time setup)	€ 300, - (refer to clause 4 of the Contract Terms)	

For the PetFood Index for the pet food industry in Germany.

company: \_\_\_\_\_

Street: \_\_\_\_\_

Postal  
Code/City/Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Contact  
Person: \_\_\_\_\_

eMail: \_\_\_\_\_

VAT ID.: \_\_\_\_\_

Invoice to (if different from above):  
\_\_\_\_\_

Upon receipt of your signed order form, Logistics Publishing Ltd. will issue an invoice for the agreed services plus applicable VAT. Payment must be made in accordance with the terms stated on the invoice.

\_\_\_\_\_  
Location, Date

\_\_\_\_\_  
Company Stamp / Authorized Signature



## CONTRACT TERMS – PETFOOD INDEX

By submitting this form, the client agrees to the terms and conditions of the PetFood Index subscription.:

### TERMS & CONDITIONS SUMMARY

Annual billing in advance. Pro rata billing applies for mid-year subscription starts.

Automatic renewal for 1 year unless canceled in writing by September 30 of the current year, effective December 31. No cancellation possible during the contract period.

Reports are personalized. Distribution to third parties is prohibited. Unauthorized sharing results in a contractual penalty equal to the annual subscription fee.

### §1 DEFINITIONS

For the purposes of this Agreement, the following terms shall have the meanings set forth below:

- a) “Agreement” shall mean the completed and duly submitted order form provided by the Customer and accepted by the Supplier.
- b) “PetFood Index” shall refer to the five digital reports delivered by the Supplier, which include detailed market intelligence and price monitoring data for pet food products listed in designated online retail platforms. Access to the reports shall be granted via the Platform.
- c) “Enterprise” shall mean a customized and dedicated online account provided to the Customer, which grants access to the PetFood Index Enterprise service through the Platform.

### § 2 SCOPE OF SERVICES AND IMPLEMENTATION TIMELINE

1. In return for the compensation set forth in § 4, the Supplier undertakes to:

- a) Grant the Customer access to the PetFood Index in accordance with § 3.
- b) Conduct price monitoring of pet food products in the following online shops: fressnapf.de, zooplus.de, and zooroyal.de.
- c) Provide market analyses and pricing information for up to 260 brands of dry and wet food for dogs and cats.
- d) Activate the annual subscription upon receipt of payment.
- e) Deliver the Enterprise-level services on the basis of a customized offer, which forms an integral part of this Agreement.

2. Implementation Timeline for the Enterprise Edition:

- a) Initial delivery of the Enterprise Report shall occur within 20 business days following conclusion of the Agreement and receipt of the product and category lists to be monitored.
- b) The Customer agrees to provide the required data in the Excel format specified by the Supplier within 5 business days of the conclusion of the Agreement. If the data is not provided within 10 business days, the Supplier reserves the right to charge the monthly fee as specified in § 4.



### 3. Term of the Agreement:

This Agreement shall enter into force upon signature and shall continue for an indefinite period unless terminated by either Party in accordance with the agreed notice periods.

## **§ 3 LICENSING TERMS**

### 1. Ownership of Rights:

The Supplier is not the sole holder of all rights to the PetFood Index. The underlying software, in particular the Brandy360 system, is the property and intellectual creation of Data Venture Sp. z o.o., based in Poznań, which acts as the legitimate developer and licensor of the platform. The Supplier holds a valid usage license and is authorized to offer the PetFood Index within the scope of this license.

2. The Customer is granted a non-exclusive, non-transferable license to use the platform and its contents for the duration of the Agreement.

3. Additional user licenses are subject to a fee and may be requested at any time. Such licenses may be terminated with one month's notice effective at the end of a calendar quarter.

4. Without prior written consent, the Customer is not permitted to reproduce, distribute, sell, lease, rent, or otherwise make the contents accessible to third parties.

5. Access to the source code or internal structures of the system is strictly excluded.

## **§ 4 Compensation**

1. The fee for the annual subscription is EUR 6,600 net (in words: six thousand six hundred euros), plus applicable statutory VAT. Invoicing is done annually in advance. If the subscription begins during the course of a calendar year, the fee will be calculated on a pro rata basis. The monthly cost amounts to EUR 550.

2. Payment is due within 10 days of the invoice date. Payment shall be made to the bank account specified on the invoice.

3. In the event of a payment delay exceeding 30 days, access to the report may be suspended.

4. A one-time service fee is charged per customer account. This includes user setup, an introduction to the platform, and a basic listing on the website [petfoodindex.com](https://petfoodindex.com), including a link to the customer's website. This service is included in all subscription types – including the trial subscription. When upgrading from a trial to an annual subscription, no additional service fee will be charged.

5. Withdrawal from the contract is excluded once the order has been placed. The right of withdrawal does not apply, as the subscription constitutes a customized digital service for business customers within the meaning of § 312g para. 2 no. 1 of the German Civil Code (BGB). In the event of delayed payment of the license fees and VAT, the statutory provisions shall apply.

6. The Supplier may adjust the subscription fee once per year in accordance with the inflation index, but by no more than 20% per adjustment. Notification of such adjustment shall be provided via email.

## **§ 5 LIMITATION OF LIABILITY**

1. The Supplier shall not be liable for indirect damages, loss of profit, or any other consequential costs arising from the use or unavailability of the report.

2. Use of the service is at the Customer's own risk.



3. Any liability claims against the Supplier are excluded. The Customer is advised to insure themselves against potential risks. The Customer shall be liable for all damages caused by themselves, their employees, legal representatives, or vicarious agents.

4. Termination for Good Cause:

The Supplier is entitled to withdraw from the Agreement or to restrict services in the event of good cause (e.g., force majeure, insolvency, payment default, or breach of material contractual obligations). In such cases, the Customer shall have no claim for damages against the Supplier. Services rendered up to that point shall be remunerated by the Customer.

## **§ 6 FINAL PROVISION**

1. Unless terminated in writing by September 30 of the current year, the subscription shall automatically renew for an additional year. In the case of timely termination, the subscription will end on December 31.

2. All rights to data, methods, and structures shall remain with the Supplier.

3. The Customer consents to the use of their company name and logo by the Supplier for reference purposes in marketing materials.

4. Data Protection:

The Parties agree to comply with the applicable data protection regulations. If personal data is processed on behalf of the Customer, the Parties shall enter into a separate data processing agreement in accordance with Article 28 of the GDPR.

5. Consent to Data Sharing for Account Setup:

The Customer agrees that their personal data (such as name, email address, company name, and if applicable, contact person) may be shared with Data Venture Sp. z o.o., based in Poznań, solely for the purpose of technically setting up and managing the user account on the “Brandly360 / PetFood Index” platform. The data will be processed in accordance with applicable data protection laws, in particular the GDPR.

6. Consent to Disclosure of Company Name to Distribution Partners:

The Customer consents to the disclosure of their company name to the distribution partners “[Pet Online Magazine](#)” and [PETWorldwide](#), provided that the contract was concluded via a referral link or other verifiable mediation by these partners. The disclosure is made solely for internal assignment and commission settlement purposes and does not include any additional personal data.

7. Severability Clause:

Should one or more provisions of this Agreement be or become invalid, the validity of the remaining provisions shall remain unaffected. The invalid provision shall be replaced by the applicable statutory provision.

8. Applicable Law and Jurisdiction:

This Agreement shall be governed by the laws of the Federal Republic of Germany. The place of jurisdiction shall be Hamburg, Germany.

By submitting the order form, the Customer acknowledges and agrees to be bound by these contractual terms and conditions.

Cork, Ireland – 20.04.2025  
Logistics Publishing Ltd.