

Danish SME selling equestrian equipment for horse and rider is looking for new European suppliers

Summary

Profile type	Company's country	POD reference
Business request	Denmark	BRDK20230504002
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement	• World
Contact Person	Term of validity	Last update
Vincent Van Breusegem	17 May 2023 16 May 2024	17 May 2023

General Information

Short summary

Danish SME selling equestrian equipment through online sales channels and platforms as well as from their physical store is looking for new European suppliers and/or manufactures to cooperate under a supplier and/or manufacturing agreement. The Danish SME is looking to find new suppliers and/or manufactures to add new products and brands to their current product portfolio.

Full description

The Danish SME is a sole proprietorship selling equestrian equipment for horse and rider, started in 2013.

After searching for the right and very specific riding pants, which were no longer available on the Danish market, the Danish SME contacted the wholesaler in Germany and bought a stock of riding pants. At that time, the Danish SME was the only retailer of riding pants in Denmark.

Since the beginning, the Danish SME has only grown in turnover and with more suppliers, a wider range, and the addition of a physical store located in the Northern part of Denmark.

To promote the SME's range, they use Google Adwords with a relatively large budget, while also having a budget for Facebook advertising. The Google Adwords task is outsourced to a company that is a leader in its field.

About 75% of their revenue comes through their webshop where the last 25% comes from their physical store, as

well as from large customers who are billed. The Danish SME is furthermore a consistent supplier to several of the largest stables in Denmark.

The Danish SME is looking for a wide variety of products, but they also have some specific products in mind – see “Technical Specification or Expertise Sought” for more info.

Currently the Danish SME have suppliers in Denmark, Germany, The Netherlands, Sweden, Italy, France, Finland, Slovenia, and Northern Ireland

They are looking for new suppliers across the EU.

Advantages and innovations

Technical specification or expertise sought

Products and expertise the Danish SME is looking for:

Common to the products below is that it should be a good value-for-money quality. So not necessarily high-end products. See English name in parentheses.

Wireless Communication Systems to use during training sessions.

Lambskin pad in real lamb for the saddle (real lambskin saddle pad). Picture 1.

Boomless lambskin saddle (soft saddle with real lambskin).

Bells with real lambskin in black – protection for the horse's hooves (bell boots with real lambskin in black).

Transport spatulas (shipping boots).

Ready-to-use plastron - tie for bow use (Ready-tied Stock).

Saddle for pony, leather or synthetic (saddle for ponies).

The lumbar cover in 2-layer quince wool/acrylic mixture. (Exercise quarter rye). Picture 2

Div. holders for metal equipment. (hooks for saddles and bridles).

Saddle carriages (trolley for saddles)

Metal equipment holders. (hooks for saddles and bridles).

Saddle carriages (trolley for saddles)

Div. material for dressage courts, letters, flower holders, cones (dressage markers, flower pots, and cones). Picture 3

Chip grip, wheelbarrow etc. (stack accessories and mucking out)

Saddle lockers in metal, also portable (saddle locker on wheels). Picture 4

Ascent gap in 2, 3 and 4 steps (Mounting blocks 2, 3 and 4-steps). Picture 5

Wishes of private label products:

Could come from a pure textile manufacturer who does not necessarily manufacture products on horseback and rider in advance.

Lumbar cover in 2-layer quince wool/acrylic mixture

Sweat-wicking sports jerseys in mixing material.

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

The Danish SME expects that the potential partner are able to speak English.

The Danish SME expects that the potential partner furthermore focus on environmental issues and can provide proof of an environmental consciousness, including their work to reduce climate impact, social conditions, working conditions and matters related to respect for human rights, no use of child labor, as well as the fight against corruption and bribery.

It is furthermore expected that the potential partner must be able to ship stocking goods within a few days.

The SME is especially interested in a partner that is able to do drop-shipping.

The Danish SME furthermore expects the potential supplier or manufacturer to be economic resilient and stable and able to display a trustworthy and reliable profile.

The partner must be able to complement them with EAN numbers as well as well-like professional website images.

The partner is not only limited to be a supplier but can also be manufactures or wholesalers.

Type of partnership

Supplier agreement

Type and size of the partner

- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**

Dissemination

Technology keywords

Targeted countries

- **World**

Market keywords

- **07004001 - Clothing, shoes and accessories (including jewellery)**
- **07001004 - Sporting goods, hobby equipment and athletics clothes**
- **07001005 - Sport facilities (gyms and clubs)**

Sector groups involved

- **Retail**