

COMPANY PROFILE

GOLDEN S.M.E.TRADING CO., LTD.



HISTORY

•GOLDEN S.M.E. TRADING COMPANY LIMITED WAS FOUNDED IN 2010 WITH THE VISION OF PROVIDING THE HIGHEST QUALITY AND MOST NUTRITIOUS FOODS FOR BELOVED PETS, WHILE SHARING THAT LOVE WITH FELLOW PET LOVERS.

•THE INSPIRATION BEGAN DURING OVERSEAS BUSINESS TRIPS, WHERE THE FOUNDER SOUGHT OUT SPECIAL TREATS FOR HIS OWN PETS—ALWAYS THINKING OF THEIR HAPPY FACES WAITING BACK HOME.

AFTER SHARING THESE IMPORTED TREATS WITH FRIENDS WHO WERE PASSIONATE DOG AND CAT OWNERS, THE OVERWHELMINGLY POSITIVE FEEDBACK SPARKED THE IDEA TO BRING THESE PRODUCTS INTO THAILAND. AT THAT TIME, SUCH TREATS WERE NOT READILY AVAILABLE IN THE LOCAL MARKET.

•WE CAREFULLY SELECT HIGH-QUALITY PRODUCTS FOR DOGS AND CATS FROM AROUND THE WORLD, IMPORTING THEM INTO THAILAND TO ENSURE PETS RECEIVE ONLY THE VERY BEST.

•BY 2020, THE COMPANY HAD EXPANDED ITS NETWORK TO INCLUDE OVER 100 SALES AGENTS NATIONWIDE, REFLECTING THE TRUST AND GROWING DEMAND AMONG PET OWNERS ACROSS THE COUNTRY.





OUR VALUES

HAPPINESS AND WELL-BEING OF OUR FURRY FRIENDS PET OWNER SATISFACTION





BRAND



Breezy taíu







OUR CUSTOMERS



























































EXHIBITIONS













PRODUCT







100% NATURAL ORGANIC TREATS
FREE RANGE & WILD CAUGHT
WHOLE FOOD
NO PRESERVATIVES
AIR-DRIED
FREEZE-DRIED
COMPLETE AND BALANCED NUTRITION
ORAL AND DENTAL HYGIENE
TRAINING SESSIONS



CHEWIES 1256.

- VEAL TENDON CONTAINS PROTEIN THAT HELPS INCREASE JOINT LUBRICATION.
- NATURALLY AROMATIC WITH THE SCENT OF VEAL TENDON.
- HELPS TRAIN CHEWING BEHAVIOR IN DOGS.
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





VEAL MEATY BITES 1256.

- VEAL MEAT SLICED AND DRIED.
- NO ADDED COLORS OR ARTIFICIAL FLAVORS.
- NATURALLY AROMATIC FROM REAL VEAL.
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





BEEF FILLETS 1256.

- NEW ZEALAND VEAL
- HIGH IN PROTEIN, MADE FROM 100% NATURAL INGREDIENTS
- NATURALLY AROMATIC
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





WAGS 1256.

- NEW ZEALAND VEAL TAIL
- HIGH IN PROTEIN AND CALCIUM
- CONTAINS BONE THAT IS EASY TO CHEW WITH A NATURAL AROMA
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





VEAL SHANKS 1506.

- DRIED VEAL SHANK
- HIGH IN CALCIUM AND PROTEIN
- NATURALLY AROMATIC FROM REAL VEAL
- SUITABLE FOR DOGS AGED 9 MONTHS AND WEIGHING 1.5 KG OR MORE





SPARE RIBS 1256.,2006.,5006.

- 100% NEW ZEALAND VEAL RIBS
- HIGH IN PROTEIN, SUPPORTS STRONG BONES AND TEETH
- GRAIN-FREE, PRESERVATIVE-FREE, AND FREE FROM ANY ADDITIVES
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





RIB RACKS 1506.

- NEW ZEALAND VEAL RIB RACK FOR ADULT DOGS
- HIGH IN PROTEIN AND CALCIUM
- NATURALLY AROMATIC
- HELPS STRENGTHEN BONES AND TEETH
- SUITABLE FOR DOGS AGED 9 MONTHS AND WEIGHING 1.5 KG OR MORE





BEEF STICK 1256.

- DRIED BEEF STICKS, CUT INTO PIECES, MADE FROM 100% NEW ZEALAND BEEF
- EASILY DIGESTIBLE
- SUPPORTS BODY DEVELOPMENT AND NOURISHES THE BLOOD
- LOW IN FAT TO HELP WITH WEIGHT CONTROL
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER





VEAL CRUNCH 1256.

- 100% NATURAL VEAL
- RICH IN BEEF PROTEIN
- SUPPORTS BODY DEVELOPMENT AND NOURISHES THE BLOOD
- LOW IN FAT TO HELP WITH WEIGHT CONTROL
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER





VEAL STICK 1256.

- VEAL MEAT STICKS
- RICH IN BEEF PROTEIN
- SUPPORTS BODY DEVELOPMENT AND NOURISHES THE BLOOD
- LOW IN FAT TO HELP WITH WEIGHT CONTROL
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER





VEAL TONGUE 856.

- SLICED VEAL TONGUE
- LOW IN FAT, HIGH IN PROTEIN
- SUPPORTS BODY DEVELOPMENT AND NOURISHES THE BLOOD
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER





SHEEP LIVER 1256.

- 100% NEW ZEALAND LAMB LIVER
- RICH IN PROTEIN, VITAMINS, AND MINERALS
- SUITABLE FOR DOGS WITH SENSITIVITIES
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER





LAMB PUFFS 856.

- NEW ZEALAND LAMB PUFF, CUT INTO CUBE-SIZED PIECES
- HIGH IN PROTEIN, CONTAINS VITAMINS AND MINERALS
- SUITABLE FOR DOGS AND CATS AGED 3 MONTHS AND OLDER





LAMB STICKS 1256.

- NEW ZEALAND LAMB STICKS
- HIGH IN PROTEIN, LOW IN FAT
- NATURALLY AROMATIC
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





SHEEP EAR 1256.

- 100% DRIED NEW ZEALAND SHEEP EARS
- HIGH IN PROTEIN, HELPS PROMOTE JOINT LUBRICATION
- NATURALLY AROMATIC
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





VENISON LIVER 1256.

- DRIED NEW ZEALAND VENISON LIVER
- CONTAINS PROTEIN AND IRON
- HELPS NOURISH THE BLOOD
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER





VENISON PUFFS 856.

- NEW ZEALAND VENISON PUFFS, CUT INTO CUBE-SIZED PIECES
- HIGH IN PROTEIN AND ESSENTIAL MINERALS
- SUITABLE FOR DOGS WITH BEEF ALLERGIES
- SUITABLE FOR DOGS AND CATS AGED 3 MONTHS AND OLDER





VENISON TENDONS 1256.

- NEW ZEALAND VENISON TENDON
- PROVIDES PROTEIN TO HELP SUPPORT JOINT LUBRICATION
- NATURALLY AROMATIC
- SUITABLE FOR DOGS AGED 3 MONTHS AND OLDER.





VENISON EARS 1256.

- 100% NEW ZEALAND VENISON EAR
- PROVIDES PROTEIN AND SUPPORTS JOINT LUBRICATION
- NATURALLY AROMATIC
- SUITABLE FOR DOGS AGED 9 MONTHS AND OLDER





VENISON SHANKS 3006.

- NEW ZEALAND VENISON SHANK
- HIGH IN PROTEIN, LOW IN FAT, MADE FROM 100% NATURAL INGREDIENTS
- NATURALLY AROMATIC
- SUITABLE FOR DOGS AGED 9 MONTHS AND WEIGHING 1.5 KG OR MORE





HOKI FISH CUBES 1256.

- DRIED SNOW FISH
- SUPPORTS ESSENTIAL VITAMIN AND MINERAL INTAKE
- RICH IN OMEGA-3 AND OMEGA-6
- SUITABLE FOR DOGS AND CATS AGED 3 MONTHS AND OLDER





HOKI FISH SKIN 1256.

- DRIED SNOW FISH SKIN
- SUPPORTS ESSENTIAL VITAMIN AND MINERAL INTAKE
- HIGH IN OMEGA-3, HELPS NOURISH SKIN AND STRENGTHEN COAT
- SUITABLE FOR DOGS AND CATS AGED 3 MONTHS AND OLDER











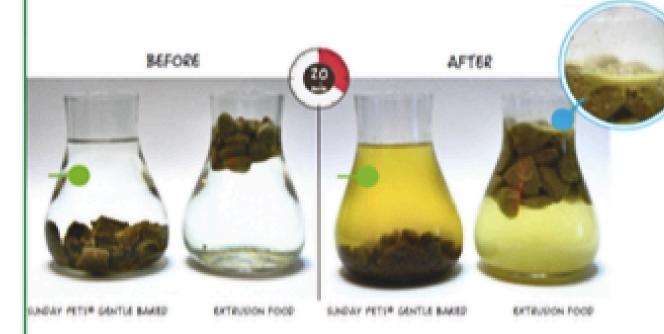


WE PRIORITIZE REAL NUTRITIONAL VALUE.

- FRAGRANT, CRISPY, AND DELICIOUS WITH A GENTLE BAKE AT LOW TEMPERATURES
- RETAINS COMPLETE AND BALANCED NUTRITIONAL VALUE
- MADE WITH FRESH, NATURAL INGREDIENTS
- GENTLE ON YOUR PET'S STOMACH NO BLOATING
- NO ADDITIVES, NO ARTIFICIAL COLORS OR FLAVORS PURELY NATURAL TASTE
- MEAT-BASED FORMULA AS THE MAIN FOCUS
- FREE FROM ADDED OILS

What is the difference between gentle bake and extrusion food and how does it affect your pets?

This is a simple experiment showing how Sunday Pets* Gentle Baked™ and extrusion food reacts in water.



COLOUR OF THE WATER CHANGES

- Indicates Sunday Pets* Gentle Baked™ is breaking up into small pieces and dissolving into the water
- Simulating what goes on in the digestive system

DILY FILM ON EXTRUDED FOOD

- Extrusion food is soaking up the water, slowly expanding in size and shows no signs of breaking into smaller pieces.
- Extruded food can make your pet feel full while they expand in the stomach because of the amount of water it absorbed.
- They do not break into smaller piece as quickly thus little nutrition is being absorb.
- Extrusion food also have a higher chance of causing a blockage in the digestive system, commonly referred to as "bloat".
- Also, the high temperature and friction during extrusion remove much of the taste. To make up for it, artificial flavour enhancing oil is spray over the food.

FAQ

Q: Why does Sunday Pets uses organ e.g. lamb liver?

A: Organ provides several B vitamins such as B12, B1, B2, B5, B6, Biotin and choline as well as Vitamin A, C, D, E and K as well as Omega fatty acid. Most importantly it is a good source of lean protein.

Q: Are most dry dog food processed using extrusion? How do you identify extruded dog food?

A: Most dry food is processed by extrusion unless stated otherwise. Extruded food feels oily as they are sprayed with fats and oil during the process.

We believe in using fresh, wholesome ingredients and going back to the basic of cooking ie gentle baking to safeguard more of the taste and nutrients. We do not use processed ingredients like "meat meal" or dry vegetable powder. Just to share with you, "meat meal" has never been used as an ingredient in human food.

Feel, Smell and See - You will otice that Sunday Pets Gentle Bake food: Feel - No oily surface, no additional oil added Smell - Sweet aroma similar to human food See - Tiny bits of carrots, fish skin etc

Q: How long is the transitions period?

A: It usually takes 7-14 days. It might take longer for dogs that have been fed extruded food for a longer time. Using Sunday Pets Gentle Bake food as a treat or topping for the first few days might help.

Q: Is it common to have soft stool?

Sunday Pets Gentle Bake food being rich and dense, it can cause some soft stool initially. It is common to have soft stool as they are re-introduce back to whole natural food. Unlike some other pet foods, we do not add any additives to manage smell or volume of the stool. We use fresh and wholesome ingredients in all our bake food and this might cause the dogs to have softer stools like dogs on fresh diet. Extruded dry food will usually give stools that are a a lot drier and harder.



FRAGRANT CRISPY DELICIOUS

GENTLE BAKE

MORE COMPLETE AND BALANCED NUTRITIO





ARTIFICIAL COLORS AND FLAVORS ANIMAL BY-PRODUCTS









SUPERIOR NUTRITIONAL VALUE

- FREE FROM UNNECESSARY ANIMAL BY-PRODUCTS
- NO PLANT-BASED PROTEIN SOURCES
- NO CARBOHYDRATES SUCH AS POTATOES, TAPIOCA, OR RICE-BASED **GRAINS**
- NO NATURAL COLORINGS, ARTIFICIAL FLAVORINGS, PRESERVATIVES, OR OIL SPRAYS

GENTLE BAKE

GRAIN FREE FOR DOG

INGREDIENT

CRUED PROTEIN

CRUDE FAT

CRUDE FIBRE

KCAL/KG

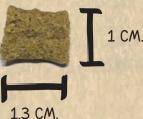
KEY BENEFITS







CHEWABLE AND ENJOYABLE





LAMB 64%

35%

16%

2%

3990 KCAL/KG











BEEF 64%

35%

16%

2%

3940 KCAL/KG

HOKI FISH 64%

36%

10%

2%

HOKI FISH

3460 KCAL/KG

FROM NEW ZEALAND.

EXCEPTIONALLY RICH IN OMEGA-3 AND OMEGA-6 TO SUPPORT HEALTHY SKIN AND A SHINY COAT.

SUITABLE FOR DOGS OF ALL BREEDS.

A HIGH-QUALITY PROTEIN SOURCE

SALMON 64%

36%

17%

CONTAINS NEW ZEALAND MANUKA HONEY

HELPS HEAL WOUNDS AND PREVENT INFECTIONS.

SUPPORTS GUT BALANCE AND STRENGTHENS THE

IMMUNE SYSTEM.

· REDUCES SKIN INFLAMMATION.

3960 KCAL/KG

2%

A HIGH-QUALITY PROTEIN SOURCE FROM NEW ZEALAND.

EXCEPTIONALLY RICH IN OMEGA-3 AND OMEGA-6 TO SUPPORT HEALTHY SKIN AND A SHINY COAT.

SUITABLE FOR DOGS OF ALL BREEDS.

NEW ZEALAND BEEF IS A HIGH-QUALITY PROTEIN SOURCE THAT SUPPORTS THE STRUCTURAL DEVELOPMENT OF PETS.

RICH IN VITAMIN B12 AND A NATURAL SOURCE OF IRON, IT HELPS NOURISH THE BLOOD

AND SUPPORT OVERALL VITALITY.

SUITABLE FOR DOGS OF ALL BREEDS.

NEW ZEALAND LAMB IS A HIGH-QUALITY PROTEIN SOURCE THAT HELPS NOURISH SKIN AND COAT. RICH IN OMEGA-3 AND OMEGA-6

TO SUPPORT BRAIN AND NERVOUS SYSTEM HEALTH.

SUITABLE FOR DOGS OF ALL BREEDS.

FREEZE DRIED

RAW

FOR DOG

INGREDIENT

CRUED PROTEIN

CRUDE FAT

CRUDE FIBRE

KCAL/KG

KEY BENEFITS





LAMB 93%

40%

35%

2%

5386 KCAL/KG

- MADE FROM 100% FRESH LAMB MEAT AND FRESH FRUITS AND VEGETABLES, USING A SLOW FREEZE-DRIED PROCESS TO PRESERVE NUTRITIONAL VALUE.
- RICH, NATURAL FLAVOR WITH A LIGHT AND PALATABLE TEXTURE, RETAINING MOST OF THE NUTRIENTS, VITAMINS, AND MINERALS. GRAIN-FREE AND GLUTEN-FREE.
- SUITABLE FOR DOGS, PUPPIES, AND ALL BREEDS.



BEEF 93%

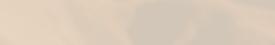
35%

33%

2%

5386 KCAL/KG

- MADE FROM 100% FRESH BEEF AND FRESH FRUITS
 AND VEGETABLES, USING A SLOW FREEZE-DRIED PROCESS
 TO PRESERVE NUTRITIONAL VALUE.
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CONTAINS NEW ZEALAND MANUKA HONEY

- HELPS HEAL WOUNDS AND PREVENT INFECTIONS.
- SUPPORTS GUT BALANCE AND STRENGTHENS THE IMMUNE SYSTEM.
- REDUCES SKIN INFLAMMATION.



GENTAL BAKE

RAW



FOR CATS

INGREDIENT

CRUED PROTEIN

CRUDE FAT

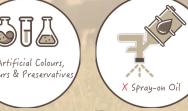
CRUDE FIBRE

KCAL/KG

KEY BENEFITS







GENTAL BAKE







BEEF 64%

35%

16%

2%

3940 KCAL/KG

NEW ZEALAND BEEF IS A HIGH-QUALITY PROTEIN SOURCE THAT SUPPORTS YOUR PET'S BODY STRUCTURE.

CONTAINS VITAMIN B12 AND IS A 600D SOURCE OF IRON, WHICH HELPS NOURISH THE BLOOD.

SUITABLE FOR KITTENS AND CATS OF ALL BREEDS.



HOKI FISH 64%

37%

10%

2%

3460 KCAL/KG

HOKI FISH IS A HIGH-QUALITY PROTEIN SOURCE FROM NEW ZEALAND.

HELPING TO NOURISH THE SKIN AND COAT.



LAMB 93%

40%

35%

2%

5386 KCAL/KG

MADE FROM 100% FRESH LAMB MEAT AND FRESH FRUITS AND VEGETABLES, USING A FREEZE-DRIED PROCESS.

EXCEPTIONALLY RICH IN OMEGA-3 AND OMEGA-6, RICH, NATURAL FLAVOR WITH A LIGHT TEXTURE, RETAINING NUTRIENTS, VITAMINS, AND MINERALS.



BEEF 93%

35%

33%

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5386 KCAL/KG

MADE FROM 100% FRESH BEEF AND FRESH FRUITS AND VEGETABLES, USING A FREEZE-DRIED PROCESS.

RICH, NATURAL FLAVOR WITH A LIGHT TEXTURE, RETAINING NUTRIENTS, VITAMINS, AND MINERALS.

SUITABLE FOR KITTENS AND CATS OF ALL BREEDS. 🕢 SUITABLE FOR KITTENS AND CATS OF ALL BREEDS. 🗸 SUITABLE FOR KITTENS AND CATS OF ALL BREEDS.

















OUR PRODUCTS ARE NOT ONLY RICH IN PREMIUM MEAT, BUT ALSO PACKED WITH NUTRIENT-DENSE FRUITS AND VEGETABLES.

SUNDAY PETS OUR PREMIUM PET FOOD OFFERS NOT ONLY THE NUTRITIONAL BENEFITS OF HIGH-QUALITY MEAT, BUT ALSO CONTAINS...

ORGANIC APPLES, PUMPKIN, CARROTS, BLUEBERRIES, SEAWEED AND FLAXSEED









VITAMINS A AND C HIGH IN DIETARY FIBER HELPS REDUCE
THE RISK OF
HEART DISEASE

RICH IN BETA-CAROTENE TO SUPPORT EYE HEALTH HELPS LOWER
TRIGLYCERIDE
LEVELS

HELPS REDUCE HAIRBALL PROBLEM













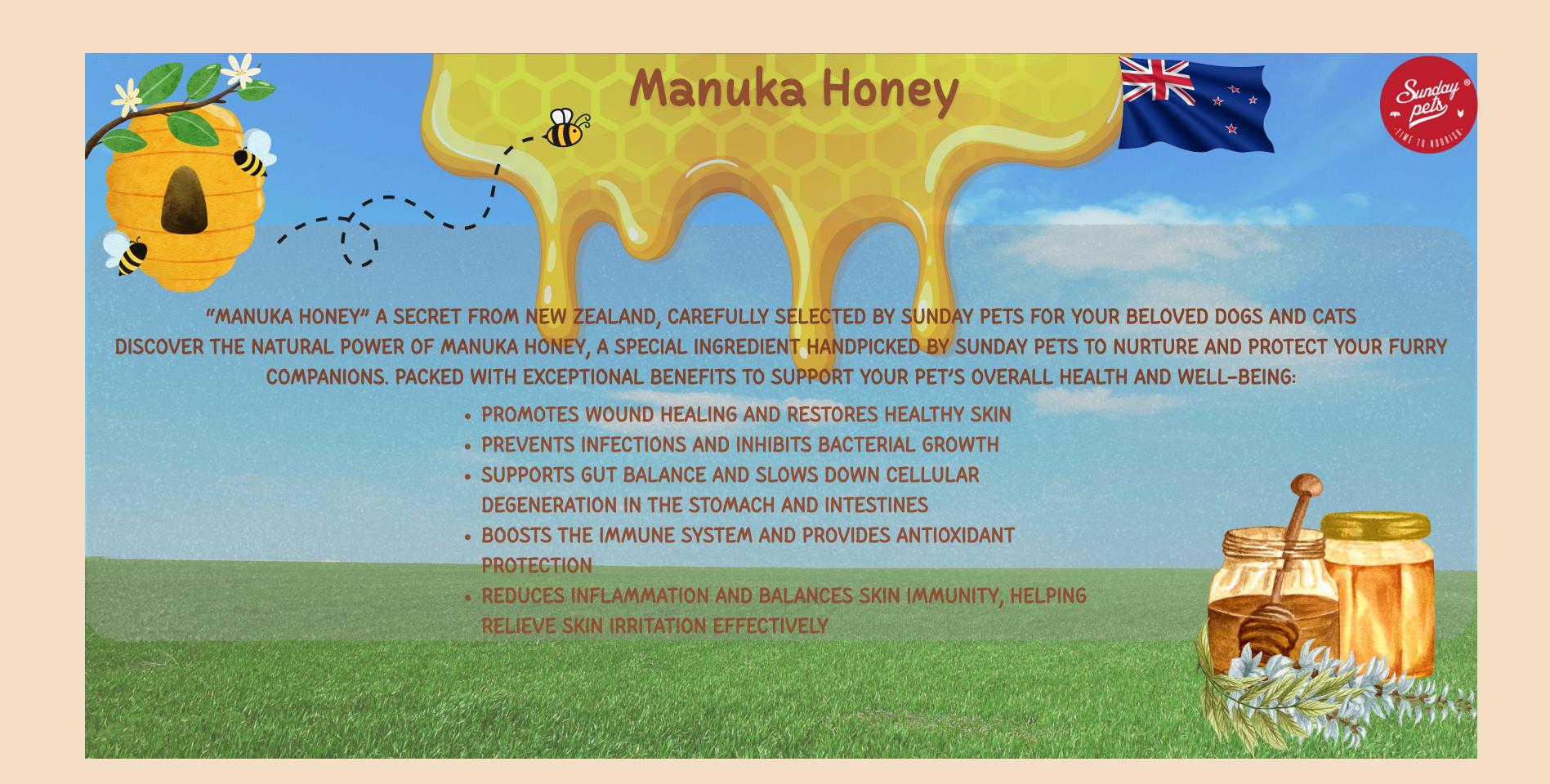
PROMOTES
HEALTHY
SKIN AND COAT

HELPS
RELIEVE ALLERGY
SYMPTOMS
IN DOGS

SUPPORTS
EASY NUTRIENT
ABSORPTION AND
UTILIZATIO

HELPS RELIEVE JOINT PAIN AND INFLAMMATIO HIGH IN FIBER TO SUPPORT HEALTHY DIGESTION HELPS BALANCE
ESSENTIAL FATTY
ACIDS IN
THE BODY







































Blooming



Blooming





Blooming































RENADOG











Petsoban ""











POINT 02
Expandable up to 1.8
times for a comfortable
long-distance trip



POINT 03
360o anti-sag bag
made with 5 layers
of stiffener



POINT 04

Top-opened
structure for easy
hospital practice





GET IN TOUCH



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THANK YOU

