

Browne Jacobson advises PSR on acquisition of Pets & Friends

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UK & Ireland law firm Browne Jacobson's [corporate team](#) has successfully advised PSR Trading on its acquisition of Pets & Friends from Kennepak for an undisclosed sum.

PSR is the family-owned, Nottingham-headquartered owner of award-winning pet retail chain Just for Pets and has acquired 19 Pets & Friends stores and 17 pet grooming salons, as well as the online business and subscription service, from specialist pet wholesaler, brand owner and distributor Kennepak.

The deal strengthens PSR's position in the independent pet trade sector and marks a significant milestone in its growth strategy, with the pet specialist now operating 42 retail stores which are predominantly located in the Midlands. Pets & Friends will continue to trade under its existing name and will operate alongside Just for Pets, as PSR looks to leverage synergies between the two brands to drive investment and innovation.

The deal sees Kennepak, which has been backed by private equity firm Endless LLP since July 2017, focus on accelerating the growth of its wholesale and distribution division.

The Browne Jacobson team advising PSR was led by partners Gavin Cummings and Matt Bolton, with support from associates Alys Bratch and Morgan Summerfield. Suki Tonks and Susan Voice advised PSR on the property aspects of the deal.

Matt Bolton, partner at Browne Jacobson, commented:

"We're delighted to have advised the PSR team on the acquisition of Pet & Friends. This exciting deal marks a significant milestone in PSR's growth strategy and sees it expand to 42 retail stores."

Paul Lewis Managing Director, PSR Trading Ltd, commented:

"We're excited to welcome Pets & Friends to PSR, it offers something different to customers and complements our portfolio of brands, Just for Pets and DOG by Just for Pets."

All jobs at store level will remain in place including Store Managers, Store Teams and Groomers and I can't wait to meet every team member as we look to continue the businesses growth together."

We'd like to thank the Browne Jacobson team led by Gavin and Matt for their advice and support in getting the deal over the line."

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