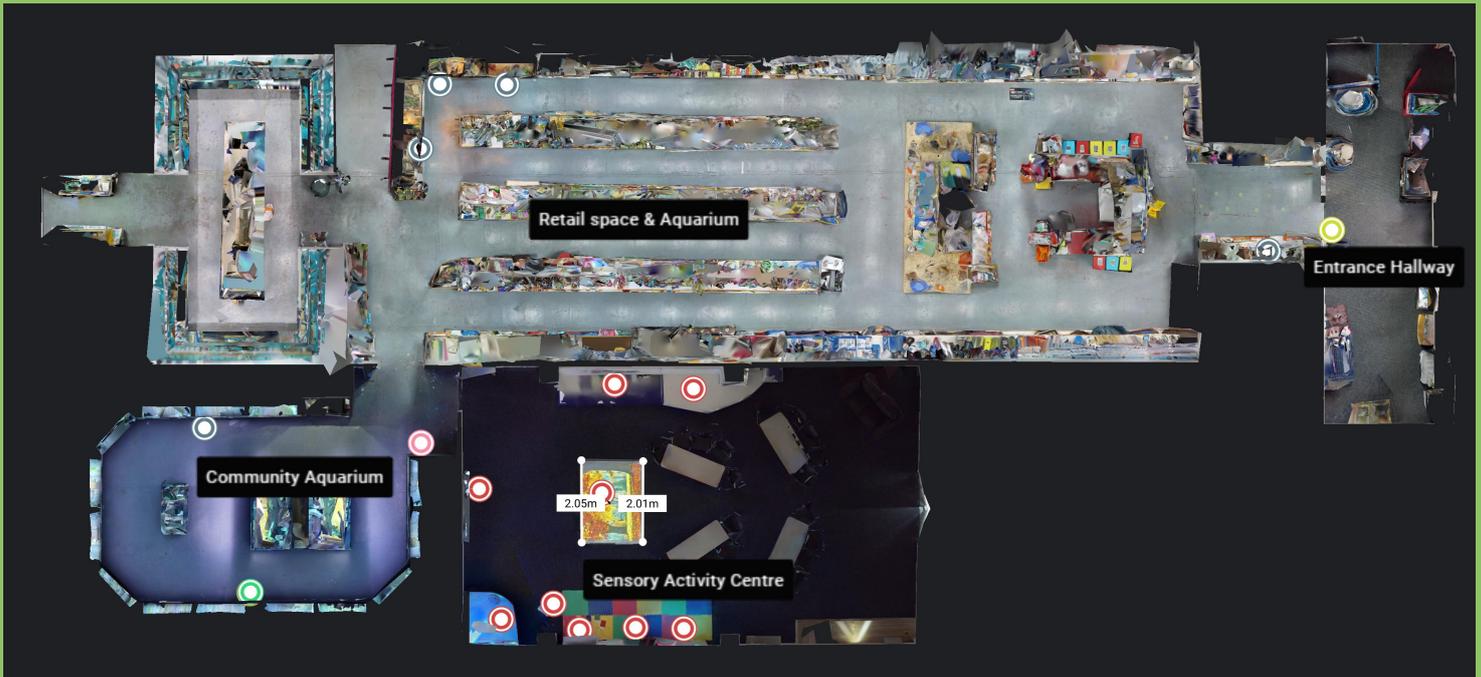


HugglePets are based in Wolverhampton and operate within the pet supplies, services and distribution industries, as well as offering community engagement through animal therapy programmes.

EnTRESS interventions

- Matterport scan of the building
- Reuse of cardboard tubes
- Cardboard box supplier identified



Background to the support provided

HugglePets were looking to improve their bottom line, identify new products and potentially secure additional revenue streams to promote their community work. It was agreed that EnTRESS support would focus on a number of key areas including:

- Added value application for cardboard tubing - a waste product from a previous EnTRESS project which had potential to be reused by HugglePets.

- Biomass & energy creation - HugglePets wanted to look into biomass energy creation opportunities onsite using their cardboard and wood pallet feedstocks
- Matterport scanning - HugglePets were looking to raise crowdfunding to build a bespoke Community Aquarium and Sensory Activity Centre. EnTRESS agreed to scan key internal spaces to provide an evidence base for the build and promotional opportunities.

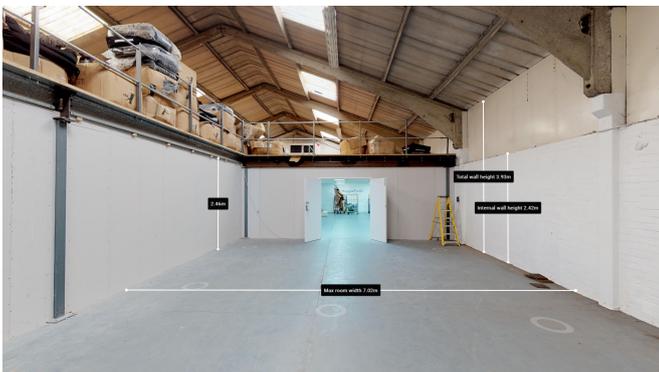
What was accomplished?

The Knowledge Transfer Process

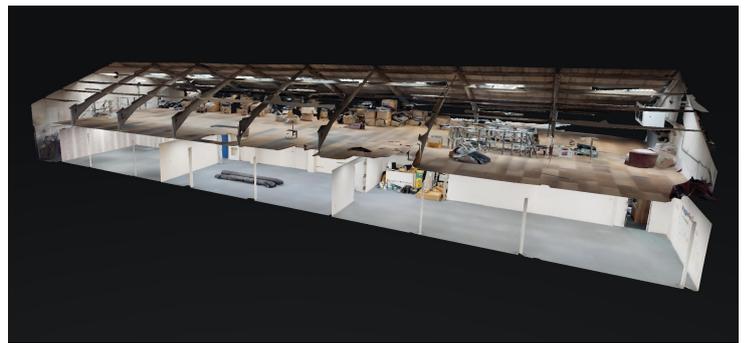
EnTRESS sought to identify solutions and opportunities to help HugglePets to reduce their outgoings in key areas such as packaging, heating and electricity.

Added value cardboard tubing was one resource that EnTRESS had access to through previous projects and contacts. One business was identified as a supplier of these tubes which were thought to be suitable for added value applications by HugglePets.

Matterport Scanning technology was used to provide evidence and track the progress of the build of HugglePets new Community Aquarium and Sensory Activity Centre, whilst also acting as a potential tool for the business in the future. This work was undertaken through periodic visits with three key scans taking place at different phases of the build process (pre-construction, mid construction and post-completion)



During the assist HugglePets approached EnTRESS with a priority area; to source a local supply of boxes which could be reused for their distribution and packaging section of the business. EnTRESS have sought, through a variety of channels and existing contacts to secure a local supply of boxes for the company.



Initially HugglePets sought to identify biomass heating opportunities for the site, as well as potential funding streams to support the required investment for such a project. However this became less of a priority for HugglePets due to their interest in other issues. Where possible EnTRESS have sourced suitable contacts with the biomass industry who can progress this work if the demand returned for HugglePets.

What's available from EnTRESS?

- Fully-funded, one-to-one mentoring and business support for the development and/or adoption of environmental technologies, processes and improvements.
- Access to, and collaboration with, leading research provided through the University of Wolverhampton
- Fully-funded, in house resource efficiency audits for SMEs.
- Technical review workshops providing assessments on current products and associated R&D opportunities.
- Environmental impact challenges set by large commercial and public organisations, providing SMEs with business opportunities.
- Technology showcases promoting the uptake of environmental innovations developed by SMEs.

Solutions Identified

EnTRESS and HugglePets have collaborated to investigate two potential outlets for cardboard tubing, a waste product from a number of manufacturers. One suggested use was as a chew toy or a tunnel for small mammals, a product that could be sold by HugglePets or used by their animals in store. Another suggested use was bespoke packaging to protect the UV lighting & UVB heating bulbs sold by HugglePets which are extremely fragile and can often become damaged.



- The final scans at HugglePets can be used by the company as an interactive tool engaging users that visit the HugglePets website. This gives HugglePets increased promotion of their retail space, enabling users to understand the wide range of pets, pet products and pet accessories that are supplied.
- The MatterTags within the software can be edited to HugglePets needs, offering tailored sales/service promotion. Another suggested use is for educational purposes, using images, video and text to increase animal awareness and best practice pet care.
- The scans can enable potential visitors to familiarise themselves with HugglePets public spaces. Not only is this useful for visitors in wheelchairs or buggies, it also offers confidence for children and adults with mental disabilities who might be nervous or apprehensive to visit unfamiliar spaces.

The Matterport scan completed by EnTRESS can be used by HugglePets in the following ways:

- The pre-construction scan enables HugglePets to have a permanent record of the previous structure and accurate internal measurements enabling maximum areas and volumes to be calculated. This scan can also be kept as a record to show future tenants, the local council and commercial estate agents how the space previously looked if it were to change hands.



HugglePets CIC

HugglePets offer a wide range of products for all animal types both online and in store. They also host animal therapy sessions, where the community can interact and learn about mammals and reptiles enabling the company to directly benefit the community.

During the time that EnTRESS have worked with HugglePets, a new Community Aquarium and Sensory Activity Centre was built and the construction process was documented using the Matterport camera.

Matterport 3D Camera

The Matterport camera used in the scans of the HugglePets facility scans a space using lasers. This data is stitched together to create 3D imagery. The Matterport features:

- Structured light (infrared) 3D sensor
- 20 seconds capture time per scan/sweep
- 99% accuracy within range
- 15 ft (4.5 m) maximum range
- 3D Data Registration: Automatic
- Depth Resolution: 10 points per degree (3600 points at equator, 1800 points at meridian, about 4 million points per pano)



Further Solutions

EnTRESS helped source local suppliers of cardboard boxes for HugglePets through contacting the Black Country Chamber of Commerce and previous projects. One suitable box supplier was identified and a meeting was set up between the two businesses.

EnTRESS sought to identify the best options for biomass heating for HugglePets which they may wish to adopt in the future. A biomass consultancy business was contacted that would be able to support HugglePets, and EnTRESS advised on what information would need to be provided to the biomass consultants.

What is EnTRESS?

EnTRESS is an environmental innovation project drawing on University of Wolverhampton expertise, part funded by the European Regional Development Fund (ERDF).

What we do?

Support for SMEs who want to modify their practices for increased sustainability.

Eligibility criteria

Open to Small to Medium Size Enterprises (SMEs).

Definition of an SME

'The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million' - Extract of Article 2 of the annex to Recommendation 2003/361/EC

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