

A family-run company with a hands-on approach



We speak to Mitchell Waugh, UK Sales and Marketing Manager at Chanelle UK



Chanelle Vet UK is a relatively new part of a group that has already proved itself an industry leader in the field of veterinary supplies and research. The Chanelle group is operational in 80 countries, specialising in product development, manufacturing and distribution of veterinary pharmaceuticals.

Chanelle Vet UK evolved from Chanelle Animal Health UK, which has been in operation in the UK since 1994, selling large animal products throughout the United Kingdom. As the success of the Animal Health division grew, and with the continuing development of a portfolio of large and small animal products, the next logical step for Chanelle was to target the veterinary market, and thus Chanelle Vet UK came into being in 2008, focusing on bringing the latest veterinary pharmaceuticals straight to practices.

Mitchell – tell us about Chanelle Vet UK?

We are relatively new in the UK veterinary market, but already consider ourselves to be key players in the industry. We aren't large by any means, but this allows us to offer a service that is more agile and flexible than our larger competitors can provide. We are a medium sized company, with an experienced team of area representatives, and a management team which really knows the veterinary sector. Our MD, Michael Burke is a former practising vet, which gives us in-depth understanding of the challenges faced by vets in practice.

We already had a successful trade sales operation, which was where I started off when I joined Chanelle 12 years ago. When the decision was made to develop a range of POM: V products targeting vet practices, I moved over to work on the vet side, challenged with providing the same levels of customer service and sales as were already happening on the trade side.

We have an excellent portfolio of products, and the right team in place to reach out to practices. Building a good team takes time, and inevitably there are wrinkles along the way, but we are confident that we have the right people in place to help us to grow, expand and meet the needs of our customers.

What are the advantages of using Chanelle, over and above one of the larger groups?

Customer satisfaction is what motivates us. Our size here is a positive – we aren't huge, and the chain of command is short, so we are able to react swiftly and decisively to customer requests/

comments, and action changes in a very short space of time. Larger companies can do this, and do – let's not take away from the excellent work of our competitors, but when the organisation is significantly larger, there are far more hoops to jump through to get a decision, so everything takes longer. Obviously we have a strong basic structure, and have to stay within its parameters, but within these parameters, we are able to be highly flexible in response to customer requirements.

We listen carefully and take on board any feedback, both positive and negative. One example, back in the early days, related to our pricing. We were advised that some of our prices simply weren't competitive, so we investigated our pricing structure across the entire portfolio, identified every area where our pricing and service channels needed adjusting, and got the job done fast.

Our service structure allows us to service both buying group practices and individual practices equally efficiently. We often go into practices and find out that they really don't want to be part of a buying group, but they still want to benefit from a very competitive pricing structure. This is where our flexibility becomes a huge benefit – our reps are authorised to set them up on an independent, retrospective basis, allowing them to instantly take advantage of competitive prices, service and an excellent range of products.



So -onto your product portfolio. What are your areas of specialism?

Our portfolio is large, and of course, we firmly believe that it's all great, but our key areas are probably anaesthesia, antibiotics and pain relief. We have a comprehensive range in each of these areas, for both small and large animals, and are particularly known for our strong line in the companion animal and equine sector as well as long established names like Albex, Tribex and the Animec range.



What's next for Chanelle Vet UK? Anything new and exciting in the pipeline?

Research and Development are a major part of what we do, and we are always looking new opportunities. We have products coming off patent regularly, and anticipate 3 or 4 new products reaching the market in 9-18 months time, subject to VMD approval. Without wishing to give too much away, we believe that our portfolio will be considerably strengthened by the addition of a couple of game-changers.

And finally. In your opinion - what makes Chanelle a key player in the veterinary sector?

It's a family company, and the family are very hands-on. Michael Burke is very accessible, and takes a great interest in every area of his business. His experience as a practising vet filters down throughout the company, allowing us to confidently state that we understand what practices need, and our size means that we can react swiftly to ensure that these needs are met.