

250 stores of the Plaček Group: milestones in the success story



1991

Plaček s.r.o. established, focusing on pet supplies wholesaling, initially in Czech Republic and later in Slovakia and Russia also

2001

Together with Beaphar, Plaček creates joint venture Beaphar Eastern Europe



2004

The pet food brand Ontario is established

2007

Stake acquired in Dino Zoo store chain in Latvia



2009

Acquisition of Dino Zoo in Latvia

2015

Super Zoo opens an online shop in Czech Republic



1996

Plaček moves to the outskirts of Poděbrady, where it is still based today



2004

Launch of Super Zoo pet store chain in Czech Republic

2008

Super Zoo chain launched in Slovakia



2014

Plaček Group opens its 100th pet store in Nové Bory/Slovakia



2014

Purchase of Polish pet store chain Kakadu and online store operator Telekarma



2016

Acquisition of twelve outlets of Czech pet retailer Zoo Shop Benji



2017

Opening of a 3 000 m² Dino Zoo megastore in Latvia's capital Riga

2019

Super Zoo launched in Romania



2019

The 75th Super Zoo store is a pilot store on 1 000 m² in Prague

2021

Plaček Group plans 40 more new stores and the opening of its 300th store



2018

Opening of the first Russian pet store in Moscow with a retail area of 1 500 m²

2019

A second Dino Zoo store opens in Moscow, likewise on a retail area of 1 500 m²



2020

Plaček Group opens its 250th store in the Czech town Jablunkov. The store represents the first of Super Zoo's fourth generation

2020

Acquisition of Zoodom Slovakia

