



The voice of the Canadian pet industry
La voix de l'industrie des animaux de
compagnie au Canada

PIJAC Canada mourns the passing of Rolf C Hagen

It is with profound sadness that we announce the passing of Rolf C. Hagen, on Saturday, October 22, 2011.

Rolf C. Hagen was born in 1932 in a small seaside town in northern Germany. In 1955, inspired by a simple idea, he came to Canada and sowed the seeds of Rolf C. Hagen Inc., which blossomed to become one of the world's largest family-owned manufacturers and distributors of pet care products.

His brothers Dieter and Horst subsequently joined the company, both of whom brought new energy and innovation to the company, taking it to new heights of success. The trio formed the first generation of an emerging family-based company that would later include Rolf C. Hagen's three beloved sons, Mark, Tom, and Rolf Jr.

Over the years, Mr. Hagen was honoured with many awards in the pet products industry. In June 1999, he was inducted into the American Pet Products Association Hall of Fame. In March 2004, he was given the Lifetime Achievement Award from the Pet Industry Distributors Association in recognition for innovative design of pet products and for his generous support of organizations and individuals dedicated to improving the lives of both pets and people. He is the only individual in this industry to have received both awards.

Mr. Hagen's support and vision was instrumental in the development of PIJAC Canada. In 2007, he was formally recognized by PIJAC Canada as one of the founders of the association. Over the years he made great contributions to the association and played an important role in building PIJAC Canada into what it is today. Rolf C Hagen was also an Honorary Lifetime Member of PIJAC Canada.

For more information please see the Obituary in the [Montreal Gazette](#)

*Louis McCann
Executive Director
PIJAC Canada*



**Pet Industry Joint
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