

bloom /loop

**FOR IMMEDIATE RELEASE
PRESS RELEASE**

bloom /loop Makes Foundational Pet Retail Training Free

Three of the platform's six courses are now available at no cost, giving pet retail professionals access to practical training in customer service, pet nutrition, shopper psychology and business ownership.

Vancouver, BC — August 2026

bloom /loop, an online training platform created for independent and premium pet retailers, has made three of its six courses completely free.

The change opens the foundational half of the bloom /loop program to pet retail employees, managers, prospective store owners and anyone interested in developing a stronger understanding of independent pet retail.

The three free courses are:

- **Sales & Service Training Essentials** — customer service, communication, teamwork and the fundamentals of creating a strong retail experience.
- **Understanding Pet Food & Shopper Psychology** — pet nutrition, food types, ingredient labels, marketing claims and the way customers make decisions about their pets.
- **Before You Open** — a course for prospective store owners exploring motivation, values, lifestyle, market fit and the realities of building an independent pet retail business.

Together, the courses represent a substantial self-paced foundation in the knowledge and thinking behind premium pet retail. Learners receive their

own accounts and progress tracking, and the program includes quizzes, practical examples, reflection exercises and completion certificates.

“We built bloom /loop around the idea that better-informed teams create better experiences for customers, healthier businesses and ultimately better outcomes for pets,” says founder Pavel Kopytov, who spent 11 years building and managing a small chain of premium pet stores in Vancouver.

“The foundational knowledge is too useful to keep behind a paywall. We want people working in independent pet retail—or thinking about entering it—to be able to access it without having to make a financial commitment first.”

The change is not a free trial or subscription offer. The three foundational courses are completely free.

Three advanced professional courses remain paid at **\$50 CAD each**, with no subscription or membership required. They cover retail strategy and financial decision-making, team management and workplace culture, and retail profitability. Revenue from the advanced courses helps support the continued development of the platform and new educational content.

About bloom /loop

bloom /loop is an online training platform created for independent and premium pet retail. Founded in 2025 by former multi-store retailer Pavel Kopytov, the six-course program combines customer service, pet nutrition, shopper psychology, business strategy, team management and retail finance. Its training is practical, plain-spoken and grounded in real retail experience.

Contact

Pavel Kopytov, Founder

bloomloop.pet

info@bloomloop.pet

LinkedIn: [Pavel Kopytov](#)