

PAW-Lished receives Award of Excellence 2026



PAW-Lished has become one of Shrewsbury's most trusted names in professional dog grooming and canine fertility services, thanks to the passion, expertise and dedication of owner Claire Membury. With more than a decade of experience working with dogs of all breeds, Claire has built her business around providing exceptional care, creating a welcoming environment where both pets and their owners feel comfortable and confident. Her commitment to high standards has also earned PAW-Lished recognition as the Best Dog Groomer & Canine Fertility Specialist 2025 (Shropshire) in the SME UK Enterprise Awards.

Here at E2 Media we have proudly unveiled the highly anticipated 2026 Awards of Excellence, celebrating remarkable achievements across a wide range of industries. Among this year's standout winners is PAW-Lished. Claire's unwavering dedication to delivering an exceptional service sets her apart, earning the respect and admiration of both industry peers and loyal clients. This recognition not only reflects PAW-Lished's ongoing commitment to excellence but also underscores Claire's consistent efforts to provide a seamless, positive and memorable experience for every client. At E2 Media, we believe in championing organisations that bring fresh, innovative ideas to their markets. They need not be the largest, but they must strive to offer something truly distinctive and above all deliver an outstanding product or service. PAW-Lished embodies all of these qualities, making Claire a truly deserving recipient of this year's award.

Claire founded PAW-Lished out of a genuine love for dogs and a desire to offer services that place animal welfare at the heart of everything she does. She understands that every dog has its own personality, temperament and individual needs, which is why every appointment begins with a consultation to ensure the most suitable treatment is provided. Using natural, non-toxic products and handling every dog with patience and kindness, Claire creates a calm and positive experience that helps pets feel relaxed throughout their visit.

The grooming services at PAW-Lished are designed to keep dogs healthy as well as looking their very best. Treatments include bathing, breed-specific styling, nail clipping, ear cleansing, coat brushing, sanitary trimming and health checks, along with specialist therapies such as calming essential oil treatments and ultrasound teeth cleaning. Claire also offers a dedicated puppy grooming package, introducing young dogs to grooming in a gentle, reassuring way that helps build confidence for future visits.

Alongside grooming, PAW-Lished provides specialist canine fertility services for responsible breeders.

Claire offers artificial insemination, progesterone testing, cytology testing, reverse progesterone testing, ultrasound pregnancy scanning and semen analysis, all carried out in a clean, professional and caring environment. She also provides

stud dog services and practical advice to support clients throughout the breeding process, always prioritising the welfare of every dog involved.

Client satisfaction is at the core of PAW-Lished's success. Many customers praise Claire for her professionalism, friendly approach and extensive knowledge, while also highlighting the way she puts nervous dogs at ease and takes the time to answer questions and offer ongoing support. The loyalty of returning clients and consistently positive feedback reflect the trust she has built within the local community.

Whether owners are looking for expert grooming to keep their dog healthy and happy or require specialist canine fertility services delivered with care and professionalism, PAW-Lished offers an outstanding level of service. Through her experience, compassion and dedication, Claire Membury continues to make a positive difference for dogs and their owners, earning a reputation for excellence that extends throughout Shrewsbury and the surrounding areas.



FOR MORE INFORMATION VISIT www.paw-lished.co.uk