



Admiral joins Pet & Equine Insurance Association

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Our UK pet insurance business is proud to have recently joined the Pet & Equine Insurance Association (PEIA) as a member, stepping into an ambitious community of pet insurers, vet practices, service providers, and more – all working to

ensure closer connections between all sectors serving pets and their owners.

Aiming to drive greater transparency and open communications across the industry, as a member of the PEIA, our pet insurance business is committed to working together with the wider sector to help shape great outcomes for its customers.

Pritpal Powar, Admiral's Pet Director, says, "For Admiral, joining the Pet and Equine Insurance Association means one thing: collaborating to deliver better outcomes for customers and their pets. The pet insurance industry is part of an evolving and vast web of organisations, all doing our best to serve the wellbeing of animals, and the closer we work together, the better."

With planned forums and collaboration events across 2026, and PEIA membership continuing to grow, the sector is eager to work together and ultimately deliver products and services that customers truly value.