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## **PetSafe® Launches Campaign to Make Pet Health Top of Mind for Customers and Increase Demand for Fountains, Automatic Feeders and Meal Dispensing Toys**

*Eye-catching and creative POP and digital assets available to retailers beginning May 1*

**KNOXVILLE, Tenn. (April 03, 2018)** – PetSafe® brand is working with retail partners this July and August to help pet owners recognize the many things their pets are telling them about proper hydration, food frustrations and boredom-induced mischief. In addition to providing hydration-themed materials, which have been available each July since Pet Hydration Month launched in 2014, PetSafe is also offering retailers an assortment of in-store displays and digital assets to drive sales of PetSafe automatic feeders in August.

“We’ve noticed a steady increase of fountain sales each year during Pet Hydration Month,” said Sarah Beene, category manager for PetSafe brand water and feed solutions. “By expanding our focus to include feeders and meal dispensing toys, we’re looking forward to helping our retail partners continue to grow sales in July and August and introduce current water & feed customers to other PetSafe product lines.

As part of Pet Hydration Month this July, PetSafe will offer an MRP holiday on all fountains, including the following Drinkwell® products:

- Drinkwell Platinum Pet Fountain
- Drinkwell Outdoor Pet Dog Fountain
- Drinkwell Seascape Pet Fountain
- Drinkwell 360 Multi-Pet Stainless Steel Fountain
- Drinkwell Sedona Pet Fountain

Throughout the month of August, PetSafe will host an MRP reduction on all automatic feeders, including the following featured products:

- Smart Feed Automatic Pet Feeder for iPhone and Android
- Digital Two Meal Feeder
- Six Meal Feeder
- Healthy Pet Simply Feed™ 12-Meal Automatic Pet Feeder

To support retailers and increase sales in July and August, PetSafe has also developed a consumer-facing social media, digital advertising and public relations campaign all under the theme “Your Pet Is Trying to Tell You Something.” All campaign assets are designed to remind pet parents of the importance of keeping their pets happy, healthy and hydrated.

Sales kits are available April 2 and POP displays are available to ship May 1. Retailers interested in participating in the PetSafe Healthy Pets campaign this July and August should contact their PetSafe brand sales manager directly or email [RVA\\_InsideSales@petsafe.net](mailto:RVA_InsideSales@petsafe.net).

### **About PetSafe®**

PetSafe® is an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions. PetSafe is owned by Radio Systems Corporation™ and headquartered in Knoxville, TN. For more information, please visit [www.petsafe.com](http://www.petsafe.com) or connect with us on [Facebook](#), [Twitter](#) or [Instagram](#).



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