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**For Immediate Release**

**Media Contact:**

Meredith Schneider

[meredith.schneider@fetchingcommunications.com](mailto:meredith.schneider@fetchingcommunications.com)

(919) 229-8001

## **PetSafe® Brand Introduces 30 New Products at SuperZoo 2015**

**KNOXVILLE, Tenn. (July 9, 2015)** – [PetSafe®](#) brand, an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions, is excited to showcase 30 new products at booth #28161 at SuperZoo 2015, July 21-23, at the Mandalay Bay Convention Center in Las Vegas.

### **NEW Avoidance Product**

The PetSafe **Pawz Away® Threshold Pet Barrier** keeps your pet from entering or leaving a room without the need for a physical pet gate. Just place the Threshold Barrier near the area your pet should avoid. When your pet approaches the barrier area, he will hear a series of beeps followed by a safe, progressive static correction from the collar. The barrier can be placed on the floor or mounted and is expandable for use with multiple pets or pet barriers.

### **NEW Bark Control Product**

The PetSafe **Indoor Bark Control** disrupts nuisance barking without the use of a collar. When the dog barks, an ultrasonic tone is emitted from the device. The small, versatile unit works for small and large dogs and can detect barks up to 25 feet away.

### **NEW Remote Trainers**

Remote trainers help reinforce the behaviors you want from your dog, such as coming when called, and also let you correct bad behaviors like digging in the yard or jumping on people. When you push a button on the handheld remote, your dog will receive a safe, humane correction from his collar. Remote trainers are available in static, spray, vibration, ultrasonic, and tone.

The PetSafe **Adventure Dog Trainer** features a fully waterproof receiver collar and rugged handheld remote. Designed for active outdoor use, the trainer has an 800 yard range and offers eight levels of stimulation plus two tone options. You can also train up to three dogs with additional Add-A-Dog® Receiver Collars.

Introduced last year at SuperZoo, the PetSafe **Vibration Remote Trainer** offers an easy to use handheld remote with 16 levels of adjustable vibration plus tone, offering you more flexibility in the use of vibration training with your dog. The trainer is also great for working with deaf and hearing impaired dogs.

### **NEW Accessories**

The PetSafe **Mini Treat Pouch** is the perfect accessory for training sessions or trips to the dog park. The front pocket is a great place to keep cell phones or bags, while the divided inner pocket provides an easy way to separate treats and other goods. Made from waterproof and stain-resistant materials, the Mini Treat Pouch includes a belt clip and a detachable/adjustable belt, as well as a carabiner for attaching the PetSafe Clcik-R™ training tool, keys, a whistle, and more!

### **NEW Apple Green Nylon Products**

The PetSafe brand is excited to offer a new color option for its nylon product lines. All nylon training products will be available in **Apple Green**, including: the PetSafe Gentle Leader®, Easy Walk® Harness, Sure-Fit Harness®, Premier® Martingale Collar, Martingale Collar with Quick-Snap Buckle, and Nylon Leashes.

## **NEW Harnesses**

The comfortable PetSafe **EasySport Harness** is fully adjustable and padded throughout. The elasticized neckline allows for a cozy fit, and the two quick-snap buckles make the harness easy to get on and off. The top handle provides an extra degree of safety when you need to control your dog quickly. The harness is now available in four sizes – Extra Small, Small, Medium and Large – and five different colors.

Easy to fit and comfortable to wear, the PetSafe **Deluxe Easy Walk® Harness** gently discourages your dog from pulling on the leash. It features a front-chest leash attachment that helps you steer your dog to the side and redirect his attention toward you, while the chest strap rests across your dog's chest so there's no choking or gagging. Available in four sizes and four colors, the PetSafe Deluxe Easy Walk Harness also features neoprene line straps and reflective strips, visible up to 1,000 feet. *Available in September 2015.*

## **NEW Pet Doors**

The PetSafe® **Sliding Glass Pet Doors** allow your pet to come and go as they please. Featuring a heavy-duty aluminum construction and shatter-resistant glass, the sliding glass pet doors are also equipped with an energy-conserving, flexible flap system designed to keep the heat and cold outdoors. The easy-to-assemble pet doors fit left or right sliding glass doors. Weather stripping, glass sweep and a closing panel are also included for weather resistance.

## **NEW Pet Feeders**

The PetSafe **Healthy Pet Simply Feed™** is a convenient, stress-free way to feed your pet and simplify your life. The fully programmable feeder automatically feeds your pet according to the portion and schedule you set, whether you are asleep, at work or away. The PetSafe Healthy Pet Simply Feed allows you to schedule up to 12 meals a day with flexible portions from 1/8 cup to 4 cups. An innovative conveyor delivers most dry and semi-moist foods for best portion control and accuracy, while the pet-proof dispenser keeps your pet from accessing the food.

## **NEW Pet Fountains**

After receiving the most votes in the DIY Network® Blog Cabin® 2014 People's Choice, PetSafe brand is proud to offer a new color for its popular **Drinkwell® Pagoda Fountain**. **The Himalayan Blue Stoneware Pagoda** fountain is a stylish, ceramic fountain that freshly filters and continuously recirculates 70 ounces of free-flowing water for pets, keeping it cleaner and fresher than a normal water bowl. The ceramic design is more hygienic, easy to clean (top-rack dishwasher safe) and looks great in your home, while the dual patented free-falling streams add oxygen for freshness, which encourages pets to drink more.

With its cutting-edge design and 105 oz. water capacity, the PetSafe **Drinkwell® Sedona Pet Fountain - Lake Breeze** is ideal for large or multiple pets. Featured on DIY Network's Blog Cabin Mountain Retreat 2015, the clear, aesthetic bowl design not only minimizes spills and splashes, but also provides a large drinking area to accommodate pets with large or flat faces. The falling movement of the water draws in oxygen to prevent bacteria growth, and the hygienic design is easy to clean and top-shelf dishwasher safe. *Available in October 2015.*

The new **PetSafe Current** circulating fountain is an affordable way to provide your pet with a constant source of fresh, filtered water. The submersible pump constantly circulates the water through the bowl, keeping the water aerated and appealing to pets, while the BPA-free plastic design comes apart for easy cleaning and is

dishwasher safe. The Current comes in a trendy Orchid color and is available in three different sizes. *Available in September 2015.*

## **NEW Waste Management Products**

Easily coordinate the PetSafe ScoopFree® Self-Cleaning Litter Box to any home décor with the **Taupe Waste Trap Cover** and **Taupe Privacy Hood** (each sold separately). The neutral color helps your litter box blend into any room. The Taupe Waste Cover conceals the built-in waste trap on the litter tray, which allows you to avoid seeing, touching or smelling messy cat waste. The matching Taupe Privacy Hood gives your cat a secluded bathroom, while helping keep litter and smells inside the box instead of your home.

The PetSafe **ScoopFree Lavender Disposable Crystal Litter Tray** works with PetSafe ScoopFree Self-Cleaning Litter Boxes and is pre-filled with crystal litter with a light lavender scent. The crystal litter absorbs urine and dries solid waste quickly to remove odors, while the lavender scent is soothing for both you and your cat. Each disposable tray last for weeks, has a plastic lining to help prevent leakage and includes a lid for easy disposal.

## **NEW Dog Toys**

The PetSafe **Busy Buddy® Fun-Durable Toys** are perfect for toss and fetch. Made from vanilla-scented rubber, these adorable toys feature our patented, adjustable Treat Meter® openings and come in three shapes – Cow-Wow, Hippster and Elephunk – and two sizes – Small (for dogs under 20lbs.) and Medium/Large (for dogs 20-70lbs.).

The PetSafe Busy Buddy Squeak ‘n Treat toys combine the treat-dispensing function of our Treat Meter with a fun, new twist. Dogs are enticed to play by two different sensory stimulators: sound and smell. Unlike plush squeak toys, dogs will find it nearly impossible to “kill” this squeaker. PetSafe brand is proud to introduce the **Troog**, which joins the Booya and Ooga introduced last year.

The PetSafe **Bristle Bone® with four Made-in-the-USA Dental Support Treat Rings** features nylon bristles and rubber nubs, providing dogs with a stimulating chewing surface. Designed to hold one of five varieties of PetSafe treat rings, the Bristle Bone rewards good chewing behavior and keep dogs playing longer. Available in four sizes: Extra Small, Small, Medium, and Large.

The PetSafe **Bouncy Bone™ with four Made-in-the-USA Dental Support Treat Rings** features three toys in one: nylon bone, rubber ball and treat ring holding chew toy. The Bouncy Bone is designed to hold one of five varieties of PetSafe treat rings and is available in four sizes: Small, Medium, Medium/Large, and Large.

PetSafe **Busy Buddy Pogo Plush** toy is a one-of-a-kind, patented plush toy that is loved by pups all over the world. The inner bouncy frame houses the free-floating squeaker, allowing it to move throughout the toy. There is no stuffing, so there is no mess and best of all there are many styles to choose from. The newest additions to the family are the **Panda** and the **Bee**, which were introduced at SuperZoo last year.

## **NEW Cat Toys**

The PetSafe **Cheese** is an exciting peek-a-boo toy that cats love. Fun mice pop out of either side of the cheese to keep cats moving and engaged in play. The unit automatically turns off after 10-15 minutes, while the Play While You Are Away mode allows cats to play even when you're not there.

The PetSafe **Flitter** is an automatic teaser toy that dangles fun dragonflies from two rotating arms for maximum play. The Flitter automatically turns off after 10-15 minutes, and also features the Play While You Are Away mode so cats can play throughout the day. *Available in September 2015.*

The PetSafe **Whimsy** is an automatic teaser toy that connects to any counter, table or most any sturdy surface and dangles a fun, sisal teaser for the cat. The Whimsy automatically turns off after 10-15 minutes, while the Play While You Are Away mode allows cats to play throughout the day. *Available in September 2015.*

## **NEW Treats**

Designed specifically for very small dogs (5-15lbs.), the PetSafe **indigo™ Fresh Floss Bones Mini Size Treats & Smaller Packs** are now available in smaller 6- and 12-ounce pouches, as well as individually wrapped trial packs to provide retailers with options for a wide range of consumers. These grain-free chews last longer than other brands to provide more teeth scrubbing action and are packed with irresistible chicken flavor, veggies and antioxidant-rich blueberries.

The PetSafe **indigo Fresh Dental Sticks in 6-ounce Pouches** offer all the same teeth cleaning power and drool-inducing flavor at an irresistible price point. indigo Fresh Dental Sticks are crunchy, low-calorie snacks that help remove plaque and tartar and are made with no wheat, corn or soy.

## **NEW indigo™ Merchandising Options**

PetSafe brand is proud to introduce **indigo Smokehouse Strips™ 3-ounce Packs in PDQ Trays**. Made with all natural ingredients and USDA inspected meat fresh from the farm, PetSafe indigo Smokehouse Strips are cooked, packed and shipped in two days. In addition to the new 3-ounce grab 'n go pack sizes, the Bacon and Chicken strips are also available in 6-, 12- and 21-ounce multipacks plus 1-ounce trial packs.

## **NEW Collars & Coats**

The PetSafe **Fido Finery™ Collar & Leash - Groovy Style** features stylish woven ribbon overlaid on vibrant, high-quality nylon webbing. The hardware is made of contemporary brushed nickel. *Available in September 2015.*

The PetSafe **Fido Fleece® - Groovy Style** high quality dog coat combines cozy comfort and style at a surprisingly affordable price. The signature collar-to-tail closure provides easy on and off, while the anti-pilling fleece keeps your dog toasty warm and sheds water and dirt. *Available in September 2015.*

For more information about PetSafe brand and its line of innovative products, please visit the brand at SuperZoo booth #28161 or online at [www.petsafe.net](http://www.petsafe.net).

## **About PetSafe® brand**

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

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