

**15-16 September 2013**

**PET LOO PROVIDES CONVENIENCE FOR PETS AND OWNERS ALIKE**

**PATS, Stand C14**

In response to the increasing demand for convenience in the homes of pet owners, Radio Systems Corporation is introducing the Pet Loo – an innovative artificial lawn ‘toilet’ designed to contain pet waste in one designated area. Ensuring peace of mind when forced to leave pets home alone, the Pet Loo is perfect for those who live in apartments or work long hours.

Using synthetic grass and a patented drainage system, the Pet Loo allows animals the freedom to relieve themselves whenever necessary, without the requirement of your presence.

By simple yet effective design, the Pet Loo grass hygienically absorbs urine without spillage via a corrugated tray. Through an absorbant powder, liquid is solidified into the form of gel, trapping any odours and making for easy disposal. This way, the Pet Loo is able to contain 100 times its weight in liquid and has a life span of two to three days, without the need for fresh powder.

Easy to clean and replaceable, the artificial grass on the top of the Pet Loo is non-porous, so does not absorb any waste.

Available in a variety of sizes, this easy-to-use waste management solution is not limited to use by dogs and cats; the small Pet Loo is equally suited to rabbits or guinea pigs, for example. With the Pet Loo having undergone over three years of development and testing, owners can be assured that pets will be comfortable using it.

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The Pet Loo is one of the products recently introduced to the Radio Systems Corporation *Waste Management* category. Other similar innovations include self-cleaning litter trays, ScoopFree®.

**ENDS**

**Notes to editors:**

**About Radio Systems Corporation**

Radio Systems Corporation is a manufacturer of specialist pet and hunting products under the banners of PetSafe® and SportDOG® Brand respectively. The business was founded in 1991 and has its headquarters in Knoxville, USA. It boasts unrivalled in-house, state-of-the-art engineering and R&D departments, which are 100% committed to research, innovation and quality.

The latest acquisitions see ScoopFree® innovative litter boxes and award-winning FroliCat™ toys as well as the Pet Loo by Pup-Pee Solutions© incorporated under the Radio Systems Corporation umbrella.

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