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**MAY 2013**

**PETSAFE® INTRODUCES NEW REMOTE TRAINERS  
AT ZOOMARK 9-12 MAY 2013 – HALL 19 STAND A60**

PetSafe®, the global pet product expert, is introducing two new remote training systems at Zoomark: the **ST-70** and **ST-100 Remote Trainers**. Safe, comfortable and effective, the new systems help dog owners correct common problems such as chasing at a distance of up to 100 metres at the touch of a button (Hall 19, stand A60).

The latest training systems consist of a receiver collar and remote transmitter, which when activated, sends a signal to the dog via static stimulation or audible tone. The dog quickly learns to associate behaviours with the training.

The new PetSafe **Basic Remote Trainer**, the **ST-70**, is suited to any dog over 3.6kg. Offering a choice of 12 levels and two types of stimulation, owners can adapt the collar's functionality to suit the scenario and behavioural issue. With a range of 70 metres, the **ST-70** can be used to teach basic obedience such as recall, heel and stay, representing a further channel of communication between dog and owner.

The company's **ST-100 Remote Trainer** range caters to small (over 3.6kg) and larger breeds (over 18kg) in the **ST-100-LD Little Dog** and **ST-100-BD Big Dog**. In this case, the range of operation is up to 100 metres, with owners selecting from a total 16 levels of stimulation. These training systems help manage many unruly tendencies and offer an effective solution where reward-based only training has broken down.

PetSafe will be presenting its **ST-70** and **ST-100 Remote Training Systems** on stand A60, hall 19 at Zoomark.

**ENDS**



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For more information about PetSafe products visit: [www.petsafe.net](http://www.petsafe.net) or contact Angela Critchley; International Marketing Director: [acritchley@petsafe.net](mailto:acritchley@petsafe.net)

### **About PetSafe®**

PetSafe® is a global pet product expert in *Containment Systems*, *Training Systems* and *Bark Control* with its headquarters in Knoxville, Tennessee. Today the PetSafe brand also encompasses a comprehensive line of *Pet Doors* including an advanced Microchip Identification cat flap. In addition, a range of specialist products focusing on pet wellbeing fall under the *Health & Wellness* category which includes the popular Drinkwell® Pet Fountains. The *Play & Challenge* category further diversifies the PetSafe product portfolio by offering a unique range of treat-dispensing Busy Buddy® toys.

Other products include the Easy Walk™ Harnesses and Headcollars. The latest acquisitions by PetSafe see Lucky Litter LLC products; ScoopFree® *innovative litter boxes* and award-winning FroliCat™ toys brought to the market, and Pet Loo by Pup-Pee Solutions©.

For more information visit: [www.petsafe.net](http://www.petsafe.net)