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September 2015

### **PATS TELFORD 2015 - A SUCCESS FOR PETS SAFE®**

Global pet product expert, PetSafe® took the opportunity to unveil new pet toys at this year's PATS Telford. For cats the two new additions of the **Doorway Dangli™** and the **Twist 'n Treat™ Teaser** were on show. Dogs also had a treat in store with three new **Busy Buddy® Squeak 'n Treat** toys; **Troog™**, **Booya™** and **Ooga™**.

Well received by cat and their owners, the **Doorway Dangli™**, dispenses treats while cats try to capture the rabbit tail hanging securely from a doorframe. Also a treat dispenser, the **Twist 'n Treat™ Teaser** toy is topped with a wispy feather to entice cats to play – challenging them to get the food.

The new **Busy Buddy® Squeak 'n Treat** toys are the first treat-dispensing toys that are designed to also squeak. **Troog™** has two separate treat-dispensing chambers and a squeaker, each treat-dispensing chamber features a **Treat Meter™**, which can be customised to control the rate the treats are released. Bouncing in unpredictable ways, **Booya™** keeps dogs interested in play, while the **Treat Meter™** randomly dispenses treats. Half squeaky toy, half treat-dispensing toy, **Ooga™** also includes a **Treat Meter™** and is made from durable rubber making it a fun and safe toy for those determined chewers.

PetSafe® also showcased its recently launched three new **Busy Buddy®** toys; **Busy Buddy® Ultra Sub™**, the **Busy Buddy® Ultra Stratos™** and **Busy Buddy® Ultra Woof™**. Also on the stand was its latest training product, the new **EasySport™ Harness**.

International Marketing Director, Angela Critchley says: "We always enjoy exhibiting at PATS and it's been fantastic to have the exhibition take place for the first time in Telford International Centre. We received great feedback from customers and there was a fantastic buzz throughout the show - It's always great to see the trade coming together."



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**For further information please contact International Marketing Director, Angela Critchley, tel: +44 (0)7899 663319 or visit [www.petsafe.net](http://www.petsafe.net)**

### **About PetSafe®**

PetSafe® is a global pet product expert with its headquarters in Knoxville, Tennessee. Wide-ranging innovative products are available across the PetSafe® portfolio including training, containment, lifestyle and wellbeing product solutions. Visit [www.petsafe.net](http://www.petsafe.net) for further details or connect on Facebook or Twitter.