



protect. teach. love.

July 2015

## **PETSAFE® EXPANDS SUCCESSFUL TOY RANGES**

Stand G30, PATS Telford, 27<sup>th</sup> – 28<sup>th</sup> September

Global pet product expert, PetSafe® is taking the opportunity to unveil two new cat toys at this year's PATS Telford; the **Doorway Dangli™** and the **Twist 'n Treat™ Teaser**.

The new **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.

PetSafe® will also be showcasing its ever-popular **FroliCat™** range with its two new recent additions which were launched earlier this year - **FroliCat™ CHATTER™** and **FroliCat™ CHEESE™**. **FroliCat™ CHATTER™** is a self-righting ball with a moving golden bird teaser attachment, while **FroliCat™ CHEESE™** offers cats a fun peek-a-boo game as two mice pop out of each side of a Swiss block of cheese.

Not forgetting dogs, PetSafe® recently launched three new **Busy Buddy®** toys and visitors to the stand will be able to find out more about the **Busy Buddy® Ultra Super Sub™**, the **Busy Buddy® Ultra Stratos™** and **Busy Buddy® Ultra Woofer™**.

The fun **Busy Buddy® Ultra Super Sub™** features knobbled nylon “buns” sandwiching rubber spacers and two ultra-thick bacon flavoured treat rings. Designed to hold a dog's interest for a longer period of time, the treat rings spin on their posts allowing very little surface area for dogs to grip on to.

Designed with determined chewers in mind, **Busy Buddy® Ultra Stratos™** holds two ultra-thick bacon flavoured treat rings, as well as a textured rubber centre for extra chewing satisfaction.

**Busy Buddy® Ultra Woofer™** is another durable toy that turns destructive chewing into positive playtime for a longer time. The extra-wide ends of the **Woofer™** protect a single ultra-thick bacon flavoured treat ring, making it more difficult for the dog to grip on the treat ring.



protect. teach. love.®

As well as the wide selection of toys on the stand, PetSafe® will be showing its successful Pet Doors, Drinkwell® Pet Fountains from the PetSafe® Health and Wellness range and a number of training products including; the **EasySport™ Harness**, **Easy Walk® Harness** and **Easy Walk® Headcollar**.

International Marketing Director, Angela Critchley says: “We always enjoy exhibiting at PATS - it is a great platform to promote new products - this year is no exception as we are looking forward to launching the new **Doorway Dangli™** and **Twist ‘n Treat™ Teaser** cat toys.”

ENDS

**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.