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September 2015

**PETSAFE® SHOWCASES WIDE RANGING PRODUCTS AT THIS YEAR'S  
PATS**

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

Global pet product expert, PetSafe® is taking the opportunity to unveil new pet toys at this year's PATS Telford. For cats there are two new additions - the **Doorway Dangli™** and the **Twist 'n Treat™ Teaser**. Dogs also have a treat in store with three new **Busy Buddy®** squeak n treat toys; **Troog™**, **Booya™** and **Ooga™**.

Set to be 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 and 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.

Also on the stand will be the recently launched three new **Busy Buddy®** toys where visitors will be able to find out more about the **Busy Buddy® Ultra Sub™**, the **Busy Buddy® Ultra Stratos™** and **Busy Buddy® Ultra Woofers™**.

The fun **Busy Buddy® Ultra 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.



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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.

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

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 cat toys, the **Doorway Dangli™** and the **Twist 'n Treat™ Teaser**, as well as the new **Busy Buddy®** squeak n treat toys **Troog™**, **Booya™** and **Ooga™**.

**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®**



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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.