

18<sup>th</sup> February 2016

## **RADIO SYSTEMS CORPORATION ANNOUNCES DYNAMIC PARTNERSHIP WITH PETFOOD SWEDEN**

Radio Systems Corporation, owner of the PetSafe® brand and SportDOG® Brand, has announced a dynamic partnership with PetFood Sweden – a highly regarded distributor operating across Scandinavian markets.

Sweden and Finland have been identified as priority markets for Radio Systems and the partnership with PetFood Sweden will support the organisation’s long-term strategy to further strengthen its offer in Scandinavia.

Increasingly pet ownership has grown in Scandinavia and in recent years dog training products have risen in popularity. PetFood Sweden will now work closely with Radio Systems to strengthen brand awareness and strategically distribute the extensive range of PetSafe® products.

Radio Systems Corporation Vice President – International, Brad van der Veen said:

“The market for dog training products continues to be strong in Scandinavia, with wide ranging pet products growing in popularity. Currently PetSafe® pet door and spray training products, along with our Drinkwell® Pet Fountains, are performing particularly well in Scandinavia and we are keen to build on this success.”

He added: “PetFood Sweden is a well established Swedish distributor with a strong track record and wide-ranging experience within the market, and we’re delighted to be working together.”

**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® brand and SportDOG® Brand respectively. The business was founded in 1991 and has its headquarters in Knoxville, Tennessee. It boasts unrivalled in-house, state-of-the-art engineering and R&D departments, which are 100% committed to research, innovation and quality.

**Radio Systems®**  
CORPORATION



## **About PetSafe® brand**

PetSafe® brand 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.

## **About SportDOG® Brand**

SportDOG® Brand was created in 2003 by Radio Systems Corporation with the aim of developing a range of superior products for professional trainers, weekend hunters and those who just want a little peace with their pets. SportDOG® Brand caters for people who want to simplify their dog training challenges by trusting one of the leading names in the electronic collar industry. SportDOG® Brand is now able to provide the most complete line of e-collar and training products in the World. The extensive range of products includes Training Systems, Bark Control, Training Accessories and GPS Dog Tracking Systems. Visit [www.sportdog.com](http://www.sportdog.com).

**For more information about Radio Systems products visit: [www.petsafe.net](http://www.petsafe.net) and [www.sportdog.com](http://www.sportdog.com) or contact Louise Palmer at Hattrick PR on [louise.palmer@hattrick.co.uk](mailto:louise.palmer@hattrick.co.uk)**

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