



protect. teach. love.™

December 2018, UK

PETSAFE® BRAND EXPANDS PLAY & CHALLENGE RANGE WITH TWO NEW DOG TOY ADDITIONS

Global pet product expert, PetSafe® Brand today announced a further expansion of its popular Play & Challenge range with the addition of two new dog toys. This latest release highlights the brand's continued focus in this area and follows the introduction in September of four new items to the range.

Every Play & Challenge toy is designed to redirect bad behaviours like chewing and jumping into positive play, keeping pets busy while also challenging them mentally to keep them actively engaged and alert. The toys are suitable for all ages and come in a range of sizes.

The following new additions are available to consumers this month from the [PetSafe® Brand website](#) and other selected retailers:



[Jewel Pop Treat Holding Dog Toy](#), from £3.99 – shaped like a sparkling jewel ring, this fun toy holds an irresistible PetSafe® Brand rawhide treat ring that can be replaced again and again. The ring component is made from tough nylon while the jewel is made from sturdy thermoplastic rubber, the same material that makes the soles of running shoes durable. Treats are easy for pet owners to add; they simply unscrew the jewel, slip one rawhide treat ring onto the post and screw the jewel back on for long-lasting engagement with a tasty reward. Available in three sizes, the toy comes with four PetSafe® Brand rawhide treat rings.

[Forever Bone Treat Ring Dog Toy](#), from **£5.99** – this durable bone-shaped toy is a fun way for even the toughest chewers to entertain themselves. Made from thick nylon and strong vanilla-scented rubber, the toy uses innovative SnapFit™ treat-holding cups to store two delicious all-natural rawhide treat rings to help entice dogs to play longer. The raised nylon nubs and rubber ridges provide a variety of textures to appeal to different types of chewing. The toy is available in three sizes.



Angela Critchley, International Marketing Director, PetSafe® Brand, said: “Our Play & Challenge range continues to go from strength to strength and is a key business focus this year and beyond. At PetSafe® Brand, we believe every pet deserves to have fun and our team of designers are focused on making products that ensure longer lasting playtime and hours of stimulation to pets. We’re really proud to be launching these two fun new toys and are confident they’re going to be popular with pet owners.”

petsafe.com/UK

ENDS

NOTES TO EDITORS

Contact:

For additional information, images and queries, contact Toast PR:

Nicola Ennis - 0870 094 8032 / nicola@toastpr.co.uk

About PetSafe® Brand

PetSafe® Brand is a global pet product expert with wide-ranging innovative products including training, containment, lifestyle and wellbeing product solutions. Visit www.petsafe.com/UK for further details or connect on [Facebook](#), [Twitter](#) or [Instagram](#).