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August 2019, Canada

PetSafe® Brand Releases Bilingual Social Media Toolbox for Canadian Retail Partners

Global pet product expert, [PetSafe® Brand](#), has created a social media content toolbox for all its retail partners in Canada. As pet product retailers continue to look for new ways to delight, educate and capture the attention of their customers, PetSafe® is committed to supporting their marketing efforts. This toolbox offers branded content to help promoting PetSafe® products online and to educate customers on pets' wellbeing. It focuses on their national product launches and the different categories of products available from PetSafe® in Canada, including fountains and feeders, dog and cat toys, pet doors, and waste management solutions.

The digital toolbox includes sample copy and images for social media posts, shareable videos, infographics and banners, all specifically tailored for the Canadian market. All resources are available in both English and French and can be shared on social media platforms and websites. Retail partners and distributors are encouraged to contact their sales managers to gain exclusive access to this marketing tool.

Darrell Godlien, Canadian Sales Manager said: "We are delighted at how well our products continue to be received across Canada, and we value the collaborative relationships we have with our retail partners. This digital toolbox is another way for us to show our support of our retailers."

PetSafe® Brand products are available to Canadian consumers at most major Canadian pet product retailers.

petsafe.com/ca

ENDS



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NOTES TO EDITORS

PetSafe® Brand Contact:

For access to the social media content toolbox, PetSafe® partners should contact canadasales@petsafe.net. For new accounts, please contact the same email address.

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/ca for further details or connect on [Facebook](#) or [Instagram](#) @PetSafeCanada.