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May 2016

PETSAFE® BRAND ADDS NEW PRODUCTS TO POPULAR TOY RANGE

Hall 6, Stand 148, Interzoo, 26th – 29th May 2016

Global pet product expert, PetSafe® Brand has expanded its ever popular toy range with six new products being showcased at Interzoo – the **Automatic Ball Launcher**, the **Busy Buddy® Treat-Holding Dinosaur** and **Turtle** and the treat dispensing **Busy Buddy® Cow Wow**, **Elephunk**, **Hippster**.

The **Automatic Ball Launcher** has been designed so that pet owners can take a break when they need to, but dogs can continue to play. Using standard sized tennis balls, which can be launched at six different angles at nine distances, the **Automatic Ball Launcher** is easy to carry and can be mains or battery operated. Ideal for both indoor and outdoor play, motion sensors ensure both dog and human safety whilst the automatic sleep mode means that dogs get rest as well as play.

Designed to hold Busy Buddy® ring-shaped treats the **Busy Buddy® Treat-Holding Dinosaur** and **Turtle** toys will keep dogs entertained for hours. The cute Dinosaur and Turtle shaped toys are made in durable nylon and are vanilla scented. They come with four bacon flavoured cornstarch treat ring refills and have a locking mechanism for safety. Available in sizes Small and Medium.

The **Busy Buddy® Cow Wow**, **Elephunk** and **Hippster** toys are animal shaped and offer a unique chewing experience, helping dogs move away from harmful chewing behaviour to encourage positive playtime.

Cow Wow is a vibrant purple cow, round in shape to help with games of throw and fetch. **Elephunk** the green elephant is another brightly coloured ball-shaped companion, and **Hippster** is a round blue hippo with chewable ears. All three animal companions are available in Small and Medium/Large and are made from super durable materials to stand up to even the most persistent chewer. In addition, each toy has a Treat Meter™, which can be customised to control the rate treats are released.



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PetSafe® Brand International Marketing Director Angela Critchley said: “Owners and dogs alike love our Toy and **Busy Buddy**® ranges. The Play and Challenge category remains one of our consistent top selling collections. Items in the range are designed for optimum fun and performance, and many help change potentially destructive chewing behaviour.

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For further information please contact International Marketing Director, Angela Critchley, tel: +44 (0)7899 663319 or visit www.petsafe.net

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® product portfolio including training, containment, lifestyle and wellbeing product solutions. Visit www.petsafe.net for further details or connect on Facebook or Twitter.