



protect. teach. love.

May 2016

PETSAFE® BRAND LAUNCHES NEW PRODUCTS AT INTERZOO

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

Global pet product expert, PetSafe® Brand is taking the opportunity to unveil a wide range of new products at this year's Interzoo.

Expanding the successful PetSafe® Health and Wellness range, the **PetSafe® Healthy Pet Simply Feed™ Programmable Digital Pet Feeder** gives pet owners peace of mind knowing their pet is fed the right portion at the right time, whether they are home or away. Designed for both dogs and cats the **Healthy Pet Simply Feed™** allows owners to customise their pet's feeding schedule for up to 12 meals per day. Holding both dry and semi-moist food, the **Healthy Pet Simply Feed™** also boasts a pet proof dispenser to keep pets from accessing food with their paws. In addition, the removable stainless steel bowl makes it more hygienic for pets as well as dishwasher safe for easy cleaning.

Also being showcased for the first time at Interzoo, the **Treat & Train Remote Reward Dog Trainer**, is a remote-controlled reward system. Training dogs through positive reinforcement, it is great for solving problems such as begging, jumping and barking at the door. Helping redirect a dog's focus, the **Treat & Train Remote Reward Dog Trainer** features a remote-controlled food dispenser with a hand-held remote that operates from up to 30.5 m away and two interchangeable food disks for both small and large kibble.

Further expanding its Play and Challenge category, the **Automatic Ball Launcher** is the premium choice in automatic fetch games. Using standard sized tennis balls that 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.

Adding to its ever popular **Busy Buddy®** range five new additions will be showcased at this year's exhibition. Designed to hold ring-shaped treats the new **Busy Buddy® Treat-Holding Dinosaur** and **Turtle** toys will keep dogs entertained and engaged in active play for hours.



protect. teach. love.™

Similarly, the **Cow Wow**, **Elephunk** and **Hippster** treat-dispensing toys are animal shaped. All five toys offer a unique chewing experience, helping dogs move away from harmful chewing behaviour to encourage positive playtime.

Also on show will be the popular **EasySport Harness** in new colours blue, red, apple green and pink and new size Extra Small, plus the **Easy Walk® Harness** in the new Raspberry pink colour and an added addition to the range the **Easy Walk® Duluxe Harness**.

International Marketing Director, Angela Critchley says: “Interzoo is a great platform to promote new products and we always enjoy exhibiting at the show. This year we’ve got some fantastic new products to launch to the market and we’re looking forward to getting feedback from partners old and new.”

ENDS

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.