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**March 2013**

**PETSAFE® LEADS WITH HEALTH AND WELLNESS AT PATS  
PATS - STAND G1**

PetSafe® has announced its theme for PATS at Sandown (19-20 March, Stand G1). Health and Wellness will be the focus of the global pet product expert's stand and visitors will be given the opportunity to experience various products that help position PetSafe as a market leader in the animal health and wellbeing sector. The theme is based around the company's ethos of enhancing special relationships between pets and owners and giving owners the best tools in order to look after their pets properly.

Developed following extensive research undertaken by vets, PetSafe will be promoting the company's *Health & Wellness* products: **Drinkwell® Fountains** and **Pet Feeders** including **SlimCat™**, the **petPod™ Digital Pet Feeder** as well as the **2 Meal Pet Feeder** and the **5 Meal Pet Feeder**.

Research shows that one of the best ways to improve your pet's general health and wellbeing is to get them to drink more water and that pets usually prefer to drink running water rather than water provided in a bowl. Taking this on board, the award winning\*, **Drinkwell Pet Fountains** have been designed to utilise a free-flowing stream of water, which entices pets to drink more, by drawing oxygen into the water keeping the water fresh tasting. In addition, charcoal filters remove any unpleasant tastes and odours, providing the best possible, and most appealing way for pets to stay hydrated.

In addition to drinking properly and keeping hydrated, PetSafe has developed products to ensure pets stay a healthy weight by regulating feed times or the amount of food dispensed. One of the key products PetSafe will be showcasing at PATS this year is **SlimCat**.



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To help fight obesity, it is advisable to ration the cat's food portions and provide some form of physical activity. **SlimCat** was launched to do just that. The interactive feeding ball increases feline activity, decreases excessive eating and improves behavioural problems such as excessive meowing, scratching or aggression.

The PetSafe Pet Feeder range can also help support pets' health and wellness by regulating meal times, but also dispensing medication at set times. The **petPod Digital Feeder** for instance has a 24/7 programming option to control meal times for cats and kittens with an easy to read LCD display. It has two dishwasher safe feed trays each holding up to 200 g of dry food.

The **5 Meal Pet Feeder** is suitable for both cats and dogs and also delivers food, treats or medication at any time day or night as programmed, while the **2 Meal Pet Feeder** allows pet owners to set two meal times within a 48-hour period. The Pet Feeder trays are dishwasher safe and hold 230 g and 150 g each respectively.

International Marketing Director, Angela Critchley says: "PATs is a key date in the exhibition calendar and health and wellness is a key priority when it comes to delivering useful and effective products, so we're really excited about promoting this issue and our products at the show this year."

*\*The Drinkwell Big Dog Pet Fountain won PATs Harrogate 2012 Retailers' Choice Award for best dog product or service*

**ENDS**

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**For further press information please contact Rachel Connaughton or Malin Cunningham at HatTrick PR on 07943 573 245 or email**

**[rachel.connaughton@hattrickpr.co.uk](mailto:rachel.connaughton@hattrickpr.co.uk) / [malin.cunningham@hattrickpr.co.uk](mailto:malin.cunningham@hattrickpr.co.uk)**



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### **About PetSafe®**

PetSafe® is a global pet product expert in Containment Systems, Training Systems and Bark Control with its headquarters in Knoxville, Tennessee. Today the PetSafe brand also encompasses a comprehensive line of Pet Doors including an advanced Microchip Identification cat flap. In addition, a range of specialist products focusing on pet wellbeing fall under the Health & Wellness category which includes the popular Drinkwell® Pet Fountains. The Play & Challenge category further diversifies the PetSafe product portfolio by offering a unique range of treat-dispensing Busy Buddy® toys.

Other products include the Easy Walk™ Harnesses and Headcollars. The latest acquisitions by PetSafe see Lucky Litter LLC products; ScoopFree® innovative litter boxes and award-winning FroliCat™ toys brought to the market, and Pet Loo by Pup-Pee Solutions©.

For more information visit: [www.petsafe.net](http://www.petsafe.net)