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7<sup>th</sup> February 2013

## **Radio Systems Acquires Pup-Pee Solutions®**

Global pet product expert and manufacturer Radio Systems Corporation, is pleased to announce the acquisition of Pup-Pee Solutions®, experts in indoor waste management.

Pup-Pee Solutions makes the indoor Pet Loo and other innovative waste management products designed for inside the home. The Pet Loo is an innovative artificial lawn 'toilet' designed to contain pet waste in one designated area, ensuring peace of mind when forced to leave pets home alone. Perfect for pet owners who live in apartments or bring their pet to the office, The Pet Loo is hygienic, convenient, and environmentally friendly. This waste management system uses synthetic grass and a urine draining system effective for animals of any size and age.

Brad van der Veen, Vice President International, PetSafe said: "Pet Loo has defined a category that didn't exist five years ago, and it continues to innovate and expand the pet waste management category. Pup-Pee Solutions is a young, dynamic and thriving company that we want to build our pet waste management ideas around."

Tobi Skovron, CEO and co-founder of Pup-Pee Solutions added: "Since establishing Pet Loo I've been working hard to build a company with a similar value proposition and goals to that of PetSafe. I'm excited to have Pet Loo join the PetSafe family of products and look forward to the continued global expansion I envisioned for the product."



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Radio Systems will capitalise on Pup-Pee Solutions' expertise in technology, innovation and leaderships and continue to expand the problem-solving brand.

This latest acquisition is part of Radio Systems ambitious international growth strategy, which has seen the business bring brands such as Premier®, Staywell®, Drinkwell® and Innotek® under the PetSafe banner in the last few years.

#### **ENDS**

**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)**

#### **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)