

JUL-AUG 2024

pets+

THE BETTER BUSINESS MAGAZINE
FOR AMERICAN PET PROS



SUPERZOO
100+ PRODUCTS
TO SHOP AT THE
BIG SHOW

CANDACE D'AGNOLO
STAGING YOUR
CUSTOMER'S
JOURNEY

REAL DEAL
THE CASE OF THE
WANNABE BOSS

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COOL STORES,
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ON THE COVER: Elbows, loved by Nicole Turpen. Photographed by Jill Garrett Photography.

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PETS+ SAMPLE BOX PROGRAM

We're sending out even more boxes in 2024! Apply at petsplusmag.com/samplebox or scan the QR code below. To put products in the box, email desiree@petsplusmag.com.



WHAT'S HAPPENING ONLINE IN JUL-AUG



RENEW NOW OR MISS OUT ON PETS+!

The magazine remains free, but you have to request it. Simply scan the QR code or go to petsplusmag.com/subscribe. NOTE: You must be an active subscriber to take part in cool programs like the PETS+ Sample Box.



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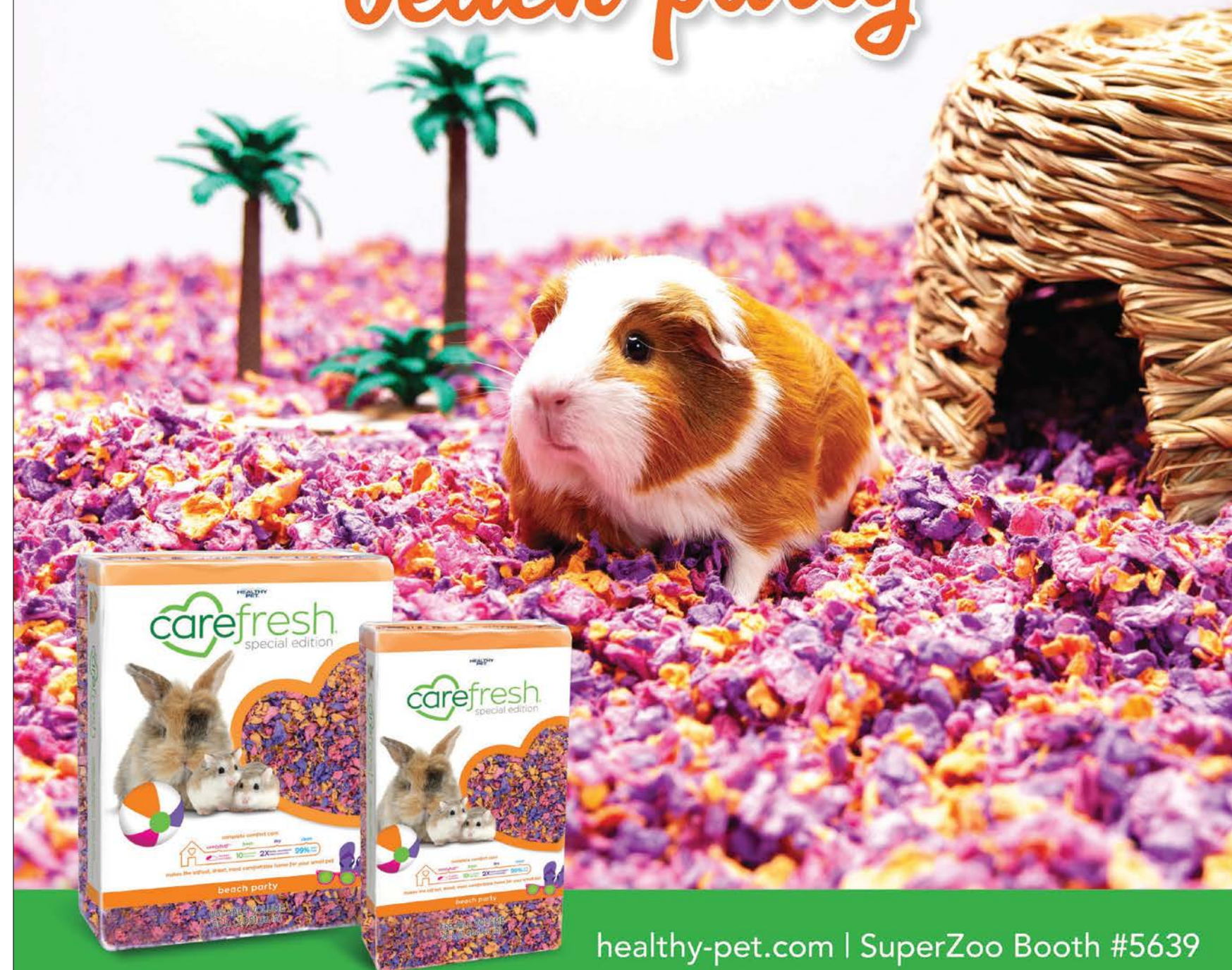
Not yet a member of the PETS+ Community on Facebook? Join us at facebook.com/groups/petsplusmagcommunity for discussions of all things pet. It's a fun and super-smart group of indies!

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small pet bedding
beach party



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PHOTO BY JILL GARRETT PHOTOGRAPHY

EVEN MORE COOL

OUR AMERICA'S COOLEST CONTEST JUST GETS BETTER AND BETTER.

5 smart tips from this issue

- 1 Hold a "Hungry Like the Wolf (and Wildcat" Sale. (*Calendar*, p. 12)
- 2 Keep ice pops on hand for your team. (*To-Do List*, p. 14)
- 3 Make it easy to show up in two minutes or less. (*Tip Sheet*, p. 64)
- 4 Pick one stage of your customer's journey and map it out. (*Candace D'Agnolo*, p. 66)
- 5 Carry brands founded by under-represented entrepreneurs to make the pet industry a more inclusive and innovative space. (*Lashonda Geffrard*, p. 68)

This year, the PETS+ America's Coolest contest got even cooler. SUPERZOO came on as sponsor with an amazing SUPERZOO prize package for our eight winners: three nights at the Luxor Hotel, VIP Buyer Benefits, and an education pass for retail and grooming sessions. Plus the winners get to judge the New Product Showcase. We'll also be hand-delivering their America's Coolest plaques during SUPERZOO at a ceremony on Aug. 14 at 3 p.m. on the Show Floor Talks Stage.

The winners, listed in our lead story starting on p. 76, all greatly impressed our panel of PETS+ and industry judges. In their entries, each one defined for itself what it means to be cool, and we more than agreed as shown by their top scores. We profile three winners in this issue, with the remaining five getting their own features in issues through May-Jun 2025.

I would like to express my immense gratitude to the nearly 40 businesses that entered this year. It was a fierce

competition, with the quality of entries being among the highest since we launched the contest in 2017. I hope those that did not place will re-enter in 2025 because every each and one qualifies as America's Coolest — they just haven't won yet.

Back to SUPERZOO, the PETS+ team will be racing around the show floor per usual, interviewing brands about their latest and greatest products and posting to our website and socials. We're also the Official SUPERZOO Media Partner, which means we'll be producing the Show Dailies. Available each morning at the show entrance, they will be chock full of useful content and news, plus product and retailer sightings. You just might spot yourself in print!

Looking forward to seeing you all in Las Vegas,

Pamela

pamela@petsplusmag.com



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+ PROTEIN (meaty shreds)

+ FUNCTION (mousse)

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NATURALLY INSPIRED PAIRINGS

Adding a Tiki Cat® Born Carnivore® topper is a quick and easy way to deliver supplemental hydration, boost of protein or added functional benefits.

BETTER NUTRITION FOR A BETTER BOTTOM LINE

Did you know that consumers who add a topper or wet indulgence to their dry feeding routine generate **3-5X** more monthly revenue to a Retailer?

FOR OPTIMAL NUTRITION
ADD A TOPPER



SUPERZOO VISIT US AT BOOTH # 1154

THE CARNIVORE DIET *cats were born to eat*

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What could bad legislation take away?

There are thousands of pieces of legislation in statehouses across the country right now that could hurt your business.

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lawmakers know
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JOIN TODAY.



petadvocacy.org/membership



Watch petadvocacy.org/video-update

Inbox



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Email us at editor@petsplusmag.com

INDUSTRY THOUGHTS & CONCERNS

Can we talk about the sustainability and other pros of insect protein? Apparently some people are just now learning about it being a thing and are grossed out (probably the same people who freak out when they find out what a bully stick is, though, LOL). If more people understood how they could benefit from it, insect protein would be more accepted overall. Or maybe we can just remind them that bugs are an inevitable secret ingredient in all foods, even our own, as it is impossible to keep them out 100%. **Corey Heenan, Boutique and Pet Spa, Altamont, NY**

I'm tired of seeing news stories that terrify pet owners into not boarding their pet, blaming commercial boarding for the spread of disease. **Ligaya Kelly, Bouquet Canyon Kennels, Santa Clarita, CA**

As a grooming business owner, I am finding an increase in non-grooming business owners purchasing grooming businesses and new franchises. This does have me concerned for the industry. **Nicoll Vincent, For K-9s & Felines, Westfield, MA**

Independent pet stores in Oklahoma are becoming non-existent! Why? No companies, distributors or reps care about us anymore. We are the wasteland left to be swallowed up by a few big-box stores. I drive 100 miles to meet a fish delivery driver so I don't have to trust FedEx with my fish. I drive two hours to procure parakeets, only parakeets. I can only use local rodent breeders, who can't keep up with my volume of sales. Shipping reptiles from California adds \$10 per animal to my

cost, when I have to compete with the big-box prices. I have only seen two dry goods reps in person in the last five years (Covid did affect that). All of this is to say, Middle America ... Oklahoma ... is dying in the independent aspect of the industry. Please prop us up or we will be no more. **Amber Hudson, The Aquarium Pet Store, Weatherford, OK**

Vendors don't seem to realize the fixed costs that indies have. Margin on dog food is horrible unless you buy it in quantity. Long gone are the margins of 30%, when it costs you 34 points to even open the door. We need to get those margins up to be able to stay competitive with the internet. **Rachel McGinnis, Leo & Lucky's, Parrish, FL**

LOVE FOR PETS+

The recent article about the pet store that allows private shopping time for dogs who may not do well in a store full of humans or other animals was amazing! ("Retail Therapy," May-Jun.) We are considering this option for our store. **Rebecca Correro, Lolly & Pups, Van Buren, AR**

I enjoy getting PETS+. Being a store owner in Hawaii, there are just a few of us and seeing what others are doing and/or what others are experiencing makes me feel I'm not alone through the good and the bad. **Michelle Ichikawa, Dogtown Bakery, Kailua, HI**

Thank you to everyone at PETS+ for all you do! Your articles, the Facebook group and Sample Box program have been a huge resource for us. You've helped us find new vendors to work with and new products to carry. **Laura Burton, Lollypop Farm, Fairport, NY**

Thanks for always keeping us posted on industry happenings, even if it's outside of the indie bubble. It's important to know what the big boys are doing so we can be prepared, or pivot as necessary! **Shane Somerville, Paddywack, Mill Creek, WA**

Your content is always spot on and keeps the pet retailer well informed. Your Sample Box program is by far one of the best resources for product awareness. Hats off to you and keep up the great job! **Doug Staley, Pet Palace of New City, New City, NY**

PETS+ is our favorite pet industry publication. It is fun and thoughtfully put together, and helps all of us independents to stay in touch with the pet industry. Well done! **Tori Rosay, Dexter's Deli, Del Mar, CA**

The Sample Boxes are a fun way of sharing new products with customers, and they enjoy the responsibility of giving us feedback. **Susan Roraff, Susie's Petpourri, Reedsburg, WI**

Thank you for including me in the Brain Squad. It means a lot that my opinion matters and may be used in future publications. **Katie Titterington, Arnie's Pet Foods, Lincoln, NE**

EDITOR'S NOTE: Not yet a member? Join at petsplusmag.com/brainsquad/

SUPERZOO

Getting ready for SUPERZOO! **Eric Mack, Purrrfect Bark Market, Columbus, NC**

EDITOR'S NOTE: Us, too! In addition to producing the Show Program, Pocket Guide and Show Dailies, we'll be delivering live coverage via petsplusmag.com and facebook.com/petsplusmag. We're also hosting a PETS+ Happy Hour at our booth, #5019, on Wednesday, Aug. 14, at 4 p.m. We hope to see you there!

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SPONSORED CONTENT

IT'S WHAT CONSUMERS WANT

According to a new NSF benchmark study, most consumers care about how their supplements are made — and prefer to buy from companies that open their doors to outside auditors.



Consumers feel secure knowing retailers sell supplements manufactured to strict quality standards. The NASC Quality Seal is proof that a supplier is doing exactly that.

NO ONE DISPUTES that the supplements industry is growing. Spend a minute or two on TikTok or any other social media platform and you'll soon see videos touting the benefits of supplements — as true for animals as it is for humans. But social media isn't the way to buy supplements. Most consumers benefit from doing business with a retailer they know and trust. And of course, they benefit knowing that the supplement they are buying has earned a quality seal. In the case of animal health and nutritional supplements, the gold standard is the National Animal Supplement Council (NASC) Quality Seal.

Now, a benchmark supplements study from NSF — like NASC, a product testing, inspection and certification organization — shows that safety, quality and transparency are top "pain points" for consumers regarding supplements. It identifies who they want to buy them from, who should be responsible in the case of sub-par supplements and what supplement claims are trusted most. Though this study focuses on consumer attitudes towards human dietary supplements, it's not too far a stretch to apply them to animals as well. Conducted by an independent research

firm, the NSF benchmark study surveyed a random sample of 1,000 U.S. consumers who purchase human dietary supplements regularly. Here are some of the key findings:

- SEVENTY-FOUR percent of consumers prefer to shop at retailers that exclusively sell supplements adhering to strict quality and safety standards.
- EIGHTY-NINE percent of consumers are more likely to purchase supplements that have been third-party certified, showing a strong link between certification and consumer trust.
- EIGHTY-TWO percent of consumers want retailers to closely inspect the manufacturing facilities of supplements, highlighting the importance of quality control.

The human dietary supplements market is a \$60 billion-a-year industry compared to \$2.5 billion for animal health supplements, says Bill Bookout, NASC president. Still, both markets are increasing steadily, which makes the need for quality control requirements and independent auditing even more important. "The NASC certification process protects our pets and consumers," says Bookout. "And it also serves to elevate the integrity of

the animal health products industry." Since 2001, the National Animal Supplement Council has worked tirelessly with both state and Federal regulators to define, develop and implement a comprehensive successful self-regulation pathway that bridges the gap between what the law requires and what consumers demand. NASC members whose supplements earn the seal undergo a rigorous auditing process that is done every two years. Today, more than 150 companies have earned the NASC Quality Seal for their products — a number that is sure to grow in the years ahead.



For more information
E: info@nasc.cc
P: (760) 751-3360
W: animalsupplements.org

For more information about the NASC Quality Seal, its member companies and how manufacturers can add their name to the growing list of audited companies, contact the National Animal Supplement Council directly. Free Retailer membership is also available. Pet products retailers are invited to contact the NASC to learn more.

FRESH PROMOTIONAL
IDEAS FOR AUG-SEP

Calendar



AUGUST

1 **BACK TO SCHOOL** season begins this month, providing a multitude of marketing opportunities. “Back to Boredom” sales of lick mats, chews and toys. “First Day Fresh Coat” promotions of your self-wash stations. You can even go all out and throw a “Bark to School Pawty” like Wagging Tails Pet Resort & Spaw in West Hartford, CT. The annual day-care package includes adorable class photos (above), educational activities, and awards for Class Clown, Most Likely to Succeed and Teacher’s Pet among others.

1 & 10 Not only does this month serve as **RAWGUST**, it also includes **DURAN DURAN APPRECIATION DAY**. In addition to your regularly scheduled raw promotions, hold a “Hungry Like the Wolf (& the Wildcat)” sale on Aug. 10. Your Gen-X customers won’t be able to resist their

beloved ‘80s music getting a nod, and with all the intergenerational bickering on TikTok these days, even younger customers will get the reference and chuckle at their elders while they also save.

5 On **WORK LIKE A DOG DAY**, give your store pup some time in the social media spotlight. Share their backstory, as many of your customers may not know how this greeter, treat and toy tester, and employee of the month (every month) came to be a part of your life and business. If you adopted locally, it’s also an opportunity to promote the rescue or shelter.

6 Because no one wants kisses from their pet to be stinky, use **NATIONAL FRESH BREATH DAY** to tout the many dental products and services you sell, from toothpaste and additives to teeth brushing during grooming. And don’t forget to tie into **RAWGUST** again by including raw

bones in your promotions!

28 On **RAINBOW BRIDGE REMEMBRANCE DAY**, follow the lead of Dogs by Design in Irwin, PA, and create space on your socials for customers to share a photo and the story of their passed pets. Respectfully pair it with information about any products and services you offer in this area, such as bereavement gifts and/or pet grief support. Don’t have time for this promotion in August? Aim for National Pet Memorial Day on Sept. 8 instead.

SEPTEMBER

1 It’s **HAPPY HEALTHY CAT MONTH!** Use this “holiday” to show customers and potential customers how cat savvy you are. Healthy Pets Mountain West in Salt Lake City, UT, posts social media tips each September, among them advice on how to best serve up a cat’s meals to avoid whisker stress. Offer Saturday sales or other specials to grow this customer base.

1-7 **NATIONAL WAFFLE WEEK** has a Saturday and a Sunday on which to hold an event. Break out your waffle maker and serve up store-made pet-friendly versions and/or promote your waffle-themed treats for dogs. Offer coffee for the humans in tow so they can sip a breakfast beverage while they watch their pup enjoy the treat.

8 With many young people putting off or even deciding not to have kids, their parents find themselves petsitting instead of babysitting. Put a spin on **GRANDPARENTS’ DAY** with a GrandPAWrents event. Add GrandPAWrents Day signage to your selfie station and share the many ways they can spoil their grandpets.

- MORE DATES
- AUGUST**
- 1** DOGust
 - 8** International Cat Day
 - 10** Spoil Your Dog Day
 - 14** World Lizard Day
 - 15** Check The Chip Day
 - 17** Black Cat Appreciation Day
 - 19** International Bow Day
 - 26** National Dog Day
 - 28** National Bow Tie Day



- SEPTEMBER**
- 1** Ginger Cat Appreciation Day
 - Responsible Dog Ownership Month
 - 2** Labor Day
 - 8** National Iguana Awareness Day
 - 22-28** Deaf Dog Awareness Week
 - 28** International Rabbit Day

17 Looking for **NATIONAL PET BIRD DAY** ideas? Go to myrightbird.com and download the National Pet Bird Day toolkit, which includes free graphics and social media posts to help with promotions. Pair with flash sales in store and online to reward your avian customers.



28 IndiePet’s inaugural **NEIGHBORHOOD PET STORE DAY** was a huge success in 2023! More than 650 independent pet retailers took part, with Astro Loyalty noting a 350% increase in Astro Offer sales on that day versus an average Saturday. Go to neighborhoodpetstoreday.com to download free marketing materials available to all, with IndiePet members getting access to bonus materials in the Neighborhood Pet Store Day Promotional Package.

SPONSORED CONTENT

TALL TAILS MAKES HEALTHY HABITS FUN™!

New foraging mats and chew provide enrichment and endless play for our four-legged friends.

Every pet parent wants the best for their pups — and that’s why Tall Tails, manufacturers of toys, bedding and chews — has introduced some imaginative new products designed to enrich the lives of our beloved pets while also helping to increase those market baskets!



NEW FORAGING MATS

When it comes to mealtime, **Tall Tails Foraging Mats** are designed to make it more fun than ever! Dogs are foragers by nature, and these mats satisfy a dog’s instinctual desire to explore. With three new designs including **River Rock**, **Spring Clover** and **Grassy Meadow**, each 8” x 9” mat is made from 100% food grade silicone that contains no BPA or phthalates. Use them with any type of food, including kibble, canned, frozen, raw or home-cooked meals. You can even use them with spreadables and treats! Dishwasher safe makes for easy cleanup post mealtime. These mats feature overlapping edges so they can be easily joined together to create a truly unique eating landscape. Suction cups on the bottom of each mat keeps them safely in place!

From Top: Spring Clover, River Rock and Grassy Meadow Foraging Mats, from Tall Tails slow down the feeding process and add fun to a dog’s mealtime. They also satisfy a dog’s natural desire to forage. With a touch, Foraging Mats connect together to create a unique feeding landscape

MSRP: \$19.99
(One Size, 8” x 9”)



Use this QR code to watch Tall Tails’ Foraging Mats in action!



NEW SHROOM CHEW

Dogs love to chew, and Tall Tails’ new Shroom Chew features cool textures and movement, taking treat time to a whole new level! With its unique mushroom shape, steamed-in-bacon scent and an assortment of dimples, ridges and grooves, the Shroom Chew is perfect for adding spreadable or soft treats. Plus, this toy wobbles, rocks and spins for additional fun and entertainment. And don’t forget the extra dental benefits that come from using a Tall Tails Chew!



With its fun textures and movement, the Shroom Chew is perfect for rewarding engagement!

MSRP: \$17.99
(One Size, 4”)



Scan the QR code to see why the Shroom Chew is so much fun!

THE TALL TAILS PHILOSOPHY

Tall Tails products help dogs to thrive. Founded in 1933 as a newborn bedding and apparel company, the company brings the same care in manufacturing some of the pet industry’s best bedding, blankets, chews and toys. With a passion for pets, Tall Tails is committed to quality manufacturing, design innovation and exceptional customer service with a focus on the independent pet retailer. Tall Tails does not sell to big box retailers and fosters an environment designed to add value to its distributor and retail partners and its local pet communities.

INCREASE YOUR MARKET BASKETS WITH TALL TAILS

Because Tall Tails Foraging Mats and Shroom Chew work with any variety of foods or treats, they’re terrific for add-on sales. Perfect for cross-selling with every kind of pet food and treats including kibble, canned food, soft treats, bully sticks and more, keep them near your food section. Like all Tall Tails products, descriptive packaging clearly marks each products’ attributes.



E: talltails@3tbrands.com
P: (937) 222-2132
W: talltailsdog.com/wholesale

SUPERZOO
Visit Tall Tails at
Booth 6449



WEEK 1 AUG 4-10

BUYING Complete any last-minute tasks for SUPERZOO, Aug. 14-16, in Las Vegas, NV. You already have your booth visits scheduled and mapped. Order forms for brands you plan to buy from are started, with lines left for add-ons. But have you broken in your new trade-show shoes? Get on it! You don't want to develop a blister only 5,000 steps in.

INVENTORY Many stores do a full count this month. Paul Lewis of The Green K9 in Eustis, FL, shares, "August is a great time for us to do a store inventory. It helps with the end-of-year count we do for the accountant." If you don't have them already, Dorothy Vetrovec of Nature's Feed in Spring Grove, IL, recommends getting barcode scanners. "They run about \$300 each and are so worth it!"

WEEK 2 AUG 11-17

MANAGEMENT You keep plenty of frozen treats for pets on hand during the summer months, but what about for your team? Shane Somerville of Paddywack

in Mill Creek, WA, says, "Have frozen treats in your back freezer for staff! It is so nice on a hot day." Ask team members to add their favorites to your shopping list and rotate varieties throughout the summer.

SUPERZOO

NETWORKING We're offering two opportunities for you to mix and mingle with your fellow indies at SUPERZOO. On Wednesday, Aug. 14, at 3 p.m., we'll present the 2024 winners of the PETS+ America's Coolest contest with their awards during a ceremony on the Show Floor Talks Stage. At 4 p.m., we'll gather again at the PETS+ booth (#5019) to toast the winners — past, present and future because as you know we like to say to businesses, you just haven't won yet. Stop by to enjoy a refreshment, alcoholic or non-alcoholic, on PETS+.

WEEK 3 AUG 18-24

OPERATIONS If you carry and/or board live animals, the warm weather provides the perfect opportunity for a deep clean. Amber Hudson of The Aquarium Pet Store

in Weatherford, OK, says, "I roll my animal-cage holding shelves outside for a good hose, soap and scrub down, and then bake them in the sun to dry. I love doing this for my own allergies and the bedding dust."

WEEK 4 AUG 25-31

HOLIDAY PREP Natalie Kramer of Albany Pet Hotel in Albany, OR, also has a recommendation for day-care and boarding facilities: Share with clients now your 2024 peak holiday pricing and deposit requirements. Look at November and December of 2023 and adjust accordingly for your business. Kristina Robertson of The Pet Spa at Barkley Square in Falls Church, VA, adds this tip for grooming salons: "Offer a 'Schedule early' discount or offer a free luxury product upgrade" to clients who book well in advance.

MORE HOLIDAY PREP Product pre-orders done! Reminders sent! But have you scheduled the pho-



tographers for your holiday photo shoots in October, November and especially December? The best photographers will be busy this time of year, so reach out and book your preferred dates ASAP.

WEEK 5 SEP 1-7

MANAGEMENT If you offer grooming, how regularly do you meet with your groomers to assess the health of the department? Erin Patrick of Woof Gang Bakery & Grooming in Summerville, SC, does twice a year. "September is our second groomer meeting to prepare for the holidays right around the corner. We also discuss any needed changes for grooming schedules for the following year as we typically open the next calendar year's schedule in October." Follow her lead so you won't miss the window of opportunity for change.

WEEK 6 SEP 8-14

NETWORKING Spend some time reviewing the competition. What are their strengths and weaknesses compared to your store's and does potential exist for collaboration? Keith Henline of Asheville Pet Supply in Asheville, NC, conducts regular such reviews. "I'll recommend you for bird, fish, etc., if you'll recommend me for dog, cat, etc. Building



connections is a key to our success," he says.

SELF-CARE Ann Somers of Chipper & Coco in Jackson, MS, says of September, "It's a slow time of year for us, so we take time off." If that happens at your business, do the same and book a vacation. The busy fall and holiday seasons will be here before you know it. Recharge!

WEEK 7 SEP 15-21

OPERATIONS Patti Carney of Hollywood Houndz in Lake Mary, FL, does a September cleaning of client files each year. "I pull activity reports for any client meeting specific criteria, moving them to inactive and deleting paper or digital file agreements and records to make space." Do this to free up physical and digital space.

WEEK 8 SEP 22-28

MANAGEMENT To prepare for the fourth quarter, "kill" something. "The first step in a growth policy is not to decide where and how to grow. It is to decide what to abandon," business management expert Peter Drucker says. "In order to grow, a business must have a systematic policy to get rid of the outgrown, the obsolete, the unproductive." Make a list of projects, policies or products you should consider getting rid of, and then "kill" one.

Use it! Cut out or photocopy this and place it on your bulletin board. Then check off items when completed.

TO-DO LIST

SMART MANAGEMENT TASKS FOR AUG-SEP

get naked[®]

NEW
FORMULAS & SIZES

CRUNCHY TEXTURE CATS CRAVE. FUNCTIONAL INGREDIENTS THEIR BODIES NEED.




Chamomile & Tryptophan
to Promote a Calm Mood in Your Cat


Cranberry Juice
to Help Support Your Cat's Urinary Health


Prebiotics & Probiotics
to Support Your Cat's Good Gut Health

SUPPORTS YOUR CAT'S WELL-BEING WITH EVERY CRUNCHY BITE!

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FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

HAGEN GROUP

Mansfield, MA

P: (800-353-3444 / E: hagendirect@rchagen.com / W: catit.com

Super Zoo Booth 4225

IN HAGEN GROUP'S OWN WORDS

Cats have a long history of being adored, pampered, and even worshipped by humans throughout time. Cats today still have a natural air of royalty about them, an indication they have not forgotten their rightful state. Being a true cat brand, Catit has a proud legacy of faithfully serving our feline kings and queens. Our holistic offer ranges from premium drinking fountains all the way to natural litter and high-end furniture. We even create balanced nutrition for cats to grow and thrive, as well as tools to serve these foods the way felines prefer.

WHAT IS THE HAGEN GROUP KNOWN FOR?

At the Hagen Group our Catit team focuses on innovations for pets that enhance their physical and mental wellbeing. We design and create products that enrich the lives of pets across all categories. Our brand teams are dedicated to finding "pet first" solutions addressing the unique need of pets across all categories. We bring modern, technologically friendly solutions to help pets and pet parents alike. Products lines the Pixi Smart line which are WiFi enabled app driven drinking products. Our Catit Go Natural litter products which are environmentally friendly, highly efficient and lightweight.

HOW DOES HAGEN GROUP SUPPORT RETAILERS?

As a brand, Catit supports retailers in a variety of ways to promote the wellbeing of cats and promote profitability across a wide range of product categories. We create compelling consumer focused in-store POP and displays that drive sales. Catit also participates in the Astro Loyalty program to support our retail partners. We offer extensive product support and education to assist in the sale of our products. Our brand is also supported by extensive consumer outreach across all available digital platforms to raise awareness of our products and create a Catit community of loyal customers.

WHAT'S NEW?

Catit is very excited to debut a variety of products at SuperZoo this year. We are expanding our Catit Go Natural Litter with two incredible products. The Catit Go Natural Pea Husk / Bentonite Mixed Clumping Cat Litter along with our Bamboo Clumping Litter. Both products are environmentally sustainable litter options that benefit both pets and parents. These new litter options are up to 99.9% Dust Free with Oder Controls and Vacuum sealed packaging. Catit Go Natural Bamboo is made from a mixture of bamboo and sugar cane fiber, also known as bagasse, consists of 90% upcycled ingredients.



Catit Go Natural Bamboo Clumping Cat Litter



Catit Freeze Dried Treats



Pixi Smart Feeder

catit.

petsplusmag.com

Our best-selling litter family just got bigger!



CATIT® GO NATURAL ULTRA-LIGHT CLUMPING CAT LITTER

The ultra-light pellets are tight-clumping and highly absorbent, with plant-based deodorizing and antibacterial properties!

CATIT® GO NATURAL MULTI-CAT CLUMPING CAT LITTER

Clumps tightly and quickly, ideal for households with multiple cats. The litter is 99% dust-free and includes deodorizing pearls to help control litter box odors.



Discover the entire Catit® Go Natural litter range!

Visit our brand site at
CATIT.COM

Visit us at
Booth #4225

Products+

HOT SELLERS
CATEGORY ROUNDUPS
NEW & NOTABLE

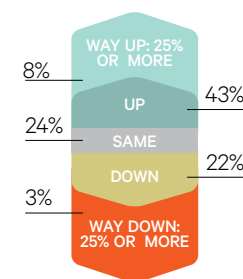


DEAR SANTA

Cats will put this toy at the top of their holiday wish list.

All the good kitties — and for sure the “bad” ones — deserve something special under the Christmas tree. Guide your customers toward the Holiday ZippyStick from **ZIPPYCLAWS**. Made of sturdy eco-friendly bamboo, this adorable wand toy features a 24-inch string plus three Miniz: Santa, Christmas Tree Cookie and Santa's Milk. Sell customers on the interactive bonding opportunity it provides, allowing them to directly engage their cat in play while giving them the mental and physical exercise they need. \$12.99.

zippyclaws.com, (909) 606-6094, sales@zippypaws.com



MONTHLY SALES SURVEY

How were your overall business revenues in May 2024 compared to May 2023?

FAVORITE SELLERS

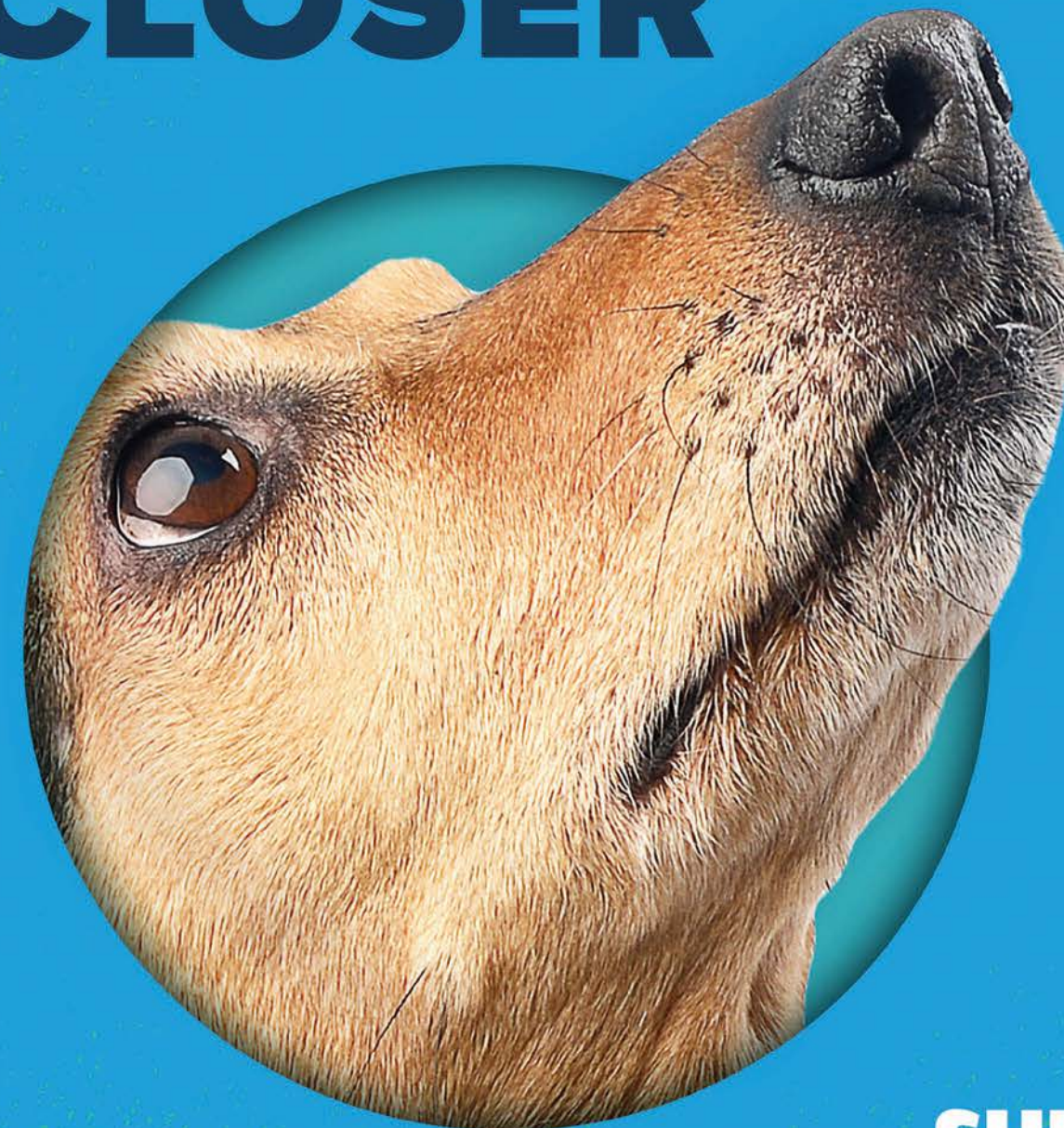


Our favorite and top seller is the Toppl by **WEST PAW**. In May, we sold 27 Toppls of all three sizes at their varying price points. We promote Toppls with every puppy and adult private lesson, and we use them daily during training so parents can see just how versatile they are for all ages and sizes of dogs. **Stephanie Bennett, Believe in Dog Training, Houston, TX**



WEST PAW's best-selling customizable puzzle and treat toy features soft, rounded inner “teeth” that hold treats or kibble in place until a dog nudges them out. It comes in small, large and extra-large, and in Aqua Blue, Granny Smith and Tangerine. Plus holiday hues Black (new for Halloween), Evergreen, Ruby and Candy Cane. \$20.95-\$29.95. **westpaw.com, orders@westpaw.com**

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A sensational SUPERZOO experience awaits — where you'll get a first look at debut pet products, sniff out new suppliers, hear about the hottest industry trends and feel the love of the entire pet community. If you're looking to boost your sales and set your store apart from the rest, you need to be at North America's largest pet retail event.



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EDUCATION AUGUST 13-14, 2024
MANDALAY BAY | LAS VEGAS, NV

HOT SELLERS

THE BEST-SELLING PRODUCTS IN MAY

ETHICAL PET Pup Ice treats shaped like ice cream cones and ice pops. Mostly two-packs for \$5.99. The POP display is super cute. We bought it at a distributor show (with 40 pieces) and sold them all within a couple of weeks. *Helen Bennett, The Grooming Place in Pet Shop, Chester, MD*

Top seller was the **CANADA POOCH** Pick Me “Glow in the Dark” poncho. Perfect for our summer theme of outer space. We got a really good deal, so we marked them 50% off. Normally they retail for \$35 to \$60, depending on size. Quite possibly the most successful promo we’ve done yet. *Corey Heenan, Boutique & Pet Spa, Altamont, NY*

We sold 127 small Goldfish for \$0.49 to \$0.79, depending on how many the customer buys. May is usually the busiest month for pond fish and supplies. Other Goldfish and Koi were also up in sales. *Rachael Creech, Adventure Pets, Mandeville, LA*

Single-ingredient venison Chews by **PARADISE PAWZ**, a local product and huge hit with allergic and sensitive dogs. We sold 350 units at \$22.99 per bag (3.5 ounces). Why? It’s a locally sourced meat, axis deer, harvested in the most humane way. An excellent novel protein source, using just key sections like the hind and backstrap, and it’s a very lean meat. Dogs without teeth can even enjoy this tasty chew. Tourists from all over the U.S. reorder after they visit us. *Michelle Ichikawa, Dogtown Bakery, Kailua, HI*

The **SKOUT’S HONOR** \$2 off promotion through Astro Loyalty was a big hit, with 80 units sold. *Kathy Palmer, The Fish & Bone, Portland, ME*

Our shampoo of the month, **BARK 2 BASICS** Melon Cucumber,



The **TALL TAILS** Animated Crab Toy is our best-selling item once again! Customers love that the claws move when you squeeze it. It also gives them a nice toy to bring home that represents Maryland and the Chesapeake Bay, home to the blue crab. Sold 26 at \$24.99. *Karen Komisar, Sea Dog Pet Boutique, Annapolis, MD*

went over well as a \$6 add-on to our grooming services. The pups smelled great! *Angela Pantalone, Wag Central, Stratford, CT*

LUPINE martingale collars did wonderfully for us! Our promotion was to purchase a Lupine martingale and pick a buckle collar to donate. Our guests dropped the collar they picked into a basket for our local rescue. It was a win all around — our guests feel good about helping, the rescue got new collars for their dogs, and we get to not only help the community but make room for more product. *Lisa Kirschner, Sit, Stay, N Play, Stroudsburg, PA*

PORTLAND PET FOOD COMPANY Grain & Gluten Free Treats in Pumpkin and Bacon flavors for \$11 a bag. The packaging is simple, but speaks to the current trend of earth friendly. The dog treats are bone shaped, which always

sells best. And they are made in the U.S. and more specifically in Oregon, which my tourist crowd loves. I always merchandise this brand front and center of the treat display, and they are always a top seller. *Amy Wolf, The Dog Spot, Joseph, OR*

Our raw category continues to grow. We have had many customers looking for a less expensive product than Farmer’s Dog. They



We sold 34 of the **CHILLY DOG** handknit wool catnip-stuffed mouse toys at \$11.95, which was the most we have ever sold in a month. I think cats like it because it’s a well-proportioned kicker fully stuffed with catnip, and kitty claws and knitted wool go very well together! Colorful cute sweater designs appeal to the cat parents. *Sherry Cassin, Meow Mini Mart, Jersey City, NJ*

get 50% off their first order of it, and then the next at full price hits and they realize the actual cost. We are able to easily move them to a bulk raw product. One top seller is **BLUE RIDGE BEEF** Turkey with Bone. We sold 27 units the last week of May. *Jennifer Williams, Ball Ground Hounds, Ball Ground, GA*

A local rescue asked for help with supplies, specifically for puppy teething chews. We stuck the **N-BONE** teething rings at the counter and let our customers know the rescue was in need. We sold 55 multi-packs! *Nicole Cammack, NorthPoint Pets, Cheshire, CT*

We’ve been selling a lot of rabbit treats from **THE RABBIT TAP**. We have a lot of customers with allergy issues, and these single-ingredient treats fit the bill. *Keith Henline, Asheville Pet Supply, Asheville, NC*

REDBARN Air Dried Dog Food! Previously, we had sold approximately 25 bags per month. I collaborated with my Redbarn rep to offer a free 2.5-ounce bag to all grooming clients. Customers were offered it in the same text saying their pet is ready for pickup. We sold 131 bags, 2 and 4 pounds, in May while the promotion was running. *Samm Albright, Whisker & Bone, Saint George, UT*

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\$14.99-\$29.99

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PET PARENTS

WickQuick on top. Sherpup on bottom. In between: any pet accidents or messes. Perfect for atop sofas and beds or in the car with anxious travelers. Provides waterproof, non-creaky and comfy protection. In S, M and L and in Slate and Chocolate.
petparentswholesale.com,
sales@petparentsbrand.com



\$97.95-\$131.95

SNOOZER LUXURY COZY CAVE DOG BED
SNOOZER PET PRODUCTS

Plush nesting bed with microsuede cover gives pets a cozy place to stay warm and comfortable. Hand-sewn in the U.S., with orthopedic filling options for older dogs. In S, L and XL and in 15-plus fabrics. Removable and machine washable cover.
snoozerpetsproducts.com,
(800) 635-9755



\$35-\$95

BIG SKY NAP
WEST PAW

Smooth faux suede on one side and soft fleece on the other get softer with each wash. In four colors, including holiday exclusive Crimson Ice. Machine washable and dryer safe. Designed and handcrafted in Bozeman, MT, and backed by the Love It Guarantee. In S, M and L.
westpaw.com,
orders@westpaw.com



\$139.99-\$299.99

ONE OF A KIND SCOOP
BOWSERS PET PRODUCTS

Bed with soothing coastal-inspired color palette has easy-entry scooped front, a zippered removable and washable cover, upholstery-grade fabrics and 100% high-memory polyester fill. In S to XL and in Mineral and Pumice.
bowsers.com,
sales@bowsers.com



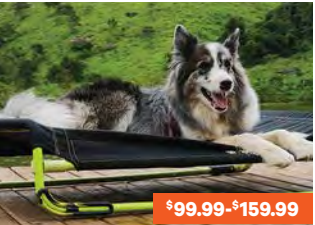
\$11.99-\$26.99

FURHAVEN WATERPROOF PET THROW BLANKET
PETWISE

Velvety waterproof fabric surface with plush, long faux fur. Machine washable on delicate cycle and can be tumbled dry on low heat. In Taupe, Mist Gray and Gray and in S (20 by 30 inches) to XL (50 by 60 inches).
furhaven.com,
sales@petwisebrands.com

BEDS & BLANKETS
JUST RIGHT

With most dogs and cats sleeping more than 12 hours a day, where they snooze makes a difference. There are options for every pet in these 10 beds and blankets, from those who like to burrow to ones needing a breathable, durable option for outdoors. **BY RACHEL PHELPS**



\$99.99-\$159.99

AIR.BED
ZEE.DOG

Ultra-light elevated dog bed crafted from carbon steel with non-slip rubber feet. Great for both outdoor and indoor use. Breathable mesh fabric cover is easy to maintain and wipes clean. Includes storage bag for easy transport. In S, M, L and in Black and Green.
zeedog.com, (347) 477-0933



\$239.95-\$399.95

BIG BARKER ORTHOPEDIC DOG BED WITH HEADREST
JOLLY PETS

Bed features proprietary blend of U.S.-made foam and unique Support Stripe that supports up to 180 pounds PSI. Machine washable, removable, non-shrink cover. In L, XL and Giant and in 10 colors.
bigbarker.com, (267) 797-2547



\$59

DONUT CAT CUDDLER BED
P.L.A.Y. PET LIFESTYLE AND YOU

Furniture-grade craftsmanship with refillable catnip pouch. Non-slip base, machine washable and detailed with even-basting stitching for durability. Eco-friendly filling made from recycled plastic bottles. In Ash Gray Chocolate, Sepia Espresso, Black Giraffe/Sangria. **shop.playb2bwhole sale.com, (855) 300-7529**



\$65/\$79

FRIDAY MORNING
MOLLY MUTT

Pet-friendly blanket made from 100% cotton canvas with soft fleece backing. Ensures comfort and safety without use of toxic chemicals; free of flame retardants, pesticides, phthalates and per- and polyfluoroalkyl substances. In 48 by 52 inches and 52 by 72 inches. **mollymuttwhole sale.com, (510) 238-8400**



\$49.99-\$159.99

TALL TAILS KHAKI CUDDLE BED
3TBRANDS

Now in Khaki alongside classic Gray. Bed with supportive bolster features Real Feel Fabric, ensuring unparalleled comfort for dogs who love to burrow and curl, and recreates the cozy feeling of being huddled with their mother and littermates. In XS to XL, with removable machine-washable cover. **talltailsdog.com/wholesale,**
talltails@3tbrands.com

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

ZIWI
Auckland, NZ

P: 1-877-464-9494 / E: info@ziwipets.com / W: us.ziwipets.com

SuperZoo Booth 3539



ZIWI Peak Steam & Dried for Dogs \$32.98-\$119.98



ZIWI Peak Steam & Dried for Cats \$34.98 - \$89.98

IN ZIWI'S OWN WORDS

From the day we were founded in 2002, we've made it our mission to deliver peak nutrition without compromise. Our recipes are crafted from ethically-sourced ingredients from pure New Zealand, reflecting what a cat or dog would choose in the wild, and gently processed to retain their nutritional integrity.

WHAT IS ZIWI KNOWN FOR?

Instead of harsh processing, we use innovative methods inspired by nature. We pioneered the world's first gentle air-drying technology, which preserves the nutritional value of our raw and pure ingredients. And now, we've created another new innovation: Z-MicroSteam™, which creates a delicious light texture pets love.

WHY DID ZIWI GET INTO THE PET INDUSTRY?

ZIWI was born from a love of

pets. We saw too many other pet companies blending top quality ingredients with inexpensive fillers, to create highly processed kibble with limited nutritional value.

We found a way to combine the nutrition of a raw diet with the convenience of ready-to-serve dry food.

WHAT'S NEW?

Introducing Steam & Dried. An affordable new alternative-to-raw food for dogs and cats that makes high quality, pure nutrition more affordable for pet parents. Our nutrient-dense recipes feature raw meat and organs and are crafted with functional fruits and vegetables to support digestion and whole-fish-for skin and coat health.



Build a bowl with ZIWI.

Replace your base with affordable premium nutrition.



THE BATH BRUSH
PRIDE+GROOM
Brush makes bathtime a breeze by effectively releasing debris and undercoat, stimulating natural skin oils and detangling. Brand provides one-sheets, shelf signs, co-branding opportunities, wholesale pricing with price breaks, unique discount codes and affiliate partnerships. 3.25 by 4.35 inches. prideandgroom.com, (917) 916-9112



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Probiotic Shampoo + Conditioner and Probiotic Deodorizer in new Sunkissed Coconut scent. Products support skin health with topical probiotics and avocado oil that foster a healthy microbiome, shielding against itching, odor, dryness and shedding. 8 and 16 fluid ounces. Also in original Honeysuckle, Sandalwood Vanilla, Lavender and Happy Puppy scents. skoutshonor.com, (877) 805-0399



DOG GROOMING LINE
EARTH RATED
New premium products simplify at-home grooming with 3-in-1 Dog Shampoo in Short Coat, Double Coat and Curly Coat formulas, plus versatile Dog Refresh Mist and No-Rinse Dog Shampoo. 3-in-1 formulas combine shampoo, conditioner and deodorizer, while waterless options offer quick hassle-free maintenance. White Tea & Basil scent. 7 to 16 fluid ounces. earthrated.com, info@earthrated.com



TEAR STAIN WIPES
VETERINARY FORMULA
Easy-to-use pet eye wipes clear easy discharge that causes tear stains while soothing itchiness with natural extracts of chamomile, valerian and green tea. They do not require rinsing. Suitable for all pets, not just those with white coats. 100 wipes. veterinaryformula.com, (954) 525-1133



DEODORIZING PET GLOVE WIPE
HICC PET
Heavy-duty deodorizing glove wipes remove tough odors, dirt, germs and dander while moisturizing and cleansing dog and cat skin and fur. Made with nontoxic ingredients such as fermented coconut oil, chamomile and aloe vera. Astro Loyalty incentives, customizable POP displays and individualized training available. 20 wipes per pack. hiccpet.com, (206) 228-0673

GROOMING SO FRESH, SO CLEAN

If dogs had their way, they'd stay dirty. And cats prefer to DIY when it comes to grooming. But many times, these pets need a little help getting and staying clean. Stock these safe and effective options to provide that support.

BY RACHEL PHELPS



HERBAL SHAMPOO & CONDITIONER
BEST SHOT PET
Shampoo and conditioner with eucalyptus, chamomile and aloe vera extracts promote healthy skin and coat in dogs and cats. Rinses quickly, leaving hair shiny and smooth, and is pH balanced and safe for all coat types. 16 fluid ounces and 1 gallon. bestshotpet.com, (800) 735-5251



ZYMOX ENZYMATIC EAR CLEANSER FOR CATS & KITTENS
PET KING BRANDS
Gentle, non-toxic solution for managing dirty ears. Enzyme and surfactant blend effectively removes dirt and earwax, promoting healthy ears and preventing infections. Free from harsh chemicals. 4 fluid ounces. zymox.com, info@petkingbrands.com



GROOMING & BUTTANICALS WIPES
WEE AWAY
All-natural, eco-friendly, fragrance-free hypoallergenic wipes keep pets clean and odor-free between baths. Made in the U.S. with soothing aloe vera, chamomile and calendula extracts. Gently cleans faces, paws and bodies without harsh chemicals. 10, 30 and 100 wipes. weeaway.com, (844) WEE-AWAY



BATH FREE FOAMING COAT FRESHENER
AROMA PAWS
Foamy rinse-free cleanser provides easy application to keep coats fresh and deodorized between baths, without harsh chemicals. Infused with baking soda to neutralize odors and eucalyptus with peppermint for lasting fresh scent. Free from parabens, sulfates and soaps. 4.25 ounces. aromapaws.com, info@aromapaws.com

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

GAINES FAMILY FARMSTEAD

Birmingham, AL

P: 205-607-0173 / **E:** dewar@gainesfamilyfarmstead.com / **W:** gainesfamilyfarmstead.com

SuperZoo Booth 1896

Sweet Potato Bones Dog Treats **MSRP: \$13.99**

Elk & Sweet Potato Fillets Dog Treats **MSRP: \$13.99**

Pork & Sweet Potato Fillets Dog Treats **MSRP: \$13.99**

WHAT IS GAINES FAMILY FARMSTEAD KNOWN FOR?
Gaines Family Farmstead is renowned for its premium, all-natural dog treats made from sweet potatoes. The brand prides itself on producing high-quality, nutritious, and delicious treats. Their treats are all natural, single or very limited ingredients and include a variety of products such as sweet potato, bones, chews, chips, and fillets, all crafted to promote the health and well-being of pets. Gaines Family Farmstead emphasizes sustainability and is known for sourcing quality ingredients, from American farmers and making all of their treats in the USA. Their commitment to wholesome, natural ingredients makes them a trusted choice for pet owners and retailers!

WHY DID GAINES FAMILY FARMSTEAD GET INTO THE PET INDUSTRY?
Gaines Family Farmstead entered the pet industry driven by their deep-rooted passion for dogs. Dog owners for over three generations, the Gaines' lost a beloved dog to "rawhide poisoning" and decided to take it upon themselves to create healthier, more natural options for their beloved pets. After extensive research, they discovered the numerous health benefits of sweet potatoes for dogs and decided to create their own line of nutritious, high-quality dog treats. Their goal is to share these wholesome treats with other dog lovers, ensuring pets receive the best possible nutrition and care.

HOW DOES GAINES FAMILY FARMSTEAD SUPPORT RETAILERS?
Gaines Family Farmstead always aims to empower its retailers through great margin structures, running monthly promos, aggressive ISOs, a great network of major distributors, an easy-to-use wholesale portal and fantastic communication from the Gaines Team. The company is always willing and available to do sales trainings, support local events, and send samples to stores when they are launching a new SKU. They have even been known to show up at stores and "hit the sales floor" for a few hours!

WHAT'S NEW?
Gaines Family Farmstead is introducing completely new packaging that isn't only great looking, but it's also made of 25% post-consumable recyclables. The company partners with plastic manufacturers that take plastic bottles out of landfills and recycle them! Additionally, they are launching 5 brand new products and have new packaging sizes for some of its top sellers!

The new products are: Elk and Sweet Potato Fillet, Pork and Sweet Potato Fillet, Cheese covered Sweet Potato Bone, Sweet Potato and Pumpkin Bone and Jumbo Sweet Potato Fries.



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100% Natural

Benchmarks

SELF-WASH STANDOUTS

Set your DIY dog wash apart with inspiration from these six pet stores.

BY MELISSA L. KAUFFMAN

How popular have self-wash services for dogs become? Big-box stores and even car washes are getting in on the action. These pet businesses easily compete by putting their own special spin on this service, from having Arnold Schwarzenegger voice the instructions to offering use of a Fear Free entrance to help alleviate stress for pet and parent.

TREAT PLAY LOVE GRAND FORKS, ND

✚ If keeping a groomer on staff proves more work than it's worth for your business, follow the lead of Kelly Hilzendager and convert the space to a self-wash room. The tub, towels, grooming table and various tools, and high-velocity dryer in the Laundromutt now work for DIY pet parents.

TOTAL COST: \$6,000-\$7,000 | **TIP:** Only provide enough product for each paid pet. Hilzendager explains, "I always thought it was foolish of places to monitor shampoo usage, but now I absolutely do. If you put a big bottle of shampoo in there, customers will use it all." She also has installed a camera in the room to keep an eye on customers, as damage and theft have been issues in the past.



TOTAL COST: \$240,000 | **TUB**
SOURCE: iClean | **TIP:** Ames highly recommends introducing a membership model: "From a revenue standpoint, the memberships are quick dollars into the store at signup."

BARK & LUV, CHANDLER, AZ

✚ Megan Ames built out three self-wash rooms for her new store, each one with an iClean Dog Wash Spa that features 30 celebrity voices to guide pet parents through the process. The striking black-and-white rooms are a hit! Individual washes are available for \$20 each, but financially savvy customers invest in an unlimited monthly (\$54.99), six-month (\$450) or 12-month (\$675) membership to keep their pups clean. The Bark & Luv team has sold nearly 50 memberships, most for six and 12 months, in the store's first three months of business. Ames says, "Our self-washes grow daily," adding that Bark & Luv's current "Beat the Heat" campaign, which opens the store at 7 a.m. on Saturdays, helps drive those sales as it allows customers to get their dogs in for a bath before temps rise to triple digits.

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WET NOSE,
GENEVA, IL

✚ The Fear Free mission of this store extends to its self-wash suites, of which there are three. Among the features that help to alleviate stress for dogs being bathed are non-slip surfaces and custom sturdy steps for easy entering and exiting of the tub. Each room also uses plug-in pheromone diffusers and plays calming music, while lick mats as well as Happy Hoodie ear covers are also available. Customers who book online can use the Fear Free entrance to access the self-wash suites without going through the store.



TOTAL COST: Around \$18,000 | **TIP:** “Spend the extra money and tile the entire space, up to at least 6 feet,” Sheila Spitz says. “We had originally planned to tile just the bath surround, but decided it would look prettier if we did the entire room. Thank goodness we did because we realized after the fact that it would have been a nightmare to clean the walls if they were just painted.”



HEALTH MUTT, TAMPA, FL

✚ This store’s popular DIY dog wash opened in 2011, but Kendra Conze revamped it in 2022 to create a separate blow-dry room to reduce the amount of hair flying through the air in the main area. She prefers having an open space for the tubs, with her colorful and welcoming dog wash featuring three. “We have our tubs set up without fencing or barriers,” Conze says. “We love this because it provides more interaction between the customer and our team, and also between the people bathing.”

TOTAL COST: Around \$15,000 | **TUB SOURCE:** New Breed Tubs | **TIP:** “We got large and very wide tubs, which helps a lot with preventing overspray and keeping the area cleaner,” Conze shares.



THE HIPSTER HOUND
SAVANNAH, GA

✚ When the store’s grooming department gets busy, staff are quick to recommend the self-wash room to pet parents who simply can’t wait. “Having the option to give their dog a bath provides a solution to keep the customer happy,” store manager Kristen Watson says. Located directly across from the grooming room, use of the secure and neatly organized dog wash costs \$14 for small, \$17 for medium and \$20 for large dogs.

TOTAL COST: \$1,300 | **TUB SOURCE:** Flying Pig | **TIP:** Ask customers to call ahead if their dog has fleas — this ensures a swift and direct walk to the self-wash room — and have a clear bathing protocol for them to follow.



WHISKER & BONE,
ST. GEORGE, UT

✚ Samm Albright offers her customers a private self-wash experience, complete with doors that close. “That level of privacy is what customers love most,” she says. For their design, Albright themed one Sun and the other Moon, with tub colors that complement the rest of the rooms. She hired a local painter to freehand the walls and ceiling to make the clients feel like they’re standing in the sky.

TOTAL COST: \$16,570 | **TUB SOURCE:** New Breed Tubs | **TIP:** These artistic rooms double as selfie stations. Encourage customers to take tons of pics and post to their socials!

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ANIMAL WELLNESS



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SHAMPOO • SUPPLEMENTS



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ZEE.DOG

Eastvale, CA

P: 347-477-0933 / E: wholesale@zeedog.com / W: zeedog.com/wholesale

SuperZoo Booth 7317



our entire product range to the Zee.Dog wholesale portal, joined Wholesale Pet, and expanded our offerings on Faire to enhance convenience for our retailers. In 2024, we plan to introduce several initiatives to strengthen our partnerships, including product displays and other sales tools to help retailers effectively market Zee.Dog products.

WHAT'S NEW?

In 2024, Zee.Dog launched their first elevated dog bed, the Air. Bed. This raised bed is portable (it comes in its own bag!) and is great for both outdoor and indoor use. Easy to clean and available in 3 sizes, the Air.Bed is sleek and ready for adventure. Also launched is a new 2-in-1 plush chew toy - Fresco. This toy allows for two stage play. When a dog chews up the plush, soft exterior, they will uncover a tough, non-toxic rubber toy.



petsplusmag.com

IN ZEE.DOG'S OWN WORDS.

The FlyHarness has been meticulously designed to provide our customers with a user-friendly harness suitable for everyday use and outdoor activities such as hiking and camping. Our product design team has selected lightweight, breathable 3D knit mesh fabric—similar to the material used in sneakers—to ensure comfort during prolonged wear. The harness is fully adjustable and can be easily fastened or removed with a single click. Additionally, the reflective binding and strap enhance safety during nighttime use. The FlyHarness is available in 5 sizes and 6 colors.



Madrid, Spain, Zee.Dog creates fashion-forward and functional pet products. Known for their unique designs and vibrant colors, Zee.Dog seamlessly blends style with practicality, enhancing the bond between pets and their owners. Best selling products include: Hands-Free Leash, FlyHarness, SofterWalk Harness, 2-in-1 Plush Chew Toys, Air.Bed.

HOW DOES ZEE.DOG SUPPORT RETAILERS?

At Zee.Dog, we recognize the vital role our retailers play in our success and growth. Our team is readily available via email and phone, and we provide regular newsletters to keep our partners informed about new product launches and updates. Over the past year, we have added

WHAT IS ZEE.DOG KNOWN FOR?

Zee.Dog, founded in 2012, is a global brand dedicated to “Connecting Dogs and People” through products that are an extension of your lifestyle. Originating in Los Angeles and supported by a design team in



SUPERZOO
BOOTH #7317



FLYHARNESS



HAND-FREE LEASH



AIR.BED



NOX SOFTERWALK HARNESS
& RUFF LEASH



NEOPRO BOLD



GO BOWL

ALTERNATIVE PROTEIN FOOD & TREATS

SUSTAINABILITY IN MIND

These foods and treats pull from plants or insects for their protein. Dogs and cats with allergies and customers who look for sustainable products will appreciate seeing these items on your shelves.

BY RACHEL PHELPS



GO! SOLUTIONS LIMITED INGREDIENT GRAIN-FREE INSECT RECIPE
PETCUREAN
Features hypoallergenic and sustainable black soldier fly larvae. Supports muscle development and bone health while conserving land and water resources. 3.5, 12 and 22 pounds. go-solutions.com, info@petcurean.com



WISDOM AIR-DRIED FROM THE SEED RECIPE
EARTH ANIMAL
Formulated by Dr. Bob Goldstein, the first-ever vegan air-dried dog food. Eco-friendly formula features plant-based digestible proteins lentil, sunflower, alfalfa, quinoa and potato. Sustainably sourced. 2 and 8 pounds. earthanimal.com, (855) 326-4625



CATIT NUNA TREATS
HAGEN GROUP
Up to 92% insect protein, a sustainable alternative to unsustainable meat-based options. Easy to digest and extremely palatable. Insect Protein & Herring, Insect Protein & Chicken and Insect Protein Medley. Shipper displays. 2.1 ounces. hagendirect.com, hagendirect@chagen.com



SUPER FLY JERKY
SCOUT & ZOE'S
Eco-friendly jerky for pets made in the U.S. from sustainably sourced black soldier fly larvae. Rich in essential amino acids, vitamins and minerals, promoting overall health and vitality. 3 ounces. scoutandzoes.com, (317) 457-7722



BETTER BULLY CHEWS
BRIGHT PLANET PET
Plant-based chews mimic the taste and smell of traditional bully sticks. Long-lasting, sustainable, healthy and allergy friendly. In small and large sizes in two-packs. brightplanetpet.com, (310) 384-9354

GENTLY COOKED FOOD

HOME COOKING

Pet parents who want to feed fresh with the least amount of effort are opting for gently cooked foods. These five products fit the bill and allow you to compete with direct-to-consumer options.

BY RACHEL PHELPS



HUMAN-GRADE PET FOOD RAISED RIGHT
Formulated by veterinarian Dr. Karen Becker, these limited-ingredient whole-food recipes are high in protein and most have less than 2% carbs. Some only contain seven or eight ingredients. Stage-of-life diets for dogs, cats and puppies. 1 and 6 pounds. raisedrightpets.com, (844) 777-3871



BONNIHILL FARMS BEEF & BOWLS
FROMM FAMILY FOODS
Fresh-frozen dog food combines top-quality meats with locally sourced produce. Sous-vide cooking maximizes nutrients and flavor. ChickyBowl, BeefiBowl and TurkiBowl. Materials, training, digital assets and coupons. 16, 48 and 192 ounces. frommfamily.com, (800) 365-6331



GENTLY COOKED MEALS
NULO
Savory blend of premium meat, bone broth, fruits, veggies and grains provides complete and balanced nutrition for dogs. Minimally processed U.S.-crafted meals are gently steamed to retain maximum nutrients and flavor. Shelf-stable 9-ounce portions. nulo.com, sales@nulo.com



FRESHMADE BEEF, BARLEY & TURKEY
STELLA & CHEWY'S
100% human-grade, protein-rich whole foods including grass-fed beef and cage-free turkey, plus fruits, veggies and bone broth. Promotes brain, eye, skin and coat health, and increased energy. 16 ounces. stellaandchewys.com, reddoor@stellaandchewys.com



GENTLY COOKED HEALTH EXTENSION
Never-frozen recipes for dogs with whole veggies such as carrots, sweet potatoes and broccoli, plus superfoods goji berry, sage, turmeric and coconut oil. Chicken & Pumpkin, Beef & Potato, and Lamb & Carrot. 9 ounces in singles, five and 10 packs. healthextension.com, (631) 392-0606

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

PETCUREAN

Chilliwack, British Columbia, Canada

P: 833-662-4170 / E: info@petcurean.com / W: petcurean.com

SuperZoo Booth 1358



Now Fresh Good Gravy Adult Salmon Recipe with Ancient Grains for dogs, available in 3.5lb and 22lb bag sizes.
MSRP: \$21.99 - 87.99



Now Fresh Good Gravy Small Breed Adult Salmon Recipe with Ancient Grains for dogs, available in 3.5lb and 12lb bag sizes.
MSRP: \$21.99 - 59.99



Now Fresh Good Gravy Adult Chicken Recipe with Ancient Grains for dogs, available in 3.5lb and 22lb bag sizes.
MSRP: \$19.99 - 82.99

Fresh Good Gravy™ is packaged in recyclable packaging so it's good for the planet, too!

WHAT'S NEW?

Petcurean is excited to introduce Now Fresh Good Gravy™, a delicious and nutritious bone broth coated kibble recipe for adult dogs of all shapes and sizes! Formulated by Petcurean's nutritionists, this recipe can be fed wet or dry. Just add water and stir to create a tasty and hydrating bone broth gravy!

WHAT IS PETCUREAN KNOWN FOR?

For 25 years, Petcurean has been making premium quality, nutrient-rich pet food trusted by pet parents and loved by pets to help cats and dogs live their happiest, healthiest lives. With a mission of putting pets first, Petcurean's nutritionally-balanced and superior-quality brands include Go! Solutions®, Now Fresh®, Summit®, and Gather®.

HOW DOES PETCUREAN SUPPORT RETAILERS?

Petcurean offers best-in-class sales and marketing support to help retailers achieve their goals. This includes the University of Petcurean online platform that provides a comprehensive method to educate retailers about product formulations, nutritional benefits, and product recommendations for pet parents.

WHAT MAKES THIS PETCUREAN PRODUCT LINE SPECIAL?

Now Fresh recipes are created by expert nutritionists for dogs and cats of all life stages and sizes using premium quality ingredients and minimally processed to preserve nutrients and flavor. As an added benefit, Now



One Kibble.
Two Ways.



nowfresh





**TUNA & SALMON BROTH
PURE BITES**
High-protein broth for cats crafted fresh with only five human-grade ingredients. Contains just 16 calories per 2-ounce pouch. Free from artificial colors, fillers or sweeteners. Also in Chicken, Tuna & Vegetable and Tuna & Shrimp. Backed by 100% money-back satisfaction guarantee. purebites.com, customerservice@purebites.com



APPLAWS FISH BONE BROTH WITH TUNA FILLET
APPLAWS NATURAL CAT FOOD
100%-natural high moisture topper for cats. Rich in collagen, taurine and omega-3 fatty acids. Supports partners with broad-reaching marketing initiatives. 3 ounces. applaws.com, tiffany.bieszki@mpmproductsusa.com



**BEEF KIDNEY GRINDS
MOMENTUM CARNIVORE NUTRITION**
Nutrient-dense kidney supports kidneys, with B vitamins and iron, in cats and dogs. Ideal for finicky eaters or pets needing extra health support. Brand offers samples and training materials. Other proteins: Chicken Breast, Turkey Gizzard, Pork Heart and Wild-Caught Salmon. 3.75 ounces. info@momentumcn.com, momentumcn.com



CARU CLASSICS ALL NATURAL BONE BROTHS
CARU PET FOOD COMPANY
For dogs and cats, now enriched with omega-3s. Broth crafted from human-grade ingredients and does not contain onions, garlic, salt, artificial preservatives, antibiotics, added hormones, flavors or colors. Grass-Fed Beef or Free-Range Chicken recipes. Brand supports retailers with ISOs, shelf-talkers and training. 17.6 ounces. carupetfood.com (855) 330-2278



**RAW QUAIL EGGS
SAVAGE PET**
Each box contains 24 raw, frozen quail eggs from a California farm. Eggs are packed with vital vitamins, minerals and fats for dogs and cats. Can be stored in fridge for up to a month. Freeze-dried eggs also available. 9 ounces. savagecatfood.com, info@savagecatfood.com



MIGHTY TOPPERS BONE BROTH THAW & SERVE FOOD TOPPER
THE BEAR & THE RAT
Individually vacuum sealed in a plant-based, biodegradable tray, topper can be thawed to serve or given as a frozen treat. PFX quarterly promos, freezer clings, Astro deals and social media support offered. Six 1.6 ounce servings. thebearandtherat.com, tara@thebearandtherat.com



CHURU MEAL TOPPER FOR DOGS
INABA FOODS (USA) INC.
New topper in the same creamy purée texture dogs love, with all the vitamins and minerals of food in single-serve tubes. Chicken, Chicken With Cheese, Chicken With Pumpkin, Chicken With Salmon, and Chicken With Beef. 2 and 5.07 ounces. inabafoods.com, (310) 818-2270



SMOKEY CRUMBLES
JONES NATURAL CHEWS
Topper for dogs made in the U.S. from meaty bits cut from naturally smoked beef bones. Crumbles are slowly roasted and infused with natural liquid smoke. Contains natural grease and fats from beef bones, aiding in skin and coat health. 9 ounces. jonesnaturalchews.com, info@jonesnaturalchews.com



FUNCTIONAL TOPPERS
NORTHWEST NATURALS
New Whole Egg, Beef Blood and Goat Cheese sprinkle easily onto a dog or cat's food to enhance flavor and enjoyment. Free from wheat, soy and corn. Also in Beef Liver and Turmeric, Chicken Breast with Green Mussel, Salmon with Shiitake & Maitake Mushroom, and Veggie Fruit. 3.5 to 5 ounces. nw-naturals.net, info@nw-naturals.net

TOPPERS & BROTHS
TOP OF THE CLASS

Gone are the days of boring bowls! From blends to sprinkles, these premium products entice pets to eat while enhancing the nutritional value of their meals. **BY RACHEL PHELPS**

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE
INTERSAND
Windsor, CO
P: 1-800-581-0921 / E: info@intersand.com / W: us.intersand.com
SuperZoo Booth 3419



WHAT IS THE ODORLOCK BRAND KNOWN FOR?
OdorLock® is an ultra-premium clay litter offering 40 days of exceptional odor control with ammonia-blocking technology. Made from high-performance natural clay, it quickly absorbs moisture and forms solid clumps. Its soft, fine grains are gentle on your cat's paws and is virtually dust-free.

WHAT MAKES ODORLOCK LITTER SPECIAL?
Our OdourLock® litter, made from 100% pure Wyoming sodium bentonite clay, forms smaller, stronger clumps for easy maintenance, absorbs up to six times its weight in liquid, generates less waste, and lasts longer therefore reducing annual litter use by up to 45%, saving consumers money in the long run.

WHAT'S NEW?
In 2023, Intersand launched OdorLock® maxCare™, the only ultra-premium clay litter designed to detect traces of glucose and blood in cat urine which are early indicators of potential health concerns. Unlike other health-monitoring competitors showing only pH levels, Odorlock maxCare needs only one drop of blood for detection.

WHEN DID INTERSAND GET INTO THE PET INDUSTRY?
Since 1992, Intersand has provided the best of the best to our dear pets. We want them to live long and healthy lives, and we have dedicated over 20 years to develop the best products based on the best practices for the best interest of pets worldwide.



Intersand.
ODORLOCK®
Discover the
4 in 1
Ultra Premium Clay Litter

**Blocks Ammonia
Ultra Clumping
No Dust
No Tracking**



odourlock.com

THE LITTLE SURVEY

TOPPERS & BROTHS

Retailers answer questions about this growing category, including what products they'd like to see brands add to their line-ups.



TOPPERS AND BROTHS are the perfect add-on. Not only do they boost hydration and excitement for the pet, but sales of this category increase your units per transaction and overall revenue. Retailers provide feedback here on what sells best for them, where they have significant room to grow, and which products they'd like to see more of — or at all — from brands.

RETAILER WISHLIST

What do you wish existed in the toppers and broths product category? It can be a type of product, specific brand support or anything else you'd like to share.

- + More colostrum toppers; a sprinkle bottle would be nice. *Samantha Youngblood, Youngblood's Natural Animal Care Center and Massage, Wilkinson, IN*

+ Variety packs of the best of different frozen and shelf-stable options. So many customers rotate these items. *Mackenzie Howell, Concord Pet Foods and Supplies, Smyrna, DE*

- + Multi packs of different proteins. Buying different flavors gets expensive up front. *Jennifer Stanislawski, Eden Garden and Pets, West Allis, WI*

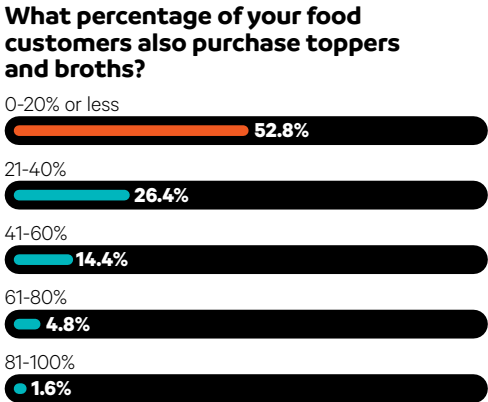
+ Larger sizes for people with multiple dogs, to make it more cost effective. *Savanna Skinner, The Savvy Dog, Longview, WA*

+ Smaller options for people with just one dog or cat. *Katie Titterington, Arnie's Pet Foods, Lincoln, NE*
- + More shelf-stable milks. *Dawn Hanner, Eastside Dog, Redmond, WA*

+ Small samples so clients can check palatability before they invest in a full size. It's not about whether the item "works," but about if the cat will eat it. *Sherry Cassin, Meow Mini Mart, Weehawken, NJ*


+ More non-fish varieties for cats. *Keith Henline, Asheville Pet Supply, Asheville, NC*

▶ CONTINUED ON PAGE 38



Rank your sales of these toppers and broths, from highest to lowest:

1	FREEZE DRIED
2	BONE BROTH
3	MILK, KEFIR AND OTHER DAIRY
4	POWDER
5	VEGGIE-BASED BLEND
6	PUREE
7	PASTE



SCAN ME! Want to contribute to features like this? Join the Brain Squad, our reader survey panel for pet retailers and service providers, by scanning this QR code.

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

ZYMOX

Austin, TX

P: 1-888-752-5487 / E: customerservice@petkingbrands.com / W: zymox.com

SuperZoo Booths 1839, 4257

Oratene Line



ZYMOX Retail Dermatology Line



WHAT IS PET KING BRANDS KNOWN FOR?
Pet King Brands is known for their patented LP3 Enzyme System, an antibiotic-free solution gathering healing properties from natural dairy sources that create a safe, chemical-free and gentle experience for you and your pets with no risk of antibiotic resistance.

WHY DID PET KING BRANDS GET INTO THE PET INDUSTRY?
Pet King Brands' founder, Pamela K. Bosco, was inspired by her quest to help her own German Shepherd, Elizabeth, find relief from chronic, painful ear infections. A true visionary with a love for all animals, she knew ZYMOX could make a difference for many pets.

WHAT'S NEW?
The ZYMOX Advanced Enzymatic Ear Wipes are clinically proven and derma-

tologist tested to be hypoallergenic and non-irritating for perfect daily use on dogs' or cats' ears, keeping them dirt and odor free. Each six oz. jar contains 100 wipes with a textured back for easy grip.

WHAT MAKES THIS PRODUCT LINE SPECIAL?
Our products are vet recommended and used! PKB Animal Health, a division of Pet King Brands, Inc. has been helping veterinarians care for patients for over twenty-five years with the ZYMOX Dermatology and Ear Care veterinary line. Consumer products are recommended to keep pets healthy before and between vet visits.

pkb INC.

Pet King Brands

VISIT US AT SUPERZOO 2024
Booth #4257 AND #1839



PREMIUM STRENGTH

Advanced Enzymatic Ear Wipes

Ear Care for Dirty, Waxy Ears

The most perfect pet ear wipe because we CARE:

NEW PRODUCT

Calms and soothes irritated ears

Alleviates temporary redness

Reduces ear odor

Eliminates dirt and wax



CLINICALLY PROVEN to be hypoallergenic and non-irritating*

Contains ALOE VERA which helps to alleviate temporary redness & discomfort

UNSCENTED and DYE FREE for pets with allergies and sensitive skin

Patented LP3 ENZYME SYSTEM comprised of three enzymes that naturally clean dirty ears

*Clinically proven there was no indication of a potential to elicit skin irritation or sensitization (contact allergy).



 MADE IN USA

 Pet King Brands

SCAN TO LEARN MORE

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36 JUL-AUG 2024

JUL-AUG 2024 37

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Coastal

K9 EXPLORER.

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RETAILER WISHLIST

CONTINUED FROM PAGE 36

- More educational materials for the consumer as to the benefits of this product category. **Doug Staley, Pet Palace of New City, New City, NY**
- More incentives for customers to try toppers. **Ellis Lange, Benson's Canine Cookies, Lakeland, FL**
- A mushroom functional topper. **Ruth Sturgis, Dog Daze, North Syracuse, NY**
- More human-grade, limited-ingredient toppers. **Kimberly Gatto, The Wagging Tail Pet Grocery & Supply, Las Vegas, NV**
- More poultry- and egg-free products. So many of my client dogs suffer from poultry and

- egg allergies. **Carly Buswell, Cosmo's Cuts Pet Grooming Boutique, Swanton, VT**
- Signage about toppers, to promote adding fresh to a kibble base. **Janet Cesarini, Pupology, Georgetown, TX**
- A freeze-dried raw topper without organ meat. **Michele Sahr, Barkley's Marketplace, Flemington, NJ**
- A cat-specific bone broth. Well, labeled for cats, anyway. You know how cat people can be. **Shane Somerville, Paddywack, Mill Creek, WA**
- Fish meal. **David Owens, Barks N' Rec, Chicago, IL**
- Frozen tripe. I can't find any. **Jennifer Baird, Earthwise Pet, Corpus Christi, TX**

PRODUCTS+ THE LITTLE SURVEY: TOPPERS & BROTHS

- Freeze-dried organic raw quail eggs. **Stephanie Steelman, Wings Wags and Whiskers, Amarillo, TX**
- More quick-sell sizes of freeze-dried toppers. **Tori Rosay, Dexter's Deli, Del Mar, CA**
- Mixture of freeze-dried proteins, leftovers, miscellaneous pieces at a good rate. **Eric Mack, Purrrfect Bark Market, Columbus, NC**
- More concentrated broth packets or drops that can be added to water to enhance its flavor, encouraging hydration in pets reluctant to drink enough water. This could be particularly beneficial for cats, who often have lower water intake. **Victor Santucci, Garden State Pet Center, Audubon, NJ**
- Affordable toppers. They all seem to be very expensive! **Natalie Kramer, Albany Pet Hotel, Albany, OR**
- Simple packaging; it gets too confusing with too much on the package. **Lori Colburn, Nature's Pet Market Orenco, Hillsboro, OR**
- Meat with a dehydrated broth powder that rehydrates. **Michael Dan, Redridge Pet Market, Richmond, VA**
- Shelf-stable yogurt drops made from limited ingredients and goat milk/BC 30 probiotics. **Megan Kurzwell, Forepaws, Minooka, IL**
- More affordable organic broth. It is difficult to offer in multi-pet households unless people make it themselves. **Becci Scott, The Fetching Dog, Scottsdale, AZ**
- More exotic proteins. **Dennis Gingrich, Puppies & Hairballs, Sebring, FL**
- More good-quality freeze-dried bone broth options in proteins other than beef and chicken. **Diana Farrar, Fifi & Fidos Pet Boutique, San Antonio, TX**
- More fish broth options. **Kathy Palmer, The Fish & Bone, Portland, ME**
- Rabbit is a popular protein at our store, and there seem to be limited broths that are rabbit, if any at all. **April Wright, The Dog and Cat, Essex Jct, VT**
- More cat-focused toppers. **Joanna Shaw, All Pet & Equine Supply, Mountain Home, AR**
- More unique-limited ingredient proteins for our sensitive pup customers. **Julie Johannes, Happy Hounds Pet Supply, Bigfork, MT**
- More in each package; too many customers tell me it just isn't enough for larger dogs. **Diane Baum, You Pet'Cha, Morris, MN**
- More goat milk blends with supplements. **Jennifer Pastorini, Dusty's Den, Sonora, CA**
- Samples are harder to come by. **Brett Foreman, Eupawria Holistic Pet Center, Owego, NY**
- More limited-ingredient toppers and broths for our sensitive tummies! **Christine McCoy, The Natural Pet Enrichment Center, North Royalton, OH**

BRAND SUPPORT IS HUGE WITH OUR STORES. PROMOS SPECIFICALLY ARE GREAT!

Claudia Loomis, CB Pet Market, Washington, NJ

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✓ longer lasting

✓ easy to clean

✓ less mess

✓ make fun refills

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Long-lasting refill treats for the Pupsicle toy

nutritious & delicious!

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FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

SKOUT'S HONOR

Oceanside, CA

P: 877-805-0399 / E: services@skoutshonor.com / W: skoutshonor.com

SuperZoo Booth 3939



WHAT IS SKOUT'S HONOR KNOWN FOR?

Skout's Honor is known for changing what people expect from a pet product. Their life-changing pet essentials, which span multiple product categories including oral care, probiotic grooming and wellness, stain and odor, etc., have become pet parents' go-to for enhancing the quality of life for them and their pets. Every product they offer delivers a beyond-expectations, positive experience. Pet parents now rely upon and seek out Skout's Honor at the shelf when shopping at pet specialty retailers.

HOW DOES SKOUT'S HONOR SUPPORT RETAILERS?

Skout's Honor loves pet specialty retailers. In fact, it's one of very few brands in the pet

industry that does not sell into mass/FDM retail, especially among its competitors in oral care, grooming and stain and odor categories. Furthermore, Skout's Honor is known for having established a rock-solid MAP policy since the company's inception - with the intention of protecting and supporting pet specialty retailers against online price wars, as a fundamental priority. Skout's Honor also offers significant and dynamic brand and product training, in-store promotional campaigns and social media content opportunities.

WHAT MAKES THIS SKOUT'S HONOR PRODUCT LINE SPECIAL?

Skout's Honor's NEW Oral Care line represents the most recent example of the brand's ability to deliver products that exceed and surprise people

1. Peanut Butter & Bacon Oral Gel: **MSRP \$16.99** (4oz). 2. Peanut Butter & Bacon and Fresh & Flavorless Water Additives: **MSRP \$24.99** (32oz). 3. Dental Wipes: **MSRP \$17.99** (50ct). 4. Advanced Dental Drops: **MSRP \$19.99** (4oz).

with their performance, quality and life-changing capabilities. Rooted in superior technology that is VOHC-accepted to fight tartar (which is unique among competing brands by the way), the line is also focused on convenience, to offer products with delivery systems that are realistic for today's pet parents. After launching earlier this year, the line has already shown significant success, especially for pet retailers who are leveraging the brand loyalty from its success in other categories.

DOES SKOUT'S HONOR HAVE A GIVE-BACK PROGRAM?

The Skout's Honor Paw Pledge Program (Buy a Bottle, Feed an Animal) is part of the brand's

DNA, and has always been a core value of the company. Together with its customers, Skout's Honor donates a day's worth of meals to an animal in need with every product sold. The "Buy a Bottle, Feed an Animal" logo is present on every product label and is a key feature in all brand/product trainings with retailers, and remains front-and-center with outreach to pet parents in general. To date customers have donated more than 20 MILLION meals to animals in need.



petsplusmag.com



LIFE-CHANGING PET ESSENTIALS

THE NEW WINNER IN PET DENTAL CARE IS HERE.



FRESHEN UP YOUR ORAL CARE SHELF!

Freshens Breath Fast

Quick results for fresher breath, more kisses & cuddles.

VOHC-Accepted for Tartar Control

Approved to break down & prevent tartar, which is the leading cause of dental disease.

No Brushing Required

Proven solutions that make it easy to create a better oral care routine.

Full line includes: Water Additives, Oral Gel, Dental Drops & Dental Wipes



SKOUTSHONOR.COM | f i n



Precise Cut

LYNX



Ergonomic Sliding Thumb with micro-adjustment

NEW PATENTED HANDLE DESIGN

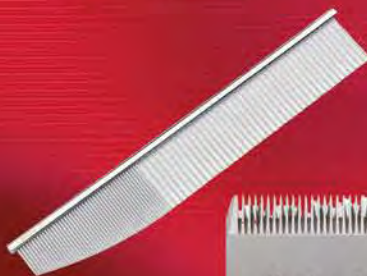
Thumb Locks Exactly Where Needed

Extremely lightweight blade design

Well Balanced

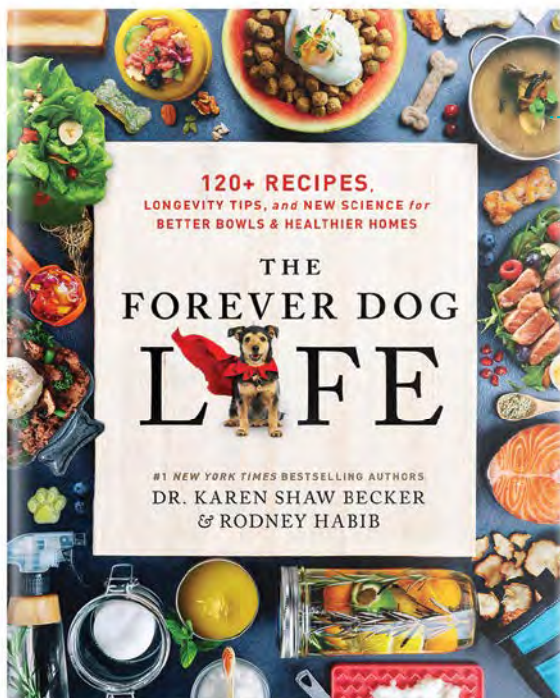
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New & Notable



\$35

FOREVER DOGS

DR. KAREN SHAW BECKER and **RODNEY HABIB** follow up their *New York Times* Best Seller, *The Forever Dog Book*, with the recently released *The Forever Dog Life*. The illustrated and science-backed guide helps pet parents create a thriving, sustainable lifestyle and environment to help dogs live longer, happier, and healthier lives. Indies across the country are already stocking this book to sell, as they have the exact same mission.

Go to foreverdoglife.com/#buy, then click on "Find a Retailer" to access wholesale form.



\$17.99

HOW THEY ROLL

Crafted from premium grass-fed beef, **NATURAL FARM**'s Beef Cheek Rolls are savory chews that offer long-lasting entertainment and essential nutrition. Bursting with flavor but not odor, they support skin, coat, joints and muscles with collagen and high-quality protein. Best for medium chewers, the all-natural air-dried rolls are highly digestible and contain no chemicals, additives, hormones or antibiotics. 5 to 6 inches each, in a four-count eco-friendly bag made of cane sugar. naturalfarmpet.com/pages/retail

DOUBLE THE CHEW

The Cheek & Bully Braided Sticks from **ARTVARK PET PRODUCTS** blend beef cheek and pizzle for a unique dual-textured experience. The chews promote dental health, provide high protein with low fat, and are easily digestible. The braided design also ensures durability and extended enjoyment. In 6 and 12 inches. artvarkpet.com, (818) 904-2529



\$6.99/\$13.99



\$55.99

WINDOW SEAT

Cats won't want to leave this spot! The EZ Mount Deluxe Bolstered Window Kitty Sill Cat Perch with Cat Grass Grow Station from **K&H PET PRODUCTS** gives them a place from which to survey both the indoors and outdoors, with snacks readily available in a convenient mesh cup holder. The fresh greens are U.S.-farmed non-GMO oat grass, the most enticing cat grass variety and a rich source of protein and soluble fiber. Each station comes with two grow cups: one for immediate use and another for future cultivation and swapping, ensuring a continuous supply. TIP: Put one up on display so your store cat can show off how much they love it. khpets.com, (877) 738-5188



\$14.99/\$24.99

NEW & IMPROVED

The new formulation of **CATALYST** Soft Wood Cat Litter improves its absorption rate, makes the litter less dusty, and provides a better overall cat and customer experience. The pine scent in Healthy Cat and Multi-Cat formulations contributes to the product's high level of cat acceptance. TIP: Let your customers know that while the litter now has a lighter color, the change does not affect performance. 10 and 20 pounds. catalystpet.com, (844) 554-8837



\$24.95

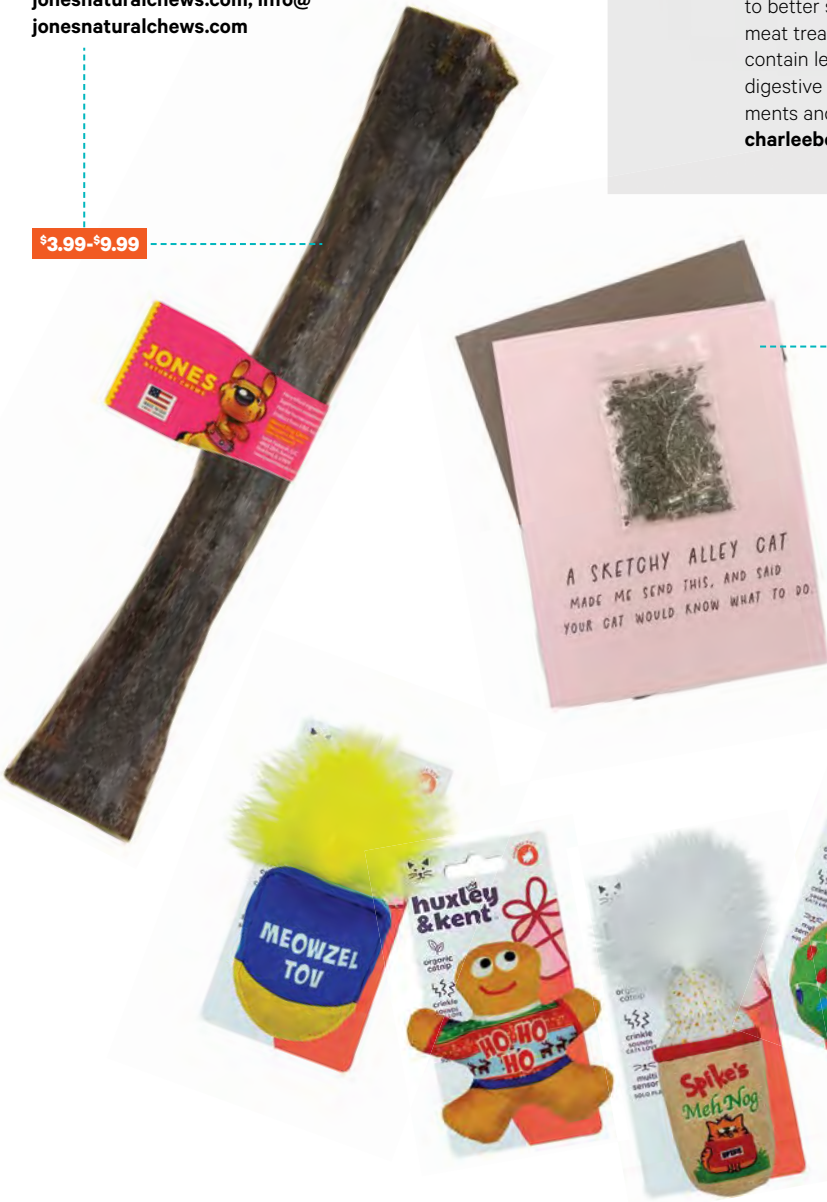
PAW RELIEF

FERA PET's new PawBiome Pet Balm provides gentle relief and nourishment for skin, nose, paws and elbows. Active ingredients seabuckthorn, neem oil, calendula — all USDA Organic — combine with Floradapt probio-65 lactobacillus sakei to support dog and cat skin microbiome and barrier function. In a 2-ounce stick. ferapets.com, sales@ferapets.com

SLOW-ROASTED STRIPS

With the new Weasand Jerky from **JONES NATURAL CHEWS**, dogs get a 100%-digestible snacking experience along with extra protein, glucosamine and chondroitin. The chew, from U.S.-raised beef esophagus, gets slow-roasted to perfection, then hand-cut into flat strips with a jerky-type texture. In four lengths, 5 to 14 inches, to provide an optimal chewing session for any size dog. jonesnaturalchews.com, info@jonesnaturalchews.com

\$3.99-\$9.99



\$11.99

NOW IN A SMALLER BITE

CHARLEE BEAR has reduced the size of its Grain Free Meaty Bites to better suit dogs of all sizes. Still the same: The raw, freeze-dried meat treats are infused with real fruit or vegetables, made in the U.S., contain less than 5 calories each as well as probiotics to help support digestive health. Updated packaging complements these improvements and helps the product further stand out on shelves. 2.5 ounces. charleebear.com, info@charleebear.com, (800) 880-2327

\$6

YOU'VE GOT MAIL

Cat customers will love **THE FANCY DOODLE PAPERIE**'s new Catnip Card Collection. Available with humorous messages such as "A sketchy alley cat made me send this, and said your cat would know what to do," each card also comes with a baggie of certified-organic catnip. Designed and ships from the company's Los Angeles, CA, studio. thefancydoodle.com, hello@thefancydoodle.com, (626) 625-1175

\$4.99

GET IN YOUR PRE-ORDER!

Simply put: the Holiday 2024 Cat Toys from **HUXLEY & KENT** are adorable. The plush Meow-zel Tov Dreidel, Ugly Sweater G-Man, Meh' Nog and Lit Donut offer stimulating play and multi-sensory entertainment. Each toy includes organic catnip and proves perfect for battable play. Pre-orders close July 31 and ship in early September. huxleyandkent.com, info@huxleyandkent.com



\$32

HOT BREAD

While not new, the **LAMB-WOLF** Baguette certainly qualifies as notable — we couldn't get near the company's booth at Global Pet Expo because of the crowds. This best-selling oversized enrichment toy features two squeakers and comes in a crinkly "paper" bag. Treats go in four enrichment pockets for longer and more engaging play sessions. lambwolf.co, kay@lambwolf.co



\$15.79/ \$23.29

SCARY GOOD FUN

Add the limited-edition Halloween Soccer Ball by **JOLLY PETS** to your spooky holiday displays. Perfect for dogs of all sizes, the JollyFlex material means it can be punctured and will not deflate. Even if a dog puts a hole in the ball, it will still keep its shape. The ball also bounces and floats! Made in the U.S. in a fun candy-corn color and available in 6 inches or 8 inches. jollypets.com, sales@jollypets.com, (800) 232-7950



PETSPORT

NATURFLEX
LATEX DOG TOYS



#naturflex

- 41 SKU's in Fun Characters with Vibrant Colors
- Award-Winning Original, Unique Designs
- Natural, Sustainable and Durable Latex
- Includes Stimulating Grunters & Squeakers
- Poly-fil Stuffing for Girth and Texture
- Sized From 3" Tiny Tots to 16" Jumbos



PETSPORT NATURFLEX. YOUR ONE-STOP SHOP FOR LATEX.

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

HICC PET®

Bellevue, WA

P: 206-228-0673 / E: sales@hiccpet.com / W: hiccpet.com

SuperZoo Booth 5175

IN HICC PET'S OWN WORDS

Founded in 2020, HICC Pet® - Health Innovations for Cleaner, Comfier Pets - is on a mission to deliver premium quality home wellness and grooming products to pet parents around the world. We specialize in wipes, rinses, and sprays that are easy to use and are as gentle as they are effective on pets, especially those like our rescue kitten, Chestnut, who may be overly sensitive due to wounds, allergies or illness. We will be demonstrating our products as well as giving away samples at Superzoo booth 5175, various entrances to the main hall and in the Groomers Lounge.

WHAT IS HICC PET KNOWN FOR?

At HICC Pet® we are committed to creating products that support an enjoyable, stress-free grooming experience for both pets and their owners. All of our wipes are designed to fit the human hand, while being specially formulated for pets with sensitive skin. Handy for Humans, Perfect for Pets, that's our motto. Likewise, we also have a collection of wellness sprays, rinses, and wipes that feature hypochlorous acid, a natural and safe alternative to alcohol-based products, to effectively cleanse targeted problem areas for pets.



HOW DOES HICC PET SUPPORT RETAILERS?

The most important thing we can do for retailers is to give our focus and support to the independent pet specialty channel. We do this through Astro loyalty and promotions, enforcing a strict MAP policy, and providing product training and sales support. We've also been fortunate to provide local retailers in the PNW additional promotion and build brand loyalty with their customers through our partnership and platform with the Seattle Mariners as the 2024 presenting sponsor of their Bark at the Park events in June, July, and September.

Hypoallergenic Pet Eye Wipes
MSRP \$15.99



Plant-Based Grooming Wipes
in Damask Rose MSRP \$12.99



HICC Pet offers a variety of wellness and grooming products



Fan Favorite Starter Kit MSRP \$26.99

WHAT'S NEW?

One of our newest products is our Plant-Based Grooming Wipes in Damask rose scent. Rich in fermented coconut oil, colloidal oatmeal, Damask rose water, aloe vera extract, and chamomile extract, these wipes are great for daily maintenance, cleaning dirty paws, and serving as finishing wipes at the end of a

deep grooming session, leaving your pet floral fresh. We have also curated Starter Sets with a variety of sample size grooming products. Perfect for pet parents on the go or who are looking to explore our products for the first time.



petsplusmag.com

HICC PET®



Find Us At SUPERZOO Booth: 5175

HANDY FOR HUMANS, PERFECT FOR PETS

Skin | Eyes | Ears | Mouth | Booty



hiccpet.com | sales@hiccpet.com | @hiccpet | hiccpet



\$29.95

DOG NOT INCLUDED

Well, dogs actually are included, in the fun anyway when families break out **WEST PAW**'s new The Dog's Best Friend Game. Created by pet behavioralists, seasoned pet experts and game design pros, it encourages connection, positive reinforcement training and fun for all. Game contains 81 challenge cards, five training tip cards, eight plastic cups; one no-slip playing mat, two plush dog toys, one sand timer and the rule sheet. Game components made with recyclable or recycled content wherever possible. For adults and children 8 and older.

westpaw.com, orders@westpaw.com



\$449.99/ \$649.99

ARCHITECTURAL ENCLOSURE

BOWSERS PET PRODUCTS has created a tranquil, stylish space with its Fresco Dog Crate. In Lunar Grey, it serves as a comfortable den with clean lines, contemporary cabinetry finish and designer wire mesh. Convenient two-door opening features stainless steel hardware. In medium, large and extra-large.

bowsers.com, sales@bowsers.com



\$26

HAPPY BIRTHDAY!

Because cats deserve indulgent celebrations, too! (Perhaps even more than dogs, if you ask cats.) With that in mind, **PETCAKES** offers the Complete Baking and Birthday Kit for Cats. It includes all the essentials to make three fish-shaped cheese-flavored cakes with yogurt-flavored frosting and three fish-shaped honey yogurt-flavored ice creams, all adornable with included sprinkles. The cakes "bake" in the microwave in just minutes. There's even a little candle in the kit. All ingredients are human-grade, sourced in the U.S. and do not contain wheat, corn, soy, sugar, salt or preservatives. Even the reusable pans are sourced here. ilovepetcakes.com/collections, info@ilovepetcakes.com



\$6.99

IT'S A BUBBLE PARTY!

Dogs can chase and catch pet-friendly Puppy Love Bubbles. From **ATOMIC BUBBLES**, they come in Bacon, Peanut Butter, Birthday Cake, Pumpkin and Apple Pie scents. Tip: Keep a jar open to demonstrate with visiting pups! 4 ounces each and available in a shipper display of 12. The company also offers Kitty Love Bubbles infused with catnip. atomicbubbles.com, jvreider@gmail.com, (314) 614-4549



\$4.49

STEW TIME

BUNDLE X JOY introduces human-grade meals balanced for all life stages of dogs and free from grains, fillers and cageenan. Wild-Caught Salmon & Veggies, Grass-Fed Beef & Veggies and Cage-Free Chicken & Veggies stews come in BPA-free, recyclable 11-ounce Tetrapak cartons made from 70% paper. The 100% female-founded company remains committed to empowering women in all walks of life. It has a 3% give-back that funds women in entrepreneurship and local communities. bundlexjoy.com, hello@bundlexjoy.com

FOUR LEAF ROVER



5 STAR REVIEWED PRODUCT



MEAT MIXER

RAW & COOKED MEALS MADE EASY

Meat Mixer is a super premium base mix of grass-finished beef and organic veggies, carefully freeze-dried for maximum nutrition.

CHEAPER THAN RAW | SHELF STABLE | GREAT MARGINS



OVER 50% BEEF INSIDE

Protein is the most important part of your dog's meal. Meat Mixer provides your dog with natural bones and organs from 100% grass-fed beef.

SCIENTIFICALLY FORMULATED

When mixed as directed, Meat Mixer meets or exceeds AAFCO nutritional requirements. 100% Whole foods. No synthetic vitamins.

SERVE COOKED OR RAW

Meat Mixer can be gently cooked for dogs who can't eat raw foods.

ALL BREEDS, ALL AGES

From puppyhood to seniors, minis to giants, Meat Mixer will support your dog for a lifetime.

ORDER TODAY



FourLeafRover.com

Faster and More Flexible

- Streamlined sign up
- Easier to manage & maintain
- Searchable course catalog
- For new & aspiring pet store employees



Visit us at SuperZoo Booth 7662

Check out the NEW Pet Store Pro! 100% FREE

Employee Development for Independent Pet Retailers



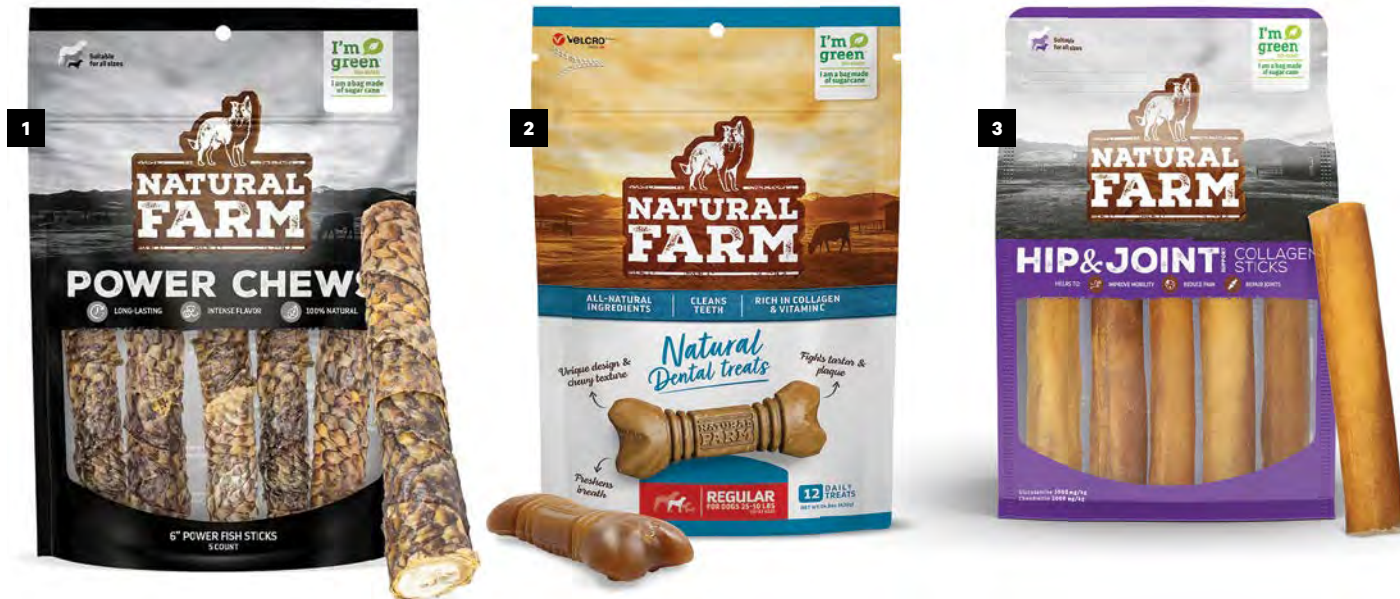
FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

NATURAL FARM

Forest Park, GA

P: 470-460-5882 / E: orders@naturalfarmpet.com / W: naturalfarmpet.com

SuperZoo Booth 1470



1. The Power Chews line includes several exciting varieties of dual-ingredient chews for double the flavor, chew time, and enrichment: Power Fish, Power Bully, Power Beef, and Power Cheese. All-natural ingredients. In bulk and pouches. **MSRP: \$3.71-\$18.99**. 2. Featuring an exclusive design and texture and formulated with immune-boosting ingredients, our Dental Treats go beyond effective everyday oral care. All-natural, chewy, and free of artificial colors. Available in pouches & four sizes. **MSRP: \$10.99-\$15.99**. 3. The first-ever collagen chews formulated with functional ingredients for canine health support. Available in four enriching varieties: Hip & Joint, Skin & Coat, Vitality, and Immune Support. In bulk and pouches. **MSRP: \$5.49-\$21.99**. 4. Experience the wholesome goodness of Himalayan Yak Cheese Chews—protein and calcium-rich delights that bolster dogs' vitality. Robust, hypoallergenic, and crafted from natural ingredients. Available in four sizes in bulk and pouches. **MSRP: \$2.69-\$9.49**

WHAT IS NATURAL FARM KNOWN FOR?

Natural Farm is known for their healthy and innovative approach to dog chews, treats, and bones. With pets, people, and the planet at the core of all they do, they never compromise on the quality and sustainability of their process. With several years in the industry, Natural Farm has proudly become one of the most trusted and sought-after brands of natural dog treat products in the market.

WHY DID NATURAL FARM GET INTO THE PET INDUSTRY?

After years of searching for quality, natural, and inclusive dog treat products, we decided to bring them to the market ourselves. We wanted to create offerings that we could feel confident about giving our own pets, and



because we produce and package everything in our own human-grade factories, we can ensure better and safer products that our customers can feel confident in, too!

HOW DOES NATURAL FARM SUPPORT RETAILERS?

Natural Farm is committed to cultivating healthy and lasting relationships with our retail

partners, and we want to grow with you! A dedicated sales team and a vast selection of innovative, inclusive, and trusted products keeps customers excited and coming back for more while boosting sales.

We also like to show retailers our gratitude through appealing rewards programs:

- + Astro Frequent Buyer Program: Buy 8, Get 1 Free
- + Astro VIP Program: Buy 5, Get 1 Free
- + Unique, monthly in-store and Astro offers

WHAT'S NEW?

Natural Farm is reputed as one of the foremost innovators of products in the pet industry. With our own factories and a dedicated product development team, the sky's the limit!

We've combined some of our



petsplusmag.com

#1 Brand of Natural Chews in the US

Healthier, Tastier, Simply Better!



www.naturalfarmpet.com



VISIT US AT BOOTH
#1470

orders@naturalfarmpet.com



Grooming made simple.

NEW! Coat-specific shampoos and waterless grooming essentials to keep your dog fresh & clean.

Hypoallergenic

0% parabens, sulfates and alcohol

Cruelty-free



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SPONSORED CONTENT



NPIC – BOOTH 3649
GET NAKED CAT CRUNCHY TREATS
Cats will crave the delicious crunchy texture and their parents will love the functional ingredients that support their urinary tract, maintain their healthy digestion, and calm their moods. Available in 2.5 oz and 6 oz.
MSRP: \$6.25 - \$11.99
E: sales@npicpet.com
W: npicpet.com



NPIC – BOOTH 3649
FLOSTTA DUAL-ACTION DENTAL CHEWS
With its unique floss-like design, Flossta helps reduce plaque and tartar from your dog's hard-to-reach places on their teeth. Herbs like parsley, fennel, and mint help freshen their breath. Single, 8, and 15 count.
MSRP: \$1.99 - \$13.99
E: sales@npicpet.com
W: npicpet.com



NPIC – BOOTH 3649
GET NAKED CALMING HEALTH DENTAL CHEWS
Made with an herbal blend including chamomile, lemon balm, and lavender, Get Naked's Calming Health Dental Chews can help relax customers' dog's anxious behavior at the vet, groomers, or family celebrations naturally.
MSRP: \$9.39
E: sales@npicpet.com
W: npicpet.com



ZEE.DOG – BOOTH 7317
AIR.BED
The elevated, lightweight Air.Bed is designed for both outdoor and indoor use. The ultra breathable mesh fabric cover is easy to clean and the carbon steel bed frame has non-slip rubber at the bottom.
MSRP: \$99.99 - \$159.99
E: wholesale@zeedog.com
P: (347) 477-0933
W: zeedog.com/wholesale



ZEE.DOG – BOOTH 7317
FRESCO
Fresco is our newest 2-in-1 Plush Chew Toy that promotes two stage play. When the dog chews off the soft, plush exterior layer, a tough, non-toxic rubber toy is revealed for additional play.
MSRP: \$15.99
E: wholesale@zeedog.com
P: (347) 477-0933
W: zeedog.com/wholesale



ZEE.DOG – BOOTH 7317
NOX SOFTERWALK HARNESS
The reflective no-pull harness that makes walking your dog easier and safer. The NOX SofterWalk harness has a front d-ring that gently prevents pulling and a back d-ring for use as a traditional harness.
MSRP: \$26.99 - \$39.99
E: wholesale@zeedog.com
P: (347) 477-0933
W: zeedog.com/wholesale



HICC PET® - Booth 5175

PET DENTAL FINGER WIPES

The easy-to-wear Dental Wipes offer a daily solution for freshening bad breath, cleaning teeth, and reducing plaque while also soothing gum irritations. Key ingredients fermented coconut oil and baking soda. Variety of flavors and sizes.

MSRP: \$15.90 - \$16.99
E: sales@hiccpet.com
P: (206) 228-0673
W: hiccpet.com



HICC PET® - Booth 5175

PET EAR RELIEF FINGER WIPES

Say Good-bye to Stinky, Dirty Ears! Our Ear Finger Wipes are a gentle and effective solution effortlessly removing excess wax, cleaning dirt and debris, eliminating unpleasant odors, and relieving itchiness for overall ear health.

MSRP: \$18.99
E: sales@hiccpet.com
P: (206) 228-0673
W: hiccpet.com



HICC PET® - Booth 5175

ANTIBACTERIAL PET ANAL GLAND SPRAY

Ditch the Itchy Butts! Our Antimicrobial Anal Gland Spray is crafted from Hypochlorous Acid and Deionized Water, a natural and non-irritating formula. Fast-acting, it gently prevents itchiness and infections following anal gland expression.

MSRP: \$19.99
E: sales@hiccpet.com
P: (206) 228-0673
W: hiccpet.com



NATURE'S OWN PET CHEWS - Booth 1297

FLAVORED COW EARS

Simple Ingredients. Simply Delicious. Non-staining. Made with extract. All Natural. Better than rawhide. Easily digestible.

MSRP: \$2.99
E: sales@bestbuybones.com
P: (810) 687-2106
W: naturesownpetchews.com



NATURE'S OWN PET CHEWS - Booth 1297

DOGGY BAG VARIETY BAGS

Simple Ingredients. Simply Delicious. A variety of all natural chews for small to large dogs, puppies to seniors.

MSRP: \$5.69 - \$13.99
E: sales@bestbuybones.com
P: (810) 687-2106
W: naturesownpetchews.com



NATURE'S OWN PET CHEWS - Booth 1297

LAMB CHEWS

Simple Ingredients. Simply Delicious. Hypo-allergenic. All natural. No chemicals. Lamb weasand, pizzle, ears and bones.

MSRP: \$2.99 - \$8.99
E: sales@bestbuybones.com
P: (810) 687-2106
W: naturesownpetchews.com



HOMERUNPET – Booth 7506

STAINLESS STEEL DOG BOWL

Highly durable stainless-steel bowl with double wall construction offering superior insulation. Dishwasher-safe, designed to hold food or water. Removable non-slip rubber ring. 32 oz and 64 oz in Navy, Black, American Flag and Paw Print.

MSRP: \$24.99 - \$34.99
E: lopdyke@homerunpetusa.com
P: (908) 892-3230
W: homerunpet.com



HOMERUNPET – Booth 7506

DRYBO PLUS

Drybo Plus: Revolutionize pet drying with spa-grade efficiency. Trusted by 200K+ families. Safe with patented air system, 350W motor, quiet operation, and precise temperature control. For Cats and Small Dogs. Doubles as a pet bed.

MSRP: \$449.99
E: lopdyke@homerunpetusa.com
P: (908) 892-3230
W: homerunpet.com



HOMERUNPET – Booth 7506

PORTABLE PET HAIR AND FUR REMOVER

The ultimate pet hair and lint roller! With a built-in transparent and spacious receptacle. Simply roll back and forth along any surface to trap fur, lint and dander. Roll once, cleans all.

MSRP: \$24.99
E: lopdyke@homerunpetusa.com
P: (908) 892-3230
W: homerunpet.com



NATURE'S OWN PET CHEWS - Booth 1297

SMOKED BEEF BONES

Simple Ingredients. Simply Delicious. Real Wood Smoke. All natural. No chemicals. Unique bones smoked at a lower temperature for a longer time make for a heartier bone.

MSRP: \$8.99 - \$13.99
E: sales@bestbuybones.com
P: (810) 687-2106
W: naturesownpetchews.com



NATURE'S OWN PET CHEWS - Booth 1297

NOT RAWHIDE MOO CHEEKS

Simple Ingredients. Simply Delicious. Made with beef cheek. Better than rawhide. No chemicals. Easily digestible. 8 oz. bag. Good for treats or chews.

MSRP: \$12.99
E: sales@bestbuybones.com
P: (810) 687-2106
W: naturesownpetchews.com



NATURE'S OWN PET CHEWS - Booth 1297

NOT RAWHIDE MONSTER NATURAL CHEW

Simple Ingredients. Simply Delicious. Made with beef cheek. Better than rawhide. No chemicals. Easily digestible. 8x8 inches square. Good for big chewers.

MSRP: \$13.99
E: sales@bestbuybones.com
P: (810) 687-2106
W: naturesownpetchews.com



NATURAL FARM – Booth 1470
HYBRID BRAIDED COLLAGEN & BULLY STICKS

Two of our most beloved products unite! Experience the perfect blend of collagen sticks and bully sticks weaved into one unique chew. Lasting, enriching, and irresistible, dogs can't wait to get their paws on them.
MSRP: \$6.99 - \$13.49
E: orders@naturalfarmpet.com
P: (470) 460-5882
W: naturalfarmpet.com



NATURAL FARM – Booth 1470
STUFFED BEEF CHEEK ROLLS

Stuffed Beef Cheek Rolls are the stuff of doggy dreams—created as a safer alternative to stuffed bones that won't splinter, these engaging chews are bursting with flavor, longevity, and benefits. Ideal for heavy chewers.
MSRP: \$7.99 - \$14.99
E: orders@naturalfarmpet.com
P: (470) 460-5882
W: naturalfarmpet.com



NATURAL FARM – Booth 1470
SUPER COLLAGEN STICKS

Super Collagen Sticks are superbly beneficial and extra meaty, taking standard collagen sticks to the next level. Packed with protein and collagen, these all-natural chews are a favorite amongst pets and parents. Standard or Braided.
MSRP: \$2.49 - \$21.99
E: orders@naturalfarmpet.com
P: (470) 460-5882
W: naturalfarmpet.com



DOFU CAT – B00th 4175
COFFEE AND BEAN LITTER

Wake up and smell coffee, not litter! The litter has decaffeinated coffee grounds for a fresher-smelling litter box. The natural formula offers outstanding odor control and clumps effectively for a low-tracking and dust-free litter.
MSRP: \$16.89
E: meow@dofucats.com
P: (236) 335-7782
W: dofucats.com



DOFU CAT – B00th 4175
CEREAL LITTER

Crafted from renewable plant fibre, the eco-friendly litter offers superior absorbency and clumping strength. The multi-grain litter ensures efficient waste removal for a dust-free environment with minimal tracking. Sustainability without compromising on performance.
MSRP: \$16.89
E: meow@dofucats.com
P: (236) 335-7782
W: dofucats.com



DOFU CAT – B00th 4175
TOFU LITTER

Dofu Cat's 100% natural Tofu Litter is quick-clumping, almost dust-free, low tracking and stops bad smells. The sustainable litter uses renewable materials such as bean fibers from food manufacturing and other food-grade ingredients.
MSRP: \$15.99 (5.5lb)/ \$32.49 (13.2lb)
E: meow@dofucats.com
P: (236) 335-7782
W: dofucats.com



HAGEN GROUP – Booth 4225
CATIT GO NATURAL LITTER PEA HUSK / BENTONITE MIXED CLUMPING CAT LITTER

Go Natural Pea Husk Litter combined with powerful clumping properties of bentonite. The natural ingredients and cat friendly Vanilla-scented Deodorizer pearls provide a more sustainable litter box routine and 99.9 % dust free.
MSRP: \$TBD
E: hagendirect@rchagen.com
P: (800) 353-3444
W: catit.com



HAGEN GROUP – Booth 4225
BIONIC DOG TOYS

BIONIC's patented defensive geometry provides strength and longevity, proprietary designs, engineered to redirect and disperse incoming forces from bites and chews. Made from FDA Food Grade ingredients, rigorously tested. Available in a variety style sizes
MSRP: \$8.99 - \$19.99
E: hagendirect@rchagen.com
P: (800) 353-3444
W: bionicdogtoys.com



HAGEN GROUP – Booth 4225
FREEZE-DRIED CAT TREATS

Catit Freeze-Dried Treats, bite-sized bits of pure meat, freeze-dried fresh to preserve natural nutrients and flavors. Perfect as treats, training rewards, and topper. Low calorie, single protein limited ingredients, highly digestible without artificial additives or preservatives.
MSRP: TBD
E: hagendirect@rchagen.com
P: (800) 353-3444
W: catit.com



HAGEN GROUP – Booth 4225
CATIT GO NATURAL BAMBOO CLUMPING CAT LITTER

Catit Go Natural bamboo litter brings nature's greatest power pellets to the litter box. Dust free pellets are tight clumping and highly absorbent with plant-based deodorizing and antibacterial properties. Made of 90% Upcycled renewable resource.
MSRP: TBD
E: hagendirect@rchagen.com
P: (800) 353-3444
W: catit.com



HAGEN GROUP – Booth 4225
ZEUS OASIS PLUS SMART WATER FOUNTAIN

The Zeus Oasis+ drinking fountain includes UV-C water clarification, triple action filter to provide clean filtered water. Wi-Fi app control allows system monitoring and customization. Available in 3 and 6L versions.
MSRP: \$109.99 - \$139.99
E: hagendirect@rchagen.com
P: (800) 353-3444
W: zeuszoe.com



HAGEN GROUP – Booth 4225
ZEUS WACKY TOYS

Zeus Wacky Toys motion activated interactive dog toys for bonding and mental enrichment. Available in 3 designs, Snake, Panda and Fish 12" long. Includes USB cable for charging, that lasts 180 movements per charge.
MSRP: \$19.99 - \$22.99
E: hagendirect@rchagen.com
P: (800) 353-3444
W: zeuszoe.com



APPLAWS NATURAL CAT FOOD – Booth 1546
FISH SELECTION MOUSSE

Applaws Fish Selection in Mousse multipack is a natural complementary pet food for adult cats made with nothing more than the ingredients listed.

MSRP: \$24.99
E: hello@applaws.com
W: [applaws.com/us/](https://www.applaws.com/us/)



APPLAWS NATURAL CAT FOOD – Booth 1546
NATURAL WET CAT FOOD FISH BONE BROTH WITH TUNA FILLET TOPPER

Applaws Fish Bone Broth with Tuna Fillet Topper is a 100% natural complementary pet food for adult cats, made with nothing more than the ingredients listed.

MSRP: \$2.59
E: hello@applaws.com
W: [applaws.com/us/](https://www.applaws.com/us/)



APPLAWS NATURAL CAT FOOD – Booth 1546
NATURAL CAT TREAT VARIETY SELECTION

Applaws Variety Selection cat treats are a 100% natural complementary pet food for adult cats made with nothing more than the ingredients listed. Comes with 1 tuna loin and 1 chicken filet.

MSRP: \$3.19
E: hello@applaws.com
W: [applaws.com/us/](https://www.applaws.com/us/)



NORTHWEST NATURALS – Booth 3749
RAW REWARD FROZEN TREATS

Pets love the taste of NWN Frozen Treats because they are individually quick frozen to lock in the aroma, texture and freshness they crave. Pet parents love these nutrient dense treats for a healthy pet.

MSRP: \$12.99 (Beef & Pork Liver) \$10.99 (Chicken Hearts)
E: info@nw-naturals.net
P: (503) 517-9800
W: [nw-naturals.net](https://www.nw-naturals.net)



CANOPHERA – Booth 4075
CANOPHERA SHEEP HORNS FOR DOGS

CANOPHERA's Sheep Horns for Dogs are 100% all-natural and help relieve stress. Delicious, high-protein horns promotes healthy, shiny coats and dental cleaning. Available in 5 sizes (XS to XL) for dogs 6 months and up.

MSRP: \$6.99 - \$24.99
E: usa-orders@canophera.com
W: [canophera.com](https://www.canophera.com)



SKOUT'S HONOR – Booth 3939
ADVANCED DENTAL DROPS

Advanced Dental Drops are proven to freshen breath fast, while helping to reduce plaque and tartar at the source. Advanced Formula for targeting specific problem areas. Spray-free pump makes it easy to apply, without startling sensitive pets. Odorless. Flavorless.

MSRP: \$19.99
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P: (877) 805-0399
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MANAGEMENT

APPOINT AN
IDEA CHAMPION

Delegate implementation to
turn projects into reality.

Ideas are easy. Implementation is the tough
part. It's why top sports marketer Jon
Spoelstra argues so fervently for appointing
an "idea champion" to pursue the fruit of
your brainstorming sessions. "Ideas and
projects can get away from you, but if you
make someone the idea champion, they'll
passionately breathe life into the idea," he
says in his book *Outrageous Marketing*. The
person doesn't even need to have expertise in
the field – just a belief in the idea's potential
and the support to pursue it.



SANITY FILES: p.90

CANDACE D'AGNOLETTI: Outline each stage
of your customer's journey. p.66



REAL DEAL: The Case
of the Wannabe Boss. p.72

ONE QUICK QUESTION	22%	71%	1%	4%	2%
Which of these rookie mistakes is the worst to make at SUPERZOO?	Not bring a rolling case or cart for samples.	Wear the wrong shoes.	Shop for yourself, not your customers.	Place an order after happy hour at a booth.	Not trust your gut on a product.



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TIP SHEET

FRESH IDEAS TO BETTER YOUR BUSINESS

MOTIVATION

MAKE IT EASY TO 'SHOW UP'

There's something in the phrase "showing up" that seems to demand grit and buckling down. But it doesn't have to be that way, James Clear, author of the bestseller *Atomic Habits*, says. "One of the things I recommend in the book is called the two-minute rule," he told podcaster Tim Ferriss recently. "And it says, just take whatever habit you're trying to build and scale it down to something that takes two minutes or less to do. So 'Read 30 books a year' becomes 'Read one page' or 'Meditate five days a week for 30 minutes' becomes 'Meditate for 60 seconds.' You're just trying to master the art of showing up," he says. "A habit must be established before it can be improved. It's got to become the standard before you worry about optimizing it into some perfect thing. So, make it easy to do."

CUSTOMER SERVICE

THREE POWERFUL WORDS: TELL ME MORE

When a customer shows up with a problem or grievance, the typical human instinct is to respond immediately with a solution, explanation or a justification. But a better approach, Amanda Ripley, author of *High Conflict*, says is to utter three words: "Tell me more." Not only does that give you more information about the situation, but it shows you're listening to their problem. And often that's all they want: to be heard. And when people feel heard, the anger and resentment often can dissipate.



Or even better, in talking through the problem, people come to a solution on their own.

TRADE SHOWS

KEEP IT IN SIGHT

Traveling to *SUPERZOO*? Keep all your things visible in a hotel room, not in drawers, and all gathered into one spot. "That way you'll never leave anything behind," Kevin Kelly writes in his excellent little book, *Excellent Advice For Living*. "If you need to have something like a charger off to the side, place a couple of other large items next to it because you are less likely to leave three items behind than just one."

TECHNOLOGY

LET CHATGPT GET TO KNOW YOU BETTER

ChatGPT is amazing — and flaky. This is partly because it's like Drew Barrymore's character in *50 First Dates*: It has to learn who you are over and over again. To improve its output, let it know you and your preferences better by using the tool's "Custom Instructions" setting. Dan Shipper at every.to has a useful explainer

on how to enhance these settings in just a few minutes. Once set up, you won't ever have to explain "anything twice because it will already know enough context about you to help — and it will do so in ways that surprise and delight you," he says.

CHOICES

FUNDAMENTAL BEATS INSTRUMENTAL

Make decisions for fundamental reasons (take a course or join a club because it sounds interesting) rather than for instrumental reasons (because of how that course or club will look on your resume). Why? It's much more fun. And it's also smarter. Instrumental reasons rarely work! "Lots of evidence suggests that people powered by intrinsic motives achieve the most," business author Dan Pink writes in a recent Pinkcast newsletter.

SALES

UNLOCK YOUR SALES ASSOCIATE'S SUPERSTAR POTENTIAL

When you have someone on staff who is a natural salesperson, put

away the rule book and stash the scripts, marketers Rich Baker and Gary Levitt say in a column at MarketingProfs. "Encourage creativity, boldness and authenticity. Tell them you have made a choice to embrace the soft science of human interaction over the hard science of metrics — come hell or high water," they write. "With this lofty mindset in place, every customer interaction will be a slam-dunk and crackle with the intangibles you need to transform customers into loyal friends."

EMAIL

IT'S ALL ABOUT THE SUBJECT LINE

The more you think about it, the more it makes sense: Spend as much time crafting the subject line of an email as the message itself because the subject line is usually the only thing most people read. That means being descriptive of the contents rather than clever, keeping it short, provoking people's curiosity and — seeing as you're going to be investing the time — doing some A/B testing, ChimpMail recommends.

MANAGEMENT

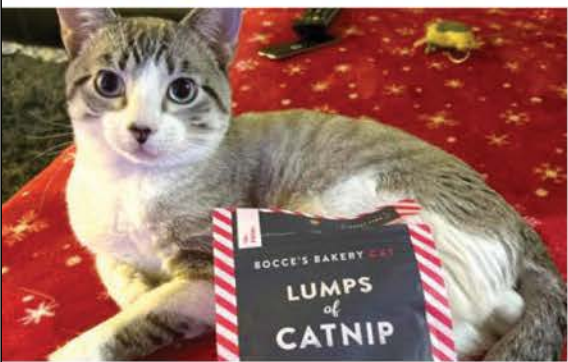
DIAL IT BACK A BIT

It takes both a special mindset and certain skills to build a successful company. But left unchecked, the very things that helped make your business a winner can depress your employees and actually harm your business. That is the message from a Fortune Small Business interview with Marshall Goldsmith, author of *What Got You Here Won't Get You There: How Successful People Become Even More Successful*. At the top of the list is being too competitive. "Your desire to prove yourself right can come at your employees' expense, and as a result, good people feel humiliated and eventually leave," Goldsmith explains.



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CANDACE D'AGNOLO ON CUSTOMER EXPERIENCE

STEP BY STEP

By outlining each stage of your customer's journey, you can improve processes for both them and your business.

IN MY MARCH-APRIL column, I wrote about innovation in the customer journey, i.e., customer experience: how to look for moments where you can improve processes, surprise and delight your customer, and encourage more touch points. All of this to build a raving, loyal fan who will support your business for many years to come.

Keela Huotari of Yellowstone Kennels in Sidney, MT, provided this feedback in the PETS+ Brain Squad: "I loved the 'Focus On Innovation' column by Candace D'Agnolo! She gave some great ideas, but I wish I had a little bit more to go on to actually map out my customer's journey. It left me wanting more!" Well, Keela, and all of my other regular PETS+ readers, let's delve deeper into this topic and use one of her challenges as an example.

STAGES WITHIN THE CUSTOMER JOURNEY

Seven stages an individual customer could go through as part of their full customer journey exist: 1) The discovery stage — searching for and learning about your business. 2) The decision-making stage — when they say yes to book an appointment or make a purchase. 3) The purchasing process — lots of opportunities to surprise and delight. 4) Onboarding period — what they need to know to be set up for success. 5) Long-term nurture phase — when you stay connected with them and provide additional resources. 6) Conflict stage — how you handle those who are unsatisfied and want refunds. 7) Termination stage — when the relationship comes to an end. Did they move? Pet passed away? Went to the competition?

By outlining these stages, I hope you see all the opportunities that exist to improve your customer's experience!

DIVING IN

It may seem overwhelming to begin the process of outlining all of the steps in a customer's journey since there are so many touch points. My advice: Pick one of the stages above to work through. Write down all of the things that the customer experiences from the start of that stage through the end. Consider

any challenges a customer faces.

Think of solutions to help them and you. Are the solutions aligned with your business values and goals? Do you have the ability to execute them? Can you build a process around the solution so it's easy to maintain and repeat for all of your customers? The outline you create can guide implementation of new ideas into your pet business. Bringing the ideas to life will be thrilling and likely increase your retention rates and overall revenue!

EXAMPLE: ONBOARDING

Keela shared that she's had a hard time getting her customers to move from a paper process to her new online booking software. Here's how you can think about a customer's journey — whether for retail loyalty apps or for boarding, pet sitting, grooming or any other service you offer — using this example: It falls into the onboarding stage.

STEP 1: Review what a customer experiences and why there's a lack of success. Anything involving a new process for customers, especially when it involves technology, can be confusing. Perhaps your client base needs some hand-holding for an important advancement in your business. List all the reasons someone may have a hard time. Here's some I came up with: No access to a computer or Wi-Fi, doesn't understand how to find and access apps on mobile devices, can't find the link or maybe they just keep forgetting to do it.

STEP 2: Brainstorm different touch points and tools you can implement to provide solutions to each of the different customer experiences. Don't rule any idea out. Below are the solutions I brainstormed. First, you must be well versed in using the software yourself and answering common questions. Keep track of any issues that come up so you can get clarity from the software company.

SOLUTIONS:

✦ Have a printed cheat sheet to hand out that gives tips along with the website URL or QR code where they can complete the registration

process on their own. Include instructions on the handout and/or send them to a page on your website with even more detailed instructions.

✦ Dedicate an iPad or two at check-in where customers can register with your help.

✦ Send multiple emails asking them to register on the new platform; segment the list so you can keep reminding those who haven't without spamming those who have.

✦ Incentify people to register and to use the tool. Give everyone who does by a certain date a \$5 to \$10 discount. Then enter all customers who are on board by a specific date into a raffle for a better prize.

✦ When customers reach out to book via text or Facebook message, always direct them to the registration or booking link.

✦ Keep the link easy to find on your website, in email newsletters, email confirmations, text messages, etc.

✦ Not everyone will want to make reservations online, so you may still need to assist, which is totally fine. It's up to you to determine the level of white glove service you'd like to offer.

✦ Inspect what you expect! Check in with your customer base to see if any have questions or issues. Host Zoom meetings or in-person appointment times.

✦ Review if you've gained or lost business because of the change to new software. Reach out to any customers who you haven't seen in three months or more.

Whew! There's a lot you could do here. Can you see now why I suggested picking just one part of your business to break down in the customer journey? Outlining solutions to improve their experience will get the results you want and improve revenue over time, too.

Breaking down your customers' experiences as I've explained will be eye opening. You can teach old dogs new tricks ... even if that's you!



CANDACE D'AGNOLO has started, scaled and sold three pet businesses, and now mentors thousands of independent pet business owners through her business coaching company, Pet Boss Nation. Get more tips like these at petboss.com.

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LASHONDA GEFFRARD ON INCLUSION

DIVERSITY MATTERS

Carrying pet products from underrepresented entrepreneurs helps to transform your store and the pet industry into a more inclusive and innovative space.

WHEN YOU CARRY pet products made by underrepresented entrepreneurs, you support those overlooked in our industry. You invest in their dreams and in their companies. Your buying power also helps to shape our industry into one that better represents the vibrant array of pet parents we serve.

The Black Pet Business Network conducted a survey in 2023 and discovered that less than 1% of pet products on the market come from minority-owned businesses. The beauty of that statistic? It gives us room to grow, and you can make a conscious choice to be part of that growth. Imagine your store featuring a showcase of items from a diverse range of creators, each telling their unique story.

Your customers could find handcrafted pet accessories inspired by different cultures as well as health products that incorporate traditional healing practices from those communities. You would have the opportunity to share their stories during your sales efforts while creating a richer, more inclusive retail environment that reflects the true diversity of pet parents in your area.

Supporting these entrepreneurs contributes to the economic growth of their communities, too.

Your support helps to create jobs, build local economies and fuel financial stability. It's about more than just carrying a product — you're helping to uplift entire communities and promote equity.

This also sends a strong message that everyone, regardless of their background, has a fair shot at success. Such inclusivity can inspire the next generation of pet entrepreneurs from underrepresented communities, showing them that their dreams are achievable and that the industry welcomes them.

The next time you are looking at products to stock in your store, take a moment to consider who made them. Intentionally seek out brands with diverse founders. Ask your distributors to carry them. Use your buying power! By doing this, you're contributing to a larger movement that champions diversity, equity and inclusion.

With that in mind, here are a few of my favorite Black-owned brands and the entrepreneurs behind them:

5 Element Food Therapy — Sharon Tuggle takes a holistic approach to dog and cat nutrition, one based on Traditional Chinese Medicine's 5 Element Theory. Her healthy,

delicious toppers and treats incorporate whole food supplements to support digestion, respiratory health, kidney function, liver health and cardiovascular systems. [5elementfoodtherapy.com](#)

D.R.E.A.M Pet Food — Jaime Cooper and Paul Paige combined their love of hip-hop culture with their experience in the pet food industry to create a pet treat line made from the finest ingredients. They aim to revolutionize the pet food landscape by being unapologetically authentic and giving a voice to the underrepresented. [dreampetco.com](#)

Happy Hounds — Rianna Young founded this CBD company to help her Jack Russell recover from an injury without the conventional anti-anxiety and pain medication that robbed him of his personality. Soothing hemp and human-grade ingredients go into treats and tinctures that help pets thrive. [happyhoundscbd.com](#)

Pupcake Sugar — A pup named Sugar (at left) inspired Sandra Countley to bake her first pupcake. The business now offers recipe books and greeting cards complete with the heartfelt stories that inspired them, creating a unique and meaningful baking experience for pet parents. [pupcakesugar.com](#)

Supporting diverse brands can transform the pet industry into a more inclusive and innovative space. Let's make choices that matter and contribute to a vibrant, more diverse and thriving pet community.



LASHONDA GEFFRARD, a visionary entrepreneur and diversity, equity and inclusion (DEI) advocate in the pet industry, amplifies underrepresented voices, bridges DEI gaps and inspires innovation. As founder of Black Pet Business Network, she empowers future leaders and promotes inclusivity in animal welfare and business. Reach her at [blackpetbusinessnetwork@gmail.com](#).



true tales
DJ REESES SPINS AT SUPERZOO

Last year, we decided to bring our mascot costume, Reeses the Dog, with us for social media posts. My husband was in the costume, and we somehow lost him (how do you lose a man in a dog costume?). As we were looking for him, we saw a large crowd gathering up ahead. We went to see what all the excitement was about and found Reeses behind the DJ set-up with headphones on, dancing and grooving to the music with the DJ. Note: My husband *cannot* dance, but apparently Reeses can! **Diedra Giles, Reeses Barkery and Pawtique, McHenry, IL**

pet peeves / Anonymous ventings from pet business owners and top managers
PLEASE STOP

I really hate brand exclusives. When a brand chooses to make a geographical exclusivity agreement with one store, it not only hinders other stores in the area, but it hinders overall sales of the brand. It's never made sense to me why a brand or store would want an exclusivity agreement.

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How are you guys managing pests? I'm getting slammed with mice.

+ We have two store cats at one location, three at the other. They all eat into various things (we have a discount code for "Cats Love It!"), but overall they chew into less than mice would. **Theresa Moreno Sexton, For Healthy Pets, Montgomery, AL**

+ Find out who your nearest feed or grocery store just switched to and use that company. We also use contraceptive bait. **Jessi Brothers, Sam's Cats & Dogs, Monroe, WA**

+ We have pest control come in monthly. We are in a 300-plus-year-old building near the waterfront, so we have to be on top of things. **Sheri DeChaine, WOOF! WOOF! Pet Boutique & Biscuit Bar, Bristol, RI**

+ Sealed kill traps (no poison) with a special attractant. We use steel wool in every crack and still have mice eating through sheetrock/moving wool. We are changing sweeps on exterior doors to help prevent mice from coming in! It's hard to cover every mouse-sized opening with a 30,000 square-foot-old building! Plus, our Umbrella Cockatoo, Gabe, throws food on the floor for them. **Kim Sykes, K9 Manners & More, Broken Arrow, OK**

+ We did so many ultrasonic mouse deterrents, the rats went to either side of us. **Corey Heenan, Boutique and Pet Spa, Altamont, NY**

+ Poison, out of reach of public. And do a dead mouse sweep every morning. **Scott Tripp, Wagabonz, Galveston, TX**

EDITOR'S NOTE: All answers printed with permission, edited for clarity and length. Join the private PETS+ Facebook Community for retailers and service providers at facebook.com/groups/petsplusmagcommunity.

TODD DITTMAN ON NEIGHBORHOOD PET STORE DAY

JOIN THE CELEBRATION

The second annual Neighborhood Pet Store Day happens Saturday, Sept. 28. Learn why taking part will benefit your small business.

THE SECOND ANNUAL Neighborhood Pet Store Day, introduced by IndiePet in 2023, happens on Saturday, Sept. 28, this year. Here are five excellent reasons to take part in this year's celebration:

1. BOOST SALES — According to SPINS, dollars and units increased in all categories for the 2023 day, Sept. 23, compared to the entire week prior. Units increased by 8.31% in apparel, 4.66% in aquariums and reptile habitats, 2.43% in toys, 3.41% in dog treats, and 3.36% in vitamins and supplements. Brand partners also saw a nice lift.

2. INCREASE LOYALTY — The event is a great way to strengthen your relationships with current customers and build loyalty with new ones. Loyal customers spend more in your store over time, adding on to purchases of staples. And word-of-mouth marketing from these customers is effective and free. Overall, building customer loyalty proves essential for long-term growth.

Astro Loyalty and Promoboxx are official partners in Neighborhood Pet Store Day. According to Astro Loyalty President Jimmy Haverstick, "Price and convenience often drive consumer behavior. However, independent pet retailers have a unique opportunity to foster loyalty through exceptional customer experiences and attractive loyalty programs, such as frequent buyer and other initiatives. Many of these programs are even sponsored by the brands, making them an invaluable tool for engaging and retaining customers." Neighborhood Pet Store Day offers the opportunity to sign up new customers to your loyalty programs and help existing ones earn even more rewards.

3. TELL YOUR STORY — It's also the perfect platform to share how you differentiate yourself from the competition

and communicate your value message. Use the celebration to talk about how you provide an exceptional customer experience, how you support your local community, how you care about pets, and how you stand behind the products you carry. Show your pride as a pet expert who cares about the customer, environment and community.

4. BUILD RELATIONSHIPS — As part of Neighborhood Pet Store Day, you can network up and down the channel. Last year, we had 35 manufacturing sponsors participate. They offered a variety of specials and reached out through their social networks to promote the day. Retailers who partnered with suppliers expanded outreach and sweetened deals for pet owners.

5. HAVE FUN — Participating also provides fun for you and your staff. We heard it from participating stores last year: Staff loved working on Neighborhood Pet Store Day. Overall, excited staff members play a crucial role in enhancing both sales and service by creating positive experiences for customers, fostering customer loyalty and contributing to the overall success of the business.

IndiePet makes it easy to participate in Neighborhood Pet Store Day by offering social media tools, in-store kits (exclusive to IndiePet members), best practices and supplier contacts at neighborhoodpetstoreday.com. You also can register your participation and put your store on the website's retailer locator map.



TODD DITTMAN is executive director of IndiePet, the association supporting independent pet retailers and their suppliers. His career includes lead marketing and strategic planning roles with major retailers and global associations focused on enhancing the customer's experience at retail. Reach him at todd.dittman@indiepet.org.

THANK YOU, Michael Johnson



Your guidance and commitment to championing a more connected pet industry have been invaluable to our community. WPA sincerely thanks you for your leadership while serving on our Board of Directors.





JODI ETIENNE is the founder and owner of Razzle Dazzle Doggie Bow-tique in Bradley, IL. After spending many years as an elementary school teacher, educating pet parents became Jodi's new mission. Since 2005, Razzle Dazzle's friendly, knowledgeable staff has helped guide community members in making healthy choices regarding pet health and nutrition. Jodi shares her life with her amazing husband, Steve (AKA the maintenance man), Shih Tzu rescues Poppy and Growlie, and Arabian horses Rez, Brach and Joey.

the case of the

WANNABE BOSS

Some retailers would nip an overstepping employee in the bud, while others would attempt to manage such initiative for the betterment of their business.

LISA'S MANAGEMENT STYLE encouraged staff to offer ideas that could potentially grow her store's customer base and/or help the business run more smoothly. She held monthly team meetings, during which she shared procedure updates and new product information, and staff offered suggestions for upcoming events and feedback on day-to-day operations. (Plus there were snacks ... always snacks). To encourage communication between team members, there was also a group chat for exchanging ideas and info between meetings.

A staff handbook covered opening/closing routines, inventory management, POS system support, and directions on stocking, cleaning and other tasks for when the store wasn't busy. Lisa allowed team members to switch work dates or hours with each other as long as the store was covered. She also delegated special tasks to interested staff.

In Lisa's mind, this was a good way to run her team: Set guidelines and expectations, but also encourage staff to invest in the business's success and to self-manage in certain areas.

Kathy, one of Lisa's newest team members, was quite vocal about loving her job at the busy pet store. Possessing a vast personal knowledge of raw feeding and an eagerness to learn even more about what to feed her own pack, Kathy had seemed like a perfect hire. Outgoing and friendly, she enjoyed sharing her knowledge with customers.

Already Kathy was expressing an interest in management. She also had vocalized her desire to buy the business one day. While Lisa welcomed enthusiasm and ideas, some of Kathy's suggestions were

overly presumptuous and downright pushy. Lisa was beginning to lose her patience. Kathy was overstepping, and other team members were becoming suspicious and irritated.

During a staff meeting, Kathy volunteered to do all of the ongoing tasks for Facebook, the website and newsletter. Lisa assigned her to only one. On another occasion, Kathy insisted she knew a much better system to reorder products because her husband managed an office-supply store. While Lisa was on vacation, Kathy switched the store's music to her own favorite radio station (one that didn't play the store's radio advertisements). Kathy also rearranged a seasonal display assigned to another team member because she had a "better" idea.

Believing customers would like them, Kathy added six SKUs of new tripe treats to a distributor order without approval. Deciding the staff work schedule needed revamping, Kathy handed Lisa a new staff work calendar she'd created at home. Kathy also eagerly pointed out to Lisa when daily cleaning and restocking tasks hadn't been completed by other team members.

On the Saturday before the store's anniversary event, Lisa walked in to find a team member printing out copies of a coloring page. Lisa asked him about it. Kathy piped up, "He's making coloring pages for the kids who attend our anniversary event. We're setting up a coloring table. Isn't that fun?" The activity had not been discussed during planning of the event. In fact, with the volume of customers expected, there wouldn't even be space for a coloring table.

Lisa regularly gave Kathy feedback about gaining approval before implementing her ideas, but Kathy continued to overstep. Lisa had had enough.



Real Deal

INSPIRED BY REAL LIFE SCENARIOS*

THE BIG QUESTIONS

- + Should Lisa fire Kathy?
- + Or embrace Kathy's initiative by promoting her to a management role?
- + Or better set boundaries? How might she do that?

ANGELA VELASQUEZ

THE KITTY BODEGA
HOUSTON, TX

An employee who fails to follow the rules after multiple meetings with management should be let go. Whether the behavior is a lack or excess of any quality that makes for a good worker, it's a nuisance that can impact everyone's work morale and productivity.

▶ CONTINUED ON PAGE 74

ILLUSTRATION BY KARINA MARGA CUIZON

pets+

Retailers!

GET THE PETS+ SAMPLE BOX!

Brands!

GET IN THE PETS+ SAMPLE BOX!

Would you like to receive a box filled with new — or new to you — treats, supplements, toys, gear and other products to consider for your store? For free? Join the PETS+ Sample Box program! We will send out 12 boxes total in 2024.

Put your products in the hands of 200 verified U.S. brick-and-mortar retailers — with just one shipment! Brands that take part in the PETS+ Sample Box program see a surge in orders and gain valuable insight from retailers via included survey results. Book your spot before the next box sells out!



RETAILERS!
Scan this QR code or go to
petsplusmag.com/samplebox

BRANDS!
Get your products in the PETS+ Sample Box by
emailing desiree@petsplusmag.com.

* This fictional scenario should not be confused with actual pet businesses and/or people.

◀ FROM PAGE 72

MIKE OOMS

FRANKLIN AQUARIUM
COLUMBIA, TN

I love to see initiative from any crew member as it doesn't seem to be a part of many personalities. I'm always open to new ideas! I do ask that any procedural changes be run by management first. I would not promote an individual I'm having issues with, and I would give her a set amount of time to learn to do as I ask!

BRITTANY SCHLUP

PREMIUM PETS
JEFFERSON CITY, MO

Part of fine-tuning your business involves closely examining the natural leadership and management styles within your team. If a staff member is constantly draining your energy and requires frequent meetings, it's a clear sign they might not be suited for management. It's crucial to have managers who are highly compatible with your vision and work style. If someone is causing chaos in your business and you find yourself regularly irritated by them, it's best to find a replacement sooner rather than later. Letting someone go is never easy, but the success of your business relies on having a strong team and capable leaders.

KRISTA SCHMIDT

ST PETERSBARK!
ST. PETERSBURG, FL

I don't believe I would fire this person for wanting to go above and beyond. Figuring out a way to reel her in while giving her the creative freedom she wants is key. That said, I do empathize with an employee overstepping. In this case, I would chat with the employee and share my observations, how it affects me and the team, and explain why. I would also thank this person for going above and beyond because it's extremely rare to have an

employee willing to not only think outside the box but execute. Then, I would create a specific project and/or reassign something to this person that is "theirs," as well as set up a weekly meeting when I can say yes/no to whatever they bring up and explain why.

LORIN GROW
NATURAL PAWZ

HOUSTON, TX

This is actually the problem: Kathy is controlling. She thinks she knows how to do everything better. Many business owners own businesses because they feel the same, but this is not Kathy's business. Lisa must spell that out plainly. Potentially, Kathy moves on by her own choice should she not like how that meeting goes. At least Lisa is addressing the issues. What she allows will continue. Lisa must set the terms.

BRETT FOREMAN

EUPAWRIA HOLISTIC PET CENTER
OWEGO, NY

Kathy is overall an employee Lisa should want around her business, in terms of knowledge and enthusiasm. I think a write-up spelling out each time Kathy has overstepped is in order, along with a sit-down to discuss further steps, including dismissal if she doesn't dial it back. And in that meeting, Lisa sets firm boundaries and gives detailed explanations of expectations for Kathy.

DIANE BAUM

YOU PET'CHA
MORRIS, MN

While being a tad bit pushy, it's go-getters like Kathy who get things done. I would tell her she could be an assistant manager on a project, assistant meaning she *must* have everything OK'd by me first. I'd then gather the rest of the employees and update them. If anyone has an idea to add to the project, well, let's hear it. It makes for a good work environment if

employees feel they also "own" the store. Not so much that they change the rules, but that they take pride in its success.

LISA BARNES

WHOLE PET
BENTONVILLE, AR

I would have a meeting with Kathy and lay out boundaries for what her role in the company encompasses and what it does not. I would give Kathy a chance after to see if she can work within those boundaries, and if she cannot then it would be best to part ways. Kathy has the potential to be a good manager with her proactiveness and ability to plan. But not if she cannot respect the chain of command.

SAMM ALBRIGHT

WHISKER & BONE
SAINT GEORGE, UT

I'm a Lisa! I love to hire passionate people and foster their creative independence! Lisa sounds like a phenomenal boss. If I were her, I'd have an open conversation with Kathy and not let the situation slide. I would NOT fire Kathy, as she sounds like a wonderful asset. I think these "oversteps" can be worked out with transparency and a genuine conversation.

PAUL LEWIS

THE GREEN K9
MOUNT DORA, FL

Lisa is lucky to have such a motivated staff member! But it sounds like Kathy needs guidance as well as boundaries. Kathy has that go-get-it attitude very few of today's hires have, and Lisa should embrace it by offering a management internship to see if she can mold Kathy into being her right-hand woman. With someone like-minded in place, it would allow Lisa to take some time for herself. Kathy has great initiative and just needs to be guided in the right direction. Lisa needs to correct the behavior right away and reassure other staff

that Kathy is not in charge ... yet.

CHRIS FLEMING

SUMMIT ZOO
LEE'S SUMMIT, MO

While it's good to give staff some freedoms, an organizational chart is imperative. Letting staff know what their responsibilities are allows you to hold them accountable and for them to excel. Taking initiative that impedes another employee is detrimental. Lisa needs to set boundaries. If Kathy continues to step outside of them, let her go.

NICOLE DUPONT

MORTY'S MUNCHIES
CUYAHOGA FALLS, OH

Thinking you can run a store better than the owner and doing things without approval is insubordination. It's sneaky because it's disguised as initiative. Doing what you want without permission and/or being concerned with the result, and with an attitude? Bye.

DOUG STALEY

PET PALACE OF NEW CITY
NEW CITY, NY

I don't have all the answers, and many of my younger employees have incredible ideas that are beneficial to the business. But like on any good ship, the captain needs to know what the first mate and crew are planning or they could steer the ship directly into the storm. I always use this analogy so as not to suppress their ideas or have them think I'm like a parent stepping on their thinking, and it seems to really hit home for them in most cases.

RAMIE GULYAS

FOLLOW YOUR NOSE
EVANSTON, IL

Is Kathy competing with Lisa? Or can she be redirected as an asset? I'd try to use Kathy's enthusiasm to take things off my plate and see how she does with guidelines and supervision. Don't get territorial — think of how she can benefit you and your own time shortages.

7 WAYS TO AMPLIFY YOUR SOCIAL MEDIA PRESENCE

SUPERZOO

AUGUST 14-16, 2024

EDUCATION AUGUST 13-14, 2024
MANDALAY BAY | LAS VEGAS, NV

In today's digital landscape, it's imperative to stay up to speed on leveraging the fastest-growing social media platforms. Social media has the power to revolutionize engagement with your target audiences and elevate your brand value. At SUPERZOO, you can delve deeper into how to amplify your brand presence and maximize profit potential through trending social strategies and actionable analytics tools. Here's a quick-start checklist to begin optimizing your pet store's social media strategy:

- 1 Identify your customers' preferred platforms. Facebook (FB) and Instagram (IG) boast over two billion active users each, and TikTok is the fastest-growing social media platform. If you don't have the resources to develop and maintain a consistent TikTok presence, prioritize FB and IG for diverse content scheduling, including static posts, videos and stories, with the option to plan and pre-schedule content.
- 2 Determine and allocate time for monthly content planning and build social media calendars that can be scheduled in advance. Pro tip: Leverage tools like Sendible, Sprout Social and Hootsuite to enhance efficiency and alleviate the manual workload on your team.
- 3 Establish and maintain a consistent brand image across all social media platforms — including logos, colors and messaging — to enhance recognition and authenticity and build trust.
- 4 Consider key factors like national and international holidays and new product launches when planning your monthly content calendar. Create a framework around pillars of content focused on educating and entertaining, including store events, charity initiatives and non-promotional material. Allow room for engaging elements like cute pet memes and incorporating shared/tagged posts from customers.
- 5 Respond promptly to comments, messages and mentions to foster a sense of community and show that your business values and appreciates its audience.
- 6 Consistently review social media analytics directly on the platform or through your scheduling software, which often provides insightful metrics. This strategic process will enable you to fine-tune and optimize your content strategy for the upcoming month.
- 7 Team up with influencer partners to promote your brand, increasing visibility and reach among their followers. This collaboration can lead to higher engagement rates, more authentic endorsements, and ultimately drive significant growth for your business.





LET'S CELEBRATE!

Join us in congratulating the 2024 America's Coolest pet businesses.

BY PAMELA MITCHELL, EDITOR-IN-CHIEF

THERE ARE countless reasons to celebrate independent pet businesses. They serve as vital members of pet care teams, advising their customers on everything from allergy support to zoomies. Indies employ and invest in — and regularly give back to — their local communities. These businesses also have high expectations for our industry, thus helping to elevate it as a whole.

With our annual America's Coolest contest, we celebrate some of the best independent pet businesses in the country. We always say, there are many different ways to be “cool,” and this year's eight winners once again prove that point. Among them are a multi-location store transitioning to new ownership after 30-plus years, an intensely Alaskan pet store, and a steampunk-inspired grooming

salon with day care, boarding and retail. We profile those three businesses on the following pages, and the remaining five will be featured in issues through May-June 2025.

One last note on this year's contest: The competition was fierce! Nearly 40 businesses entered, each of them worthy of the America's Coolest title. It made narrowing the field quite difficult for our panel of judges. (Meet them on p.87.) We hope those that didn't win will enter again next year.

Finally, a big thank you to 2024 America's Coolest sponsor SUPERZOO, which will provide an amazing SUPERZOO prize package to our winners: three nights at the Luxor Hotel, VIP Buyer benefits, and education passes for retail and grooming sessions. Winners also get to judge this year's New Product Showcase. Very cool!



AK BARK
ANCHORAGE, AK

...
**ALL PETS
CONSIDERED**
GREENSBORO, NC

...
BARK N FETCH
FRISCO, TX

...
BATH & BISCUITS
GRANVILLE, OH

...
**THE CRAZY
DOG MOM**
STOUGHTON, WI

...
**LIZZI & ROCCO'S
NATURAL PET
MARKET**
COLUMBIA, MO

...
THE NAUTICAL DOG
WILLIAMSBURG, VA

...
PREMIUM PETS
JEFFERSON CITY, MO

CLAP FOR THE COOL KIDS

There's a party going on right here, and it will continue at **SUPERZOO**. At 3 p.m. on Wednesday, Aug. 14, we'll present this year's America's Coolest winners with their trophies, live on the Show Floor Talks Stage. At 4 p.m., we're hosting a **PETS+** happy hour at our booth (#5019). Join us to congratulate this year's winners and to mix and mingle after with your fellow indies IRL. See you in Vegas!

ALL PETS CONSIDERED / GREENSBORO, NC CONTINUING TO SERVE

Alison Schwartz takes over the All Pets Considered brand, expanding the business and community outreach with a creative flair and love of pets. *BY MELISSA L. KAUFFMAN*



The All Pets Considered location on Battleground Avenue draws in customers with its whimsical storefront.



Alison Schwartz, Merida and Aurora

A PART-TIME POSITION led to a full-time passion for Alison Schwartz of All Pets Considered. She joined the staff in 2008, became general manager in 2012, and took over full ownership in July of this year from Kristine Godfrey, who founded the Greensboro, NC, store in 1992.

Schwartz' focus on pets, re-branding and expansion has fueled continued growth. The Battleground Avenue location's 3,000 square feet of floor space now spans just under 12,000 square feet with six groomers and four

bathers. A second store opened in the Sedgefield neighborhood with 7,500 square feet and a self-serve dog wash in 2018.

Passing the baton from Godfrey to Schwartz allows All Pets Considered to remain locally and woman-owned, plus continue its mission: Provide premium pet food and help local pets in need. "In this day and age of stores getting corporately purchased," Schwartz says, "it was important to both of us to continue to do all the good in our community that All Pets Considered has done for

32 years, while allowing Kristine to retire."

GOING BIG ON BRANDING

When the Battleground store re-branded, remodeled and expanded in 2014, local caricature artist Erik Huffine nailed the desired theme of "sophisticated whimsy" with a new logo, then expanded it into artwork for the grooming department and front window wraps. "The window artwork has been so recognized as part of our brand that it also became part of



Customers make the store's selfie station a must-visit when it changes to a new theme.



The All Pets Considered crew attending community events serves as the best form of advertising, Schwartz says.



The colorful murals at the Battleground store now also adorn the Sedgefield location.

our Sedgefield location and is featured on the back windows of our delivery van," Schwartz says. To help pay for the window wraps, she smartly sold brand placement to companies such as Acana, Primal and Zignature.

All Pets Considered's whimsical logo also features on its social media pages and store stickers handed out at events. It inspires seasonal decor and displays in the two locations, which have an open industrial feel warmed by homey fixtures and design touches.

Schwartz further expands

brand reach on social media with Friday Facebook Lives each week on topics ranging from the best chew toys to DCM grain-free discussion updates. In addition, she interviews pet food and treat brands and even hosts game shows with fun giveaways.

CONNECTING WITH THE COMMUNITY

Prioritizing community outreach, All Pets Considered has its own event coordinator who hosts a variety of pet-centric

happenings two to three times a week, in store and out at breweries, coffeehouses and even baseball games.

Events double as community goodwill and advertising. "My people are what's so great about the store, and you can't get that from a piece of paper or from a billboard," Schwartz says. "When you have somebody there in front of an individual and having a conversation about their pets, it's the best form of advertising."

In the store, All Pets Considered's largest annual event is Small

JUDGES' COMMENTS

+ Great use of website to secure consistent and constant delivery business. Great video marketing.

Todd Dittman, IndiePet

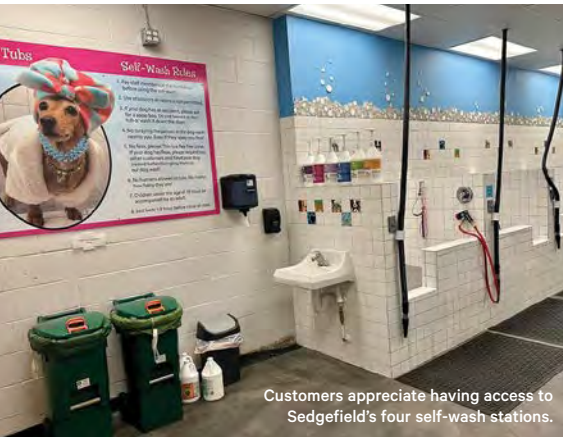
+ The sales floor is well signed, merchandised and organized, and the tabletop displays are creative. The T-shirt wall could be in an apparel store. I particularly like the memorial section, first for its empathy and second for the creative use of crates as fixturing. The exterior sign and the window graphics make it attractive and highly memorable to customers and potential customers alike.

Georganne Bender, KIZER & BENDER Speaking!

+ There are so many things I love about this business, starting with the name "All Pets Considered." Its reference to the NPR show while also truly "considering all pets," that's brilliant! Thirty-two years is an impressive track record, and handing the business to a top manager is an owner's dream come true. Congratulations to Kristine and Alison — your business is super cool! **Molly Lewis, Dog River Pet Supplies**

+ Wonderful job with community and customer engagement! It is apparent they have made shopping in the stores an experience. Well thought-out design and layout of both locations. Website is fantastic! Customers are able to get the feel of your store before they visit. **Mike Bioni, Grandma Mae's Country Naturals and NexPet**

+ Aside from the fact that both stores are merchandised beautifully — even products for pet parents! — I was extremely impressed with the time given to the creative marketing of the business. **Shelly Armstrong, World Pet Association and SUPERZOO**



Customers appreciate having access to Sedgefield's four self-wash stations.

Business Saturday, which generates 150% over an average Saturday in sales. Three other big events — Adopt-a-Palooza, Birthday Bash and fall Boo Bash — average about a 20% to 30% increase in sales on their respective Saturdays.

OFFERING EXCEPTIONAL ONLINE SERVICE & DELIVERY

All Pets Considered's online ordering went live in March 2020. "Just in time for the world to shut down!" Schwartz says. "It quickly became our lifeline and has continued to be a valuable way for us to retain customers." Today, online orders for delivery contribute 5% and growing to the overall bottom line.

Delivery radius extends 11 miles around each location, which covers most of the county. Orders over \$25 are delivered for free. An average of 15 orders go out seven days a week in the bright pink delivery van. Drivers make up a big part of the delivery program's success. They learn about the products All Pets Considered sells to offer advice if needed. "They are our customer service delivered right to our customer's doorstep," Schwartz says.

Most recently, the store added heyhuman to its online customer experience. The messaging platform allows staff to interact with customers via video or chat calls,

and serves up a growing library of video content featuring Schwartz sharing information about products and services. "This small feature has proven useful with customers who engage with the videos. They stay twice as long on our site as those who visited prior to having the platform. We frequently change up the videos to keep repeat visitors engaged."

WHAT'S NEXT?

Today, pet supplies remain All Pets Considered's bread and butter. Professional grooming and the self-service dog wash contribute a quarter of overall business annually. Schwartz has set her focus on growing delivery for the original Battleground location and continuing to develop the newer Sedgefield store, which has seen its revenue grow by 15% this year compared to same period in 2023.

She dreams of adding a third store in the next five years as well as services such as mobile grooming, where All Pets Considered can serve individuals at retirement or age-55-and-up communities, who own pets and need services that come to them. After all, Schwartz says, "The base of who we are is part of the community."



Birthdays are a big deal at All Pets Considered, with plenty of cookies and celebratory accessories.

QUICK FACTS

OWNER: Alison Schwartz

FOUNDED: 1992

LOCATIONS: 2

AREA: 11,700 square feet Battleground, 7,500 square feet Sedgefield

EMPLOYEES: 27 full-time, 8 part-time

WEBSITE: allpetsconsidered.com

FACEBOOK & INSTAGRAM: allpetsconsidered

TOP BRANDS: Fromm, Steve's Real Food, Farmina, Open Farm, Stella & Chewy's, Nature's Logic, Primal, SmallBatch, Dr. Marty's, Petcurean, NutriSource, PureVita, Zignature, Lotus, A Pup Above, Green Juju



FIVE MORE COOL THINGS ABOUT

ALL PETS CONSIDERED

1 Themed Selfie Stations: With benches built from delivery pallets, the team decorates the popular selfie stations seasonally. Themes started with Sofa King Cool, then on to Kissing Booth (February), Kiss Me I'm Irish (March) and the spring-themed If You Were A Flower, I'd Pick You. Schwartz says the station engages with customers in a fun way in store and on social media.

2 Secret Shopper: A service secretly shops each location monthly to ascertain the store's customer service skills and to ensure there are enough staff at each location to meet customer needs. The shopper grades staff on phone-call etiquette, store presentation, greeting/staff interaction, checkout experience and overall experience, and then gives an overall grade up to 100%.

3 Dog House Gingerbread Contest: Eight treat vendors sent full-size bags of treats for decorating gingerbread "dog houses." Held at a local cidery, participants paid \$30, which included their first drink, a gift bag full of treats valued at more than \$100 and a gingerbread house set. The houses were built during a two-hour timeframe, with photos of each

posted to social media for voting. The winner received a \$100 gift card to All Pets Considered.

4 Radio and TV Commercials: "We write and perform in all our commercials," Schwartz says, "some of which have been entered into contests with the stations that hosted the ads." She's found them to be extremely successful marketing tools. The latest TV commercial, filmed at Schwartz's house, focuses on the brand's delivery service and stars her own scene-stealing Dachshunds.

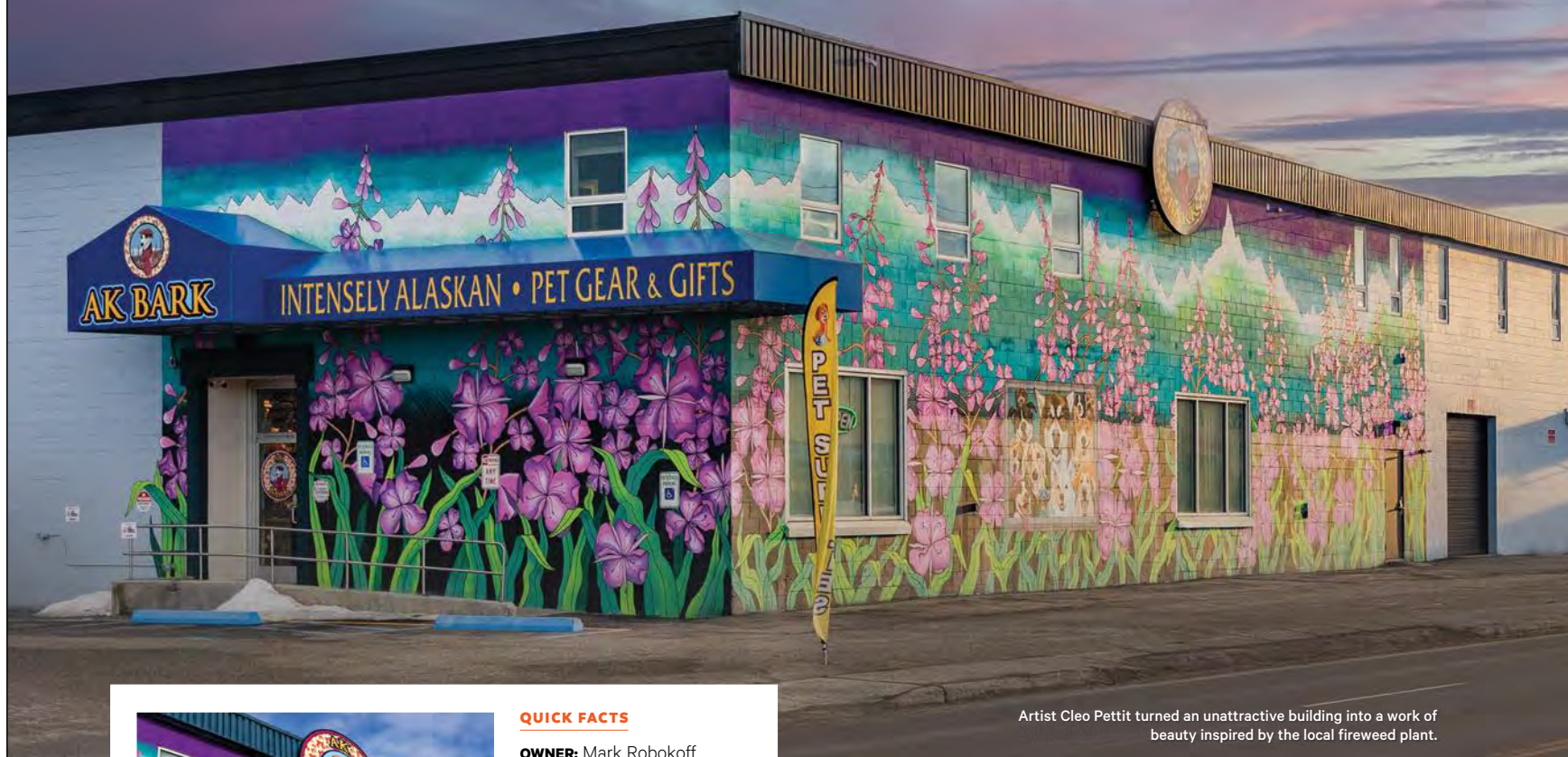
5 Subscription Boxes: Designed around a philanthropic vibe, Bonefactor (dog) and Generoskitty (cat) boxes give back to a monthly local charity partner with themes and brand sponsors changing each time. The \$19.99 per month subscription price guarantees a value of at least \$40. The program encourages customers to try new products. Says Schwartz, "In May, we had a box sponsored by NutriSource and

one of our subscribers returned to purchase a big bag of the NutriSource Chicken and Rice because she said she had never seen her dog so excited to eat before!"

AK BARK / ANCHORAGE, AK

INTENSELY ALASKAN

By focusing on wants and needs specific to pets in his state, Mark Robokoff has created a store the community loves to shop. *BY SANDY CHEBAT*



Artist Cleo Pettit turned an unattractive building into a work of beauty inspired by the local fireweed plant.

QUICK FACTS

OWNER: Mark Robokoff

FOUNDED: | **LOCATIONS:** 1

AREA: 3,600 square feet

EMPLOYEES: 1 full-time, 3 part-time

FACEBOOK & INSTAGRAM: akbarkgifts

WEBSITE: akbarkgifts.com

TOP BRANDS: 2 Hounds Design, Bubba Rose, Canada Pooch, Chilly Dog, Coyote Vest, Cycle Dog, Fuzzyard, Gold Paw Series, Hurtt, Huxley & Kent, Julius K9, Katziela, Mirage, Mountain Straps, Nite Ize, Muttluks, Natural Pet Co., Non-Stop Dogwear, Noxgear, Outward Hound, PetSafe, Rex Specs, Ruffwear, Shed Defender, Snoozer, Tuesday's Natural Dog Co.



Mark Robokoff and Dutch

ALASKANS have a saying: "We don't give a damn how they do it 'Outside,'" referring to anything outside of the 49th state. Adopting that independent mindset and embracing the local community has helped AK Bark in Anchorage evolve into the successful pet business it is today. "What started out primarily as a pet-themed gift store quickly morphed into a specialty pet-gear store as we found this subsegment that was underserved in this market," owner Mark Robokoff says. "Our slogan is 'Intensely Alaskan,' and we are intensely community focused."

By truly listening to his custom-

ers and following consumer demand, Robokoff has benefited by letting those factors shape much of his business. He has created a store specifically for Alaskans and their surroundings.

Robokoff opened AK Bark in 2016 with a focus on Alaska products, moving it in 2022 from a strip center to its current building on Fireweed Lane. "The cinderblock building offered double the space but had the curb appeal of a penitentiary," he says. "The building was a blank canvas begging for color." From his acting work in Alaska theater productions over the past 25 years, Robokoff knew



The “8 Paws of Gold” design, owned by the store, adorns flags (top left), T-shirts and other products for people and pets, all exclusive to AK Bark.

a talented scene designer and muralist and hired her for the job.

LOOKING THE PART

“Cleo Pettit flew to Anchorage and spent the month of May 2022 painting our mural for her old friend,” he says. Because billboards are banned in Alaska — “so motorists can enjoy the scenery” — and strict ordinances limit how much mural space could show dogs, the pair got creative. “We filled a false third window with the faces of actual AK Bark canine customers.”

The rest of the two-story, 100-foot mural decorates the neighborhood with fireweed, a ubiquitous local plant with beautiful bright pink flowers. “Alaskans

see it as a symbol of renewal, as it gets its name from being the first plant to grow after a forest fire, and it’s a welcome sight signaling the start of Alaska’s summer,” Robokoff explains, adding that the store also sits on Fireweed Drive. “It was the perfect symbol upon which to base our branding and décor.”

Fireweed pink appears throughout the store’s interior color scheme, including in ribbons in the slatwall, and he created a classic vibe by adding two vintage rolling ladders for two-story displays. The floor features a herringbone pattern with display units aligned on its 45-degree angles to break up the space and guide customers through the store. “All

display units are hand-made by me or second-hand and repainted.”

LOCAL SOURCING

AK Bark has a two-pronged buying strategy: Alaska-Made and Alaska-Necessary. As customers asked for special pet gear they weren’t finding elsewhere, Robokoff saw an opportunity and adjusted his gift store business model to what his community wanted and needed. “We stock Alaska-Made items when possible, and a local high-school girl fills our ‘AK Barkery’ case with adorable cookies and cakes,” he says, adding that they typically sell a cake every day. “Our biggest revenue source is treats,” and “nearly all our brands are made locally, including freeze-dried salmon and locally sourced, naturally shed moose and caribou antlers, raw or smoked with salmon oil.”

Treats make up 18% of sales, followed by health and wellness (17%), toys (11%), dog apparel (8%), harnesses (7%), collars and leashes (7%), dog gear (6%) and booties (6%). The remaining 20%: human apparel, bedding, grooming products and gifts. Noticeably absent from this list is pet food. “As everyone knows, pet food has a low margin and high demand for space. You’re dealing with expired product and all the usual trappings,” Robokoff says, leaving the category

to nearby chain and feed stores. “Using the space differently allows for a much wider variety of other products. Making a go of it without dog food was a risky experiment, but it’s working for us so far!”

Instead of trips to the pet store being a chore, Robokoff says customers visit AK Bark “to see what’s new and to buy things that enrich their dog’s life or keep them safe in the Alaskan outdoors. “Customers shop while thinking about their dog and their next hike or play session. It’s an entirely different mindset and the result is a completely different, upbeat vibe.”

STAFFING STRATEGY

While many Anchorage businesses have struggled to find and keep quality employees, AK Bark has not. Most of Robokoff’s hires are from marginalized communities, and his turnover is very slow. He attributes some of this hiring success to higher wages and enjoyable perks. “AK Bark’s team members make significantly more per hour than their counterparts and receive a bonus whenever the store has a better-than-average month,” he says, adding that individual bonuses often surpass \$1,000 in busy months.

“Team members also bring their dogs to work, get a hefty store discount and free lattes and mochas from the neighboring coffee shop, on me,” he says. “Our store simply puts customers in a good mood, which makes the retail working experience much more enjoyable than most.”

When hiring, Robokoff looks for ease with personal interactions. “We are competing with giant corporations that don’t pri-

oritize keeping their best people as much as we do,” he says. “Friendly, intelligent and informed interactions are their weakness, so we make it our strength.”

SAVVY MARKETING

The company’s effective use of social media to inform and interact with the community pays off. Part of its strategy is to post on Facebook and Instagram three to five times a day. These interactive posts include dogs trying booties for the first time or going crazy for a new toy, pictures of visiting puppies to lift spirits and a weekly caption contest with a prize: a \$20

In addition, Robokoff also writes a column for a local publication, where he offers advice specific to Alaska dog issues. Topics include choosing the best booties, what the warmest coats are, and how to survive Alaska’s Breakup season, which he says is the state’s version of Spring.

PLANNING A BRIGHT FUTURE

AK Bark currently is rolling out a state-of-the-art loyalty program that integrates into its POS so transactions are attached to the customer’s name, resulting in a more streamlined and effective

process. As part of the program, frequent customers earn points toward store-branded swag, from treat pouches and poop bags to AK Bark shirts and hoodies. Lapsed customers are re-invited to visit with a discount,” and “online purchases earn the same reward points as in-store ones, combined into a single tally,” Robokoff says.

All future plans for the store involve the successful Alaskan influence. “More than most cities in the U.S., an independent pet supply store in Alaska MUST define itself by the place in which it resides,” he says. “Without intense community focus, it

has no chance of competing with the more efficient business models and huge price-reducing contracts of national chains.

“The goal is for the community to see our store as ‘their’ store, where profits are put back into the community instead of being sent elsewhere,” he continues. “It is a make-or-break effort business-wise, but it’s also just the kind of folks we are.”



A local high school student keeps AK Barkery well stocked with cookies and cakes.

FIVE MORE COOL THINGS ABOUT

AK BARK

1 First in CBD: “AK Bark was the first store in Alaska to offer CBD to pets, back when it was severely controlled and misunderstood,” Robokoff says. “We did the research and only stock the highest-quality products on the market. CBD continues to be a significant percentage of our sales, including AK Bark-branded treats that

are dosed individually after baking. Putting in some extra effort in a new and controversial product has paid off with customer loyalty and trust.”

2 Good Fences: AK Bark uses geo-fencing in its digital marketing. “When a customer has cellular location services turned on and they enter the ‘geo-fence’ around a competitor, we can then serve AK Bark ads to those phones, encourag-

ing customers to shop locally and get hard-to-find pet supplies that better suit our climate,” he explains.

3 Selfie Station: Many customers get a shot of their pet in front of the AK Bark mural. “Facebook and Instagram get flooded with customer posts tagging the store,” Robokoff says. “Nobody takes their dog’s picture in front of a warehouse store and tags Petco.com.”

4 Worthy Cause: AK Bark hosts adoption events for The August Foundation, a rescue group that finds forever homes for retired sled dogs. In response to several tragic collisions between mushing teams and snowmobiles last winter, the store and rescue partnered to outfit as many sled dogs in the state as possible with LED gear at no cost. Thanks to discounted pricing from Noxgear, they raised \$10,000 for



more than 400 LED dog vests.

5 Iron On: Local suppliers provide the store with Alaska-themed bandanas

such as northern lights, moose, bears, salmon and sled dogs. Customers can get their dog’s name put on a bandana via heat-transfer vinyl at the store’s Customization Station.

JUDGES’ COMMENTS

+ Mark clearly puts a lot of time and love into everything he does. His store is like nothing I have ever seen. It reminds me of an REI for dogs, with all the cool gear that you need and don’t need — I bet there are a *lot* of impulse buys and upsells here! Mark has a good business sense and reads his market perfectly. **Molly Lewis, Dog River Pet Supplies**

+ This store meets the needs of pets living in this part of the world. A true specialty store. Well done! **Shelly Armstrong, World Pet Association and SUPERZOO**

+ The mural, pink ribbon trim in-store, opening next to a popular veterinarian to build foot traffic are all moves by a smart marketer who really thinks things through. The fundraiser for sled dog teams isn’t a marketing move, it’s the sign of a person who loves dogs and loves his community. Very attractive website that’s so easy to use. Adding geofencing is a stealthy move. Your tagging on Instagram is high. Adding your expert column, and thus setting your team and yourself up as THE experts, is so smart. **Georganne Bender, KIZER & BENDER Speaking!**

+ Strength in loyalty program and use of technology to communicate with customers. Great long-term strategy. **Todd Dittman, IndiePet**

+ Wise to use Alaska unity to build customer engagement. The exterior is very eye-catching and surely does the job to get you noticed. Very unique bonus program to give your staff skin in the game. Very smart idea. **Mike Bioni, Grandma Mae’s Country Naturals and NexPet**



BATH & BISCUITS / GRANVILLE, OH

HER OWN WAY

Danielle Wilson puts a unique spin on the grooming salon and boutique concept, infusing her personal style and love for each pet into a successful business. *BY MELISSA L. KAUFFMAN*



"NO ONE IN OUR VILLAGE knew what a DIY dog wash was, but boy did it take off," groomer Danielle Wilson says about opening Bath & Biscuits in 2009. The business started in a small century-old building in Granville, OH, offering full-service grooming and two self-wash tubs that her husband, Sheriff Deputy K9 Handler Shawn Wilson, constructed from horse troughs. A boutique area sold private-label pet food, bakery items, chews and supplements.

Bath & Biscuits moved to a

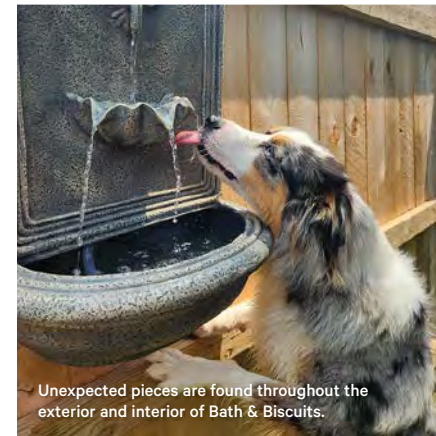
much bigger space — 5,505 square feet indoors and 45,000 square feet outdoors — down the road in 2020. Wilson also now offers day care, boarding and training, in addition to a wider range of premium pet products. Strong branding along with the distinctive look and feel of the business, born from her love of vintage and steampunk aesthetics, have led to continued growth year over year.

INVESTING IN THE BRAND

"Our brand reflects our com-

mitment to providing unique and high-quality services to our customers," Wilson says. She purposefully chose every element, from the color scheme to the main logo and sub-logos, to convey style and sophistication in a welcoming way. "We want our customers to feel at home when they visit us, and I believe that our brand helps to achieve that."

The Bath & Biscuits logo itself (seen at left on Wilson's T-shirt) has significantly transformed over the years. Once a cartoon dog sitting in a bubble bath, Dox Design



Unexpected pieces are found throughout the exterior and interior of Bath & Biscuits.



QUICK FACTS

OWNER: Danielle Wilson | **FOUNDED:** 2009 | **LOCATIONS:** 1
AREA: 5,505 square feet indoors, 45,000 square feet outdoors
EMPLOYEES: 14 full-time, 1 part-time | **FACEBOOK:** bathandbiscuits
INSTAGRAM: bathnbiscuits | **WEBSITE:** mybathandbiscuits.com
TOP BRANDS: Lucky Dog Biscuits, Mad About Organics, Bailey's CBD, Puddle Jumper Pups, Blueberry Pet and Fluff & Tuff

created a refined text-based logo to connect with the upscale community of Granville. Wilson hired a professional photographer to highlight the retail offerings and services, capturing them with beautiful images now found throughout her feature-rich website and social media.

The boutique's bold interior reflects Wilson's vision best. "My love for vintage and steampunk, as well as rich, deep colors of creams, browns, sepia, dark green and antique gold inspired the new look," she says.

Gold-framed pet portraits and handmade wooden cabinets showcasing products greet customers upon entering. A white-brick fireplace stands out against a black wall, its mantel holding vintage decor interspersed among products such as private-label candles. Artificial plants and flowers in her favorite colors sit throughout the space. A glass door and hallway

lead to the full-service grooming area, while the day care has its own entrance. "It's not your typical pet salon," Wilson says.

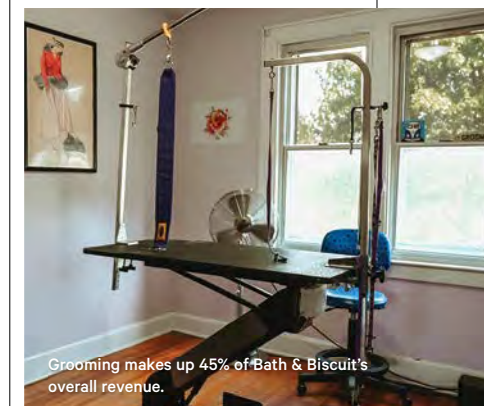
CREATING OUTSTANDING SERVICES

Grooming and self-wash reign as the top-selling services offered at Bath & Biscuits (45% of revenue), followed by dog day care (20%),

retail (20%) and dog boarding/training (15%). About her grooming philosophy, Wilson says, "I typically don't follow breed-specific grooming styles. While I can, my passion lies in crafting unique and creative styles that highlight the genuine character of the dogs."

The DIY option remains unique. "We have the only self-serve dog wash that includes a free nail trim, along with a blueberry facial and ear cleaning," she says. "Dog owners love that we take the time to include these services with the self-serve. Even though other area places have opened DIY dog washes, ours contributes a solid 5 to 8% toward our bottom line each year."

When it comes



Grooming makes up 45% of Bath & Biscuits' overall revenue.

JUDGES' COMMENTS

+ I love the thought and design that went into the doggie day-care yard. I think the sensory garden for the dogs to explore is brilliant. **Shelly Armstrong, World Pet Association and SUPERZOO**

+ The company logo is beautiful, personal and artistically minded. You really get a sense of who Danielle is as a person and as a business owner from her branding and aesthetic sensibility. The bold colors and whimsical design of the shop are inviting, and I bet the dogs feel very safe, like walking in the front door of a cozy home. This seems like a business I would love to visit. I hope I can get out there some day to meet Danielle and see her welcoming space. **Molly Lewis, Dog River Pet Supplies**

+ The interior of this store is warm and inviting, a place I would tend to linger. The signage is fun, and the store features a good use of props. The website looks good and is definitely interactive. The use of social media is strong — the Facebook Group is an especially good way to connect with customers! **Georganne Bender, KIZER & BENDER Speaking!**

+ You provide unique options/services not commonly found in similar businesses. It appears you have a strong understanding of the importance of customer service and building strong relationships. **Mike Bioni, Grandma Mae's Country Naturals and NexPet**

+ The Sensory Garden is a creative use of space and seems effective in enhancing the customer experience. **Todd Dittman, IndiePet**

to day care and boarding, Bath & Biscuits offers its own spin, too. Enrichment Day Care includes off-leash play sessions with other dogs and fun activities selected for each pup, including visits to the Sensory Garden (see 5 Cool Things). Dogs who spend the night stay in one of five deluxe kennels and get meals, enrichment activities and play sessions, along with a story and snack at bedtime. Puppy Play Date sessions, for pups 8 to 24 weeks of age, happen on Saturdays and set them up for a successful transition into day care.

Wilson says these special touches and treating each pet like

an individual create customer loyalty. “A long-time customer once told me that the reason she brings her dogs to Bath & Biscuits is because we ‘take the time to care.’ It’s a statement that has stuck with me over the years, and I truly believe it’s what sets us apart. We take the time to get to know each and every animal in our care, to understand their unique personalities and needs. We strive to create a warm, welcoming environment where pets feel safe, happy and loved.”

EMPOWERING EMPLOYEES

Bath & Biscuits has 15 staff members: multiple bathers, groomers and day-care attendants, plus a trainer and a manager. Wilson says that like the brand, they have evolved over the years. “We encourage our employees to grow



Wilson's love of steampunk greets clients via this adorned dog statue.

with us and have sent two bathers to grooming school. One has been grooming professionally with us for over six months now and is doing fantastic!” Another bather currently enrolled will be grooming dogs by next summer.

Training programs such as Groom Haus, Paragon and Dog Handlers Academy contribute to employee success. Wilson says she has confidence in her staff’s capabilities, and they know it. “Empowering leadership in a business is crucial. By empowering them, they are given the opportunity to take ownership of their role and feel a sense of pride in their work.”

PURSuing HER DREAM

Wilson shares that it’s hard to

believe Bath & Biscuits has grown from the small grooming salon with two horse-trough DIY dog baths to the amazing pet care destination it is today.

“Running a small business has been one of the most fulfilling experiences of my life,” she says. “It’s not just about selling pet products or providing services, but about creating a welcoming environment where people feel comfortable and happy to bring their beloved pets. Every day I walk into my shop, and I feel an immense sense of pride. It’s amazing to think that I created this beautiful place!”

In the future, she hopes to construct and own her next building to make more room for day care, offering even more enrichment activities and exclusive services.

FIVE MORE COOL THINGS ABOUT

BATH & BISCUITS

1 Educating Customers: Wilson worked as a Registered Veterinary Technician before becoming a groomer. This has informed the way she interacts with clients. “I know that some people may see me as ‘just a groomer.’ That’s why I make an effort to educate our clients on the importance of grooming and the impact it can have on their pet’s health and well-being. I also strive to go above and beyond in my interactions with clients.

I make sure to listen to their concerns and offer advice on any issues we may notice. By building a strong rapport with our clients, we hope to be seen as a valued member of their pet’s healthcare team, rather than just a service provider.”

2 Educating Pets: Head trainer Kristen VanNess, KPA-CTP, holds group classes in the indoor day-care area on Saturday afternoons. Dogs can take part in training during day care as well as overnight boarding, the latter with a two-week board-and-train package. New this year, the Puppy Raising Program: Puppies attend

day care twice a week and get 30-minute incremental training. VanNess holds a parent-teacher conference weekly to discuss the puppy’s progress. All program graduates have become day-care clients. “It’s kind of neat,” Wilson says, “we grow our own day-care dogs.”

3 Stop & Smell: A sensory garden enclosed by a wooden privacy fence sits between the outdoor turf yards. Different types of fragrant plants, including herbs and flowers, and different textures, such as soft grass, rough rocks and smooth stones, fill the



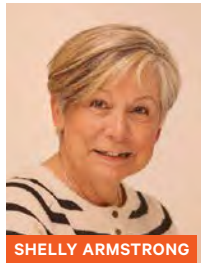
garden, which also has a wind chime. Dogs can smell, feel and dig — there’s a sand pit with hidden toys. Wilson says, “It’s not just a fun space for dogs to explore and play in, but it can also

have therapeutic benefits for them and our staff.

4 Nail Trim Club: Members can bring in dogs (or cats, bunnies, Guinea pigs, parrots, etc.) for a walk-in nail trim for \$20. They get a free nail trim if they bring the pet back within 30 days, or if

someone has two dogs, it’s basically buy-one get-one free the same day. Wilson is a big advocate for keeping a dog’s nails trimmed to prevent health issues caused by overgrowth.

5 Creating Community: In the private Facebook group “Parents of B&B’s Dog Day Care,” staff post action shots and videos so pup parents also can experience the fun. Offline, the team takes part in a variety of Granville events, including the July 4th celebration. Wilson donates gift cards for the “Most Patriotic Pet Contest,” and they ride in the parade. “We throw poop bags filled with Tootsie Rolls to the kids along the route. It’s hilarious to see their faces when they catch the bags, and the parents and villagers love it. We like to foster a strong bond between our business and the pet-loving community we serve.”



SHELLY ARMSTRONG



GEORGANNE BENDER



MIKE BIONI



TODD DITTMAN



MOLLY LEWIS



PAMELA MITCHELL



MELISSA L. KAUFFMAN

MEET THE JUDGES

A panel of industry professionals helps the PETS+ team choose America’s Coolest pet businesses. Get to know the pet pros who helped pick the 2024 winners.

BY PAMELA MITCHELL, EDITOR-IN-CHIEF

HERE AT PETS+, we get to know and love our readers. PETS+ wouldn’t exist without them, after all. Pet retailers and service providers contribute to the magazine and website through our Brain Squad. They take part in the PETS+ Sample Box program, making it hugely successful. And we can always count on our readers — brand partners included — to talk us up to others in the industry. All of this has helped PETS+ grow and excel since launching in 2017.

All of this to say, we are biased when it comes to them. We know many of the businesses that enter America’s Coolest well. With this in mind, we invite five respected members of the pet industry to join us in judging the contest each year. Members of the panel individually score entries in the categories of Exterior, Interior, Online Presence, Marketing, Individuality and Story. Then we combine the scores and rank the entries. NOTE: When a judge has a personal or professional relationship with an entrant, they recuse themselves from judging that entry or we determine if their score affected ranking and adjust as needed.

Now, let’s meet the 2024 America’s Coolest contest judges!

SHELLY ARMSTRONG WORLD PET ASSOCIATION

Armstrong serves as the client engagement manager for World Pet Association (WPA) and manages the executive retail buyer program for SUPERZOO, North America’s largest B2B pet product marketplace. For the last 12 years, she has collaborated with retailers on their participation across all WPA events, supporting a strong community of professionals throughout the pet industry. Armstrong thrives when evolving trade show initiatives to develop programs that match industry needs and address retail pain points. Her passion for the industry and strength in pet retail encompasses nearly 30 years and is complemented by her history representing manufacturers and experience with the distribution channel.

GEORGANNE BENDER KIZER & BENDER SPEAKING!

Bender is a renowned speaker, author and consultant who has empowered thousands in the retail, hospitality, health care and travel industries. Specializing in store makeovers, she has a proven record of delivering double-digit sales growth. Bender is recognized

among the Top 40 Omnichannel Retail Influencers and RETHINK Retail’s Top Retail Experts.

MIKE BIONI GRANDMA MAE’S COUNTRY NATURALS & NEXPET

A pet industry veteran with 27 years of experience selling pet food and treats to independent pet stores, Bioni started in the Philadelphia market in 1997, which led to roles covering much larger areas and eventually the country. He now works as national sales manager for Grandma Mae’s, maker of food and treats for independent pet stores, and as part of NexPet, a co-op for independent pet retailers. Bioni lives outside of Philadelphia with his wife, two daughters and two cats.

TODD DITTMAN INDIEPET

Dittman serves as executive director for IndiePet, the association supporting independent pet retailers and their suppliers. His career includes lead marketing and strategic planning roles with major retailers and global associations focused on enhancing the customer experience at retail. Dittman has a Master’s of Business Administration from Loyola University, Chicago, and a Bachelor’s of Business Finance from the University of Cincinnati.

MOLLY LEWIS DOG RIVER PET SUPPLIES

Lewis has always surrounded herself with animals. Her mom remembers Lewis saying, “When I grow up, I want to be a police officer for animals who need help.”

And in one way or another, this is exactly what she has done for decades. The current iteration of this passion is her store, Dog River Pet Supplies in Hood River, OR, a 2023 America’s Coolest contest winner. There, Lewis specializes in nutrition and natural medicine for pets. She has also worked in holistic veterinary medicine, which largely informs her professional calling. She believes that treating animals with kindness and respect is imperative to their physical and psychological well being.

MELISSA L. KAUFFMAN PETS+

Kauffman writes the America’s Coolest features for PETS+. A veteran pet industry journalist, she has covered pets, their people and the industry for more than 30 years. There’s almost no type of service her pets haven’t tried or products she hasn’t tested while working for various magazines and websites for animals — from dog, cat, bird, fish and reptile to small critters. Half of her paycheck is guaranteed to go to pet stores and veterinarians. When not working, Kauffman and her husband travel the U.S. in their RV, with their two dogs and two parrots along for the ride.

PAMELA MITCHELL PETS+

As editor-in-chief of PETS+, Mitchell spends her workdays deeply entrenched in the world of independent pet businesses. She tells their stories with the help of writers and contributors, the latter being the 1,800-plus retailers and service providers in the PETS+ Brain Squad. Mitchell works from her home office in Phoenix, AZ, with Ty the Boston Terrier as her snoozing assistant.

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product spotlight

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P: (206) 228-0673

W: hiccpet.com

4. GAINES FAMILY FARMSTEAD

Check out the ALL NEW, Gaines Family Farmstead's Sweet Potato Pumpkin Bone Dog Treats! Made with wholesome ingredients, these 100% natural bones are perfect for any occasion, providing a delicious treat any dog will love.

MSRP: \$13.99

E: dewar@gainesfamilyfarmstead.com

P: (205) 607-0173

W: gainesfamilyfarmstead.com

5. NATURAL FARM

Bully Cheeks are the best bully stick alternative: Our all-natural beef cheek products from grass-fed cattle are like traditional bully sticks in function, flavor, and nutritional value, but at a lower price! Offered in several shapes and sizes.

MSRP: \$3.49 - \$14.99

E: orders@naturalfarmpet.com

P: (470) 460-5882

W: naturalfarmpet.com

6. PET KING BRANDS

Clinically proven for hypoallergenic care, ZYMOX Advanced Enzymatic Ear Wipes are non-irritating wipes that address redness and discomfort. Fragrance-free, alcohol-free and travel-friendly, these wipes are perfect for daily use. Each six oz. jar contains 100 wipes with a textured back.

MSRP: \$21.99

E: customerservice@petking-

brands.com

P: (888) 752-5487

W: zymox.com

7. INTERSAND

OdorLock® maxCare™ is an ideal cat litter for health monitoring. Its 5-in-1 ultra-premium clay contains granules that turn blue when detecting blood or glucose in urine, providing an early warning of potential health issues.

MSRP: \$23.99 (25lb. bag)

E: info@intersand.com

W: us.intersand.com

8. ZEE.DOG

The NOX Hands-Free Leash is fully reflective and can be used in four ways: wear it across your chest, around your waist, as a long leash or easily tether. Make it your own with Zee.PinZ.

MSRP: \$39.99

E: wholesale@zeedog.com

P: (347) 477-0933

W: zeedog.com/products/nox-hands-free-leash

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Sanity Files

HOW PET BUSINESS OWNERS STAY SANE IN A CRAZY WORLD

ALLEN & JENNIFER LARSEN

FIREHOUSE PET SHOP, WENATCHEE, WA

Allen and Jennifer Larsen love to combine business with pleasure. When they attend industry trade shows, the couple enjoys socializing with fellow indies and other pet pros. They also always add a vacation at the end to take full advantage of the time away from their store. And when son Aidan, a supervisor at Firehouse Pet Shop, can come along, even better! Once back home, Allen and Jennifer love sharing all of the new products they found with their team and reuniting with their rescue pup Penny, rescue kitties Deja and Vu, and shop cat Carlos (pictured here).

PHOTOGRAPHY BY JP PORTRAIT STUDIO

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