



**ZippyPaws**  
14279 Albers Way, Chino, CA 91710

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Amanda Chandra  
ZippyPaws  
(909) 606-6094  
amanda@zippypaws.com

**ZIPPYPAWS EXPANDS DOG TOY LINE WITH OUTDOOR WATER TOYS**

**CHINO, Calif.** – ZippyPaws, a leading manufacturer of specialty dog toys, is now integrating exciting outdoor water toys into their line. Since 2011, ZippyPaws has designed every one of their products with the intention of promoting an active lifestyle for dogs.

Justin Miccuci, sales director of ZippyPaws, thought it was only fitting to introduce outdoor toys to help fulfill the company's mission. "We're all about creating products to fit active and colorful lifestyles," Miccuci said. "Outdoor toys fit perfectly with our company's values."

New Z-Stitch Floaterz also embody the high-quality and value that ZippyPaws will never compromise. "We believe in providing the best value for the best price," says Miccuci. "We do not believe in anything but the best for our customers."



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A recurring customer desire in 2016 was the importance of long-lasting, durable toys. Leading up to the new year, this trend has only increased. ZippyPaws has continued to stay one step ahead of the game by launching Z-Stitch technology in 2016.

Z-Stitch is a special sewing technique which uses a zigzag stitching pattern on the border webbing of toys to cover more surface area, making the toy extra tough. The Z-Stitch sewing technique helps prevent bites from penetrating through the toy, thus prolonging the life of the toy.

The design for the Z-Stitch Floaterz is based upon the beloved Donutz and their crescent squeakers, which means no stuffing and extra squeaking! Z-Stitch Floaters are light enough to float when thrown in water and continue squeaking when dogs play with them (whether submerged or afloat).

Z-Stitch Floaterz come in four different characters: a walrus, turtle, shark, and duck. Each one retails for \$9.99 and will be available to purchase March 2017. Visit [www.zippypaws.com](http://www.zippypaws.com) to learn more about the ZippyPaws adventure gear line and other products offered by ZippyPaws.

### **About ZippyPaws**

ZippyPaws was created in 2011 with the mission of bringing fun, joyful, and high-quality toys to dogs and their owners. (Providing toys for dogs is a great way) to encourage active lifestyles and to foster a strong relationship between owner and dog. Visit the full line of ZippyPaws products at [www.zippypaws.com](http://www.zippypaws.com) or email [sales@zippypaws.com](mailto:sales@zippypaws.com) to request a catalog.

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