

FOR IMMEDIATE RELEASE

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BONE-Appetite in Style, Without the Mess!

-Soggy Doggy introduces new product, the Slopmat-

***Come feel the soft, durable Soggy Doggy Slopmat for yourself at
SuperZoo 2013, Booth #4668***



Larchmont, NY- Joanna Rein, president of Soggy Doggy Productions, has recently announced a new product- **Soggy Doggy Slopmat**, the perfect solution for pet parents who have a messy eater with four paws at home!

“I’m a busy, working Mom and know too well how time consuming it can be to keep a clean home while managing so many other responsibilities,” Rein said. “With that always in mind, I design products that are practical, durable and stylish. They solve unique problems brought on by our beloved *soggy doggies*, and the new Slopmat is an excellent addition to our complete Soggy Doggy product line.”

The Slopmat is made from the same microfiber chenille as the signature Soggy Doggy Doormat® and Super Shammy, and is odor-free, quick-drying, has a no-slip backing, and is machine washer/dryer friendly. It will absorb 5x more water than a regular placemat, and is currently available in our signature beige with red bone design, as well as two new colors- Carmel Brown with Oatmeal Bone and Dark Chocolate with Oatmeal Bone. Additionally, the Slopmat works beautifully as a soft & snuggly crate-liner for small dogs. Retailing for \$21.99, the Soggy Doggy Slopmat can be purchased at www.SoggyDoggyDoormat.com. For more information about the Slopmat, or to request a high-resolution image, product sample or interview, please contact Kerry Sutherland at K. Sutherland PR, Kerry@ksutherlandpr.com or 949-328-4895.

About Soggy Doggy

Soggy Doggy Productions is the maker of a line of simple, practical, and stylish solutions for soggy dogs and their pet parents. You've been there- your dog goes outside on a wet or muddy day, only to return indoors with dirty, wet paws tracking mud and more into your clean home. Now, there's a solution! The company's signature Soggy Doggy Doormat®, Soggy Doggy Super Shammy and Soggy Doggy Slopmat are each made from millions of textured, ultrafine strands woven together absorbing up to 5x more water than regular cotton doormats or towels. The products are velvety-soft, fast-drying, odor-free, machine washer/dryer friendly, and available in a variety of colors to match any home's interior. Products range in price from \$19.99 to \$84.99, and can be purchased at www.SoggyDoggyDoormat.com. For more information, or to request high-resolution images, product samples or an interview please contact Kerry Sutherland at K. Sutherland PR, Kerry@ksutherlandpr.com or 949-328-4895.

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