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PRESS RELEASE

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Made in the USA: Sloggers® Attending SuperZoo Show in Las Vegas

Los Angeles, CA—June 4, 2014 —Sloggers®, U.S.A. manufacturer of Waterproof, Comfort Footwear, will be exhibiting at the SuperZoo Show **BOOTH #22165**, July 22-24, 2014 in Las Vegas, NV at the Mandalay Bay Convention Center.

The super cute and comfy waterproof shoes and boots are perfect for dog walkers, weekend washers, or professional groomers. An excellent “destination impulse-product with great margins and returns.”

“We know that women are buying these shoes in Lawn and Garden centers and then wearing them out to walk the dog. This is probably why the new line of Paw Prints has been so fabulously successful,” said Sloggers President, David Hoyt. Sloggers just launched their new e-commerce store and blog to promote and grow channels for their waterproof line of shoes and boots.

Sloggers, a family-owned and run company for over 65 years, has brought on new technology to support this online growth. The company has manufactured their product lines in Los Angeles, CA and are proud to stamp their products with a “**Made in the USA**” tag. They have been a

leader in the Lawn and Garden footwear space since 1995.

“We started selling footwear in the Lawn and Garden shops 20 years ago and we feel we can do the same thing for the independent pet stores. You can only have so many feet dedicated to dog food or chew toys. With our cute, little, waterproof, comfort shoes, the pet retailer will be adding a unique, profitable, proven product that appeals directly to the pet store consumer demographic,” concluded, Hoyt.

This year and for 2015, Sloggers plans on launching up to 10 new, print designs for their shoes and boots, which will break them into new markets: pet/vet, horse/barn, chef, healthcare, and fashion as well as a philanthropic line to support Breast Cancer Awareness this October. Over the years, Sloggers has traditionally been a Lawn and Garden Outfitter. Finding that customers are providing an enormous amount of feedback in relation to not necessarily being a gardener, but purchasing anyways, has pushed Sloggers into marketing, function, design, and appealing to a larger crowd with the same product.

“It doesn’t need to be raining in order for me to wear my Sloggers,” Lyndsay Johnson, Director of Marketing stated. “I wear my Sloggers when it’s sunny out and I’m wearing shorts. I wear them out on date night, as well. We are not just about lawn and garden anymore. We are about fun, function, and fashion too!”

Sloggers is increasing their sales force and marketing efforts to develop new online and offline sales and marketing strategies to help develop new lines in new channels.

“We are very excited about our new online footprint and designs that will be launching this year and in years to come,” said Hoyt. “Getting involved in the social space and engaging with our customers is key to our new growth and development.”

You can find Sloggers at the Mandalay Bay Convention Center at **BOOTH #22165**. Come join the “Sloggers for Life” fun and support products **“Made in the USA”!**



About Sloggers®:

Sloggers® started in 1948 as Coffey-Hoyt Products. The company pioneered the field of plastic, footwear protection, inventing and manufacturing the first, clear plastic overshoe, called Drizzle

Boots. Drizzle Boots became very popular selling millions of pairs over the years. Even Doris Day sported them back in the 1951 film "Storm Warning".

Continuing a 66 year commitment to quality and the American worker, Sloggers remains at the same Los Angeles, California location. Sloggers is proud to continue the tradition of Made in America. The privately held company is under second-generation management and is the exclusive maker of the Sloggers brand of products.

For more information on Sloggers, please visit: www.sloggers.com.

About Bound-by Marketing:

Owner, Lyndsay Johnson re-branded her boutique agency, Metamorphosis Creations, in 2011 to what is now called Bound-by Marketing. Johnson brings a plethora of industry experience with her from: hospitality/restaurant, automotive/high performance, real estate, medical device, music, non-profit, civil engineering/city, healthcare, and consumer product goods. She has surrounded herself with over fifty designers, photographers, videographers, programmers, and developers across the nation. Beyond her infatuation with marketing, Johnson is a classically trained opera singer who additionally has a unique passion for hot rods.

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