



THE BRAMTON COMPANY EXHIBITS NEW SIMPLE SOLUTION PRODUCTS FOR CATS & DOGS AT SUPERZOO TRADE SHOW FOR PET RETAILERS

Lineup Includes Company's First Cat Litter, Enhanced Stain & Odor Products

LAS VEGAS, (July 22, 2014) – The Bramton Company, which provides quality pet care products that make pet care easier, demonstrated its latest Simple Solution offerings for cats and dogs at this year's SuperZoo national trade show for pet retailers. The company's lineup of new products includes its first cat litter, Simple Solution® 30-day Super Absorbent Litter. The company also has extended its Simple Solution stain and odor products for dogs and cats to include two new lines, Boosterz and Platinum.

Bramton showcased all its products at its booth, #4053, during SuperZoo, which took place July 22-24 in Las Vegas, Nev.

"Our customers want quality products that are effective and safe for their pets and families," said Brandon Najarian, senior product manager with The Bramton Company. "That's why we're expanding our existing lines and entering new categories – so that cat and dog parents have the choice of a brand they know and trust and that delivers what they need."

Simple Solution: What's New

Simple Solution, an established brand known for its training, grooming, outdoor, and stain and odor solutions, now includes **Simple Solution 30 day Super Absorbent Litter**, www.30daycatlitter.com, the only litter made from super absorbent, lightweight pure attapulgitic clay that stays odor free for 30 days. The new cat litter is available in two sizes, 9 lbs. and 15 lbs., with an MSRP of \$10.99 to \$15.99.

Simple Solution continues to innovate the pet stain and odor remover category with the recent launch of two new product lines for the home: **Boosterz** and **Platinum**. The new lines ensure pet parents deliver the right amounts of the stain and odor products, while enhancing effectiveness with focused-use formulations.

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- **Simple Solution Boosterz.** This new line adds three products – Stain and Odor Remover, Oxy-Charged Stain and Odor Remover and Urine Penetrator Stain & Odor Remover – that increase bacteria to work faster, penetrate deeper and discourage pet marking. Available in a 32 oz. bottle (with one performance-boosting PowerCap™) with an MSRP of \$6.99.
- **Simple Solution Platinum.** This new product line includes four offerings: Stain Fighter, Odor Destroyer, Urine Blaster and Carpet Lifter. The Platinum line launches with focused-use formulations and an innovative continuous aerosol delivery spray designed to inject liquid down into the carpet and beneath the surface. Available in a 17 oz. bottle with an MSRP of \$8.99.

Availability

The new Simple Solution products are available now at pet specialty retailers nationwide and online.

About The Bramton Company

The Bramton Company provides quality pet-care products that enhance the relationship between people and their pets. The Bramton Company manufactures pet care products under the Simple Solution, Bags on Board® and Vet's Best® brand names. These products are available nationwide through pet specialty retailers.

For more information about The Bramton Company and its products, visit www.Simplesolution.com, www.30daycatlitter.com, www.vetsbest.com and www.bagsonboard.com.

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