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## Introducing New ecoFLEX™ InnPlace Crates With Stainless Steel Bars at SuperZoo 2014

*-Stop by **Booth #10012** to see the beautiful new pet crates and pickup a 'bonus media gift.'*

(Hayward, Calif.) – Don Reisinger, Director of Sales and Marketing for New Age, is pleased to introduce the addition of new ecoFLEX™ InnPlace™ End Table Pet Crates now with stainless steel bars to their popular Habitat N' Home™ line of products.

"We experienced significant consumer feedback that owners wanted a stainless steel option in our InnPlace Crates to prevent dogs from chewing, so we delivered," said Reisinger. "Every product in our Habitat N' Home line is also non-toxic and eco-friendly, two very important factors pet owners look for when purchasing products for their pets."

The new InnPlace Crates feature a removable table top for easy cleaning and do not require tools for assembly. All products in the Habitat N' Home line boast moisture-resistant ecoFLEX material, making spills and accidents easy to wipe clean and won't soak in, leaving behind troubling odors. Like all New Age ecoFLEX products, the new crates are backed by a 10-year manufacturer warranty. The new end table crates are available in Chestnut and Espresso colors to perfectly accompany any home décor.

Check out ecoFLEX and the entire Habitat N' Home™ line at **Booth #10012**:

- The **My Buddies Bunk Bed** boasts environmentally friendly and durable ecoFLEX and a machine washable cushion cover for easy maintenance and longevity.
- The sleek ecoFLEX **HiLo Adjustable Diner** has two heights and stainless steel bowls for safe eating and easy cleaning.
- A favorite among cat owners, the ecoFLEX **Litter Loo** hides unsightly litter boxes in a functional, stylish end table and doesn't harbor odors or messes.
- The ecoFLEX **Park Avenue Hutch** is a stylish play cage for small animals with a break-resistant front panel and removable aluminum tray for easy clean up.

For more information on ecoFLEX™, head to **Booth #10012** and get an up-close look at the fantastic line. For further product and company information, visit [www.newagepet.net](http://www.newagepet.net).

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*ecoFLEX™ is a non-toxic composite material made up of recyclable polymers and reclaimed poplar. It has all the benefits of both the polymer and wood components, making it extremely durable and resistant to wear and tear from natural causes. It is also resistant to dry rot, insect infestation, moisture and weathering. The color is solid throughout the panels, making it resistant to fading. Additionally it won't warp, split, splinter, or twist in use. It doesn't expand and contract like wood so connections are always tight, guaranteed.*



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**New Age Pet® Introduces New ecoFLEX™ Dog Houses with ThermoCore™  
Mats at SuperZoo 2014**

*-New insulated dog house and self-heating pads provide warm, comfortable outdoor environment for dogs. -*

**Booth #10012**

**(Hayward, Calif.)** – Don Reisinger, Director of Sales and Marketing for New Age, is pleased to introduce their new ecoFLEX™ based ThermoCore™ Insulated Pet Home and ThermoCore™ self-heating floor mats at SuperZoo 2014, taking place July 22-24 in Las Vegas, Nev.

The new dog houses are available in both the Canine Cottage style with traditional A-Frame roof, and the Canine Cabin style with a flat roof, both provide extreme protection from hot and cold elements for a safe and comfortable outdoor environment for pets. The walls are filled with New Age's ThermoCore™ insulation, providing temperature differentials of a minimum of 20 degrees Fahrenheit and making these ecoFLEX™ houses 40 percent more insulated than wood houses.

"We are one of the few manufacturers out there to offer an insulated version of our dog houses, and the only one to offer them using a material like ecoFLEX™," said Reisinger.

"Our products are backed by a 10-year manufacturer warranty so we pretty much guarantee the durability and functionality of the material, its 'guaranteed tough,' as we like to say."

The new insulated dog houses are elevated off the ground with Flow-Through Ventilation to accommodate varying seasons. The self-heating ThermoCore™ mats are an add-on option using the same insulating technology incorporated in the new houses to make outdoor living even more comfortable for pets.

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For more information on these products or to see the product in person, visit **Booth #10012**. For on-site media tours, images or interview requests please contact Jamie Baxter at [Jamie@theimpetusagency.com](mailto:Jamie@theimpetusagency.com) or by cell phone during the Show at 775.412.7278.

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***Pinta International Inc.** is the US based subsidiary of Hang Wing Environmental Company Ltd. a manufacturer of a wide range of products in its factory in Shantou, China. This Direct-From-Factory relationship – unique in the categories they market to – provides Pinta with the ability to have complete design and quality control. Pinta market high quality products that provide the end user with unique benefits previously unseen in these categories along with attention to the needs of their business partners. Pinta brands include the New Age Pet, New Age Garden and New Age Urban Farm line of products. Visit [www.newagepet.com](http://www.newagepet.com) for more information.*



# What is ecoFLEX?

**ecoFLEX™:** A blend of recycled polymers and wood byproducts, ecoFLEX exhibits the best characteristics of the polymers and wood that forms the basis for the material. ecoFLEX is the best of both.

**ecoFLEX is made by:** reducing clean, recycled polymers and reclaimed wood by products from the manufacture of hardwood furniture frames – materials that normally would be burned or dumped into a landfill – into a flour like consistency. The material is mixed with UV inhibitors and color blending compounds and granulated into a form that is used to mold the parts that are used to make an ecoFLEX based product.

## ***The Many Benefits of ecoFLEX:***

- **Longer life cycle** –ecoFLEX based structures will easily outlast two wooden structures. In some climates, the ecoFLEX products will outlast three or even four traditional wood structures
- **AllProof** -Weather resistant, moisture and humidity resistant, rot-proof and insect-proof
- **Stability** –ecoFLEX doesn't warp, twist or crack from changes in temperature and humidity making assembly easier and further extending life. ecoFLEX doesn't splinter making it safer for your pet and.....ecoFLEX doesn't expand and contract like wood meaning the structure will remain solid for a much longer period of time.
- **Natural color** –the color is not a stain or surface preparation. Color does not wash off, it does not oxide and turn gray over time. Paint or Stain –Accepts latex paint without priming. Can be stained with repeat applications of oil based stain.
- **Double wall construction** –ecoFLEX panels are constructed with inner and outer walls connected by an interior web making them stronger than a similar thickness of wood, Lighter weight and with dead air providing a minimal level of insulation.
- **Easy to clean** –When combined with New Age's unique assembly technology, gaining access to the inside of the structure in order to clean it is a 30-second process with no tools. You'll be done cleaning before you have four of the screws from a typical wood structure removed. Extensive cleaning done once a quarter or so, is easily accomplished with a mild detergent.
- **Eco-Friendly** –these are the only pet structures made for outdoor use that are made from recycled materials