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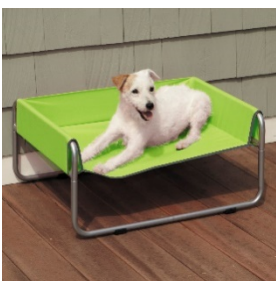
## **PetEdge® Unveils Comprehensive Collection of Repellent Pet Products featuring Insect Shield® Technology at Super Zoo**

*Insect Shield® for Pets features built-in, EPA-registered insect protection proven to repel mosquitoes, ticks, flies and fleas.*

SEATTLE, WA – The size and growth of the pet industry clearly illustrates that pets are considered to be extensions of the family. According to the APPA, in 2014 in the United States alone, approximately \$58.51 billion was spent on pet food, OTC medicine, supplies, vet care, grooming and boarding. The flea and tick category, in particular, accounts for \$2 billion<sup>1</sup>. Consumers need simple and effective ways to protect their pets from insects and the diseases they can carry. In response, PetEdge, a leading supplier of wholesale grooming supplies and discount pet products, is launching a comprehensive assortment of innovative Insect Shield® repellent products at Super Zoo.

**The Collection:**

The [Insect Shield® for Pets collection](#) includes blankets, reversible beds, exercise pens, cots, cargo seat covers, premium tees, lightweight hoodies, safety vests, bandanas, and neck gaiters—all with built-in bug protection. Consumers love the convenience, as pets are protected simply while using or wearing everyday pet products. Retailers are able to leverage the consumer demand and awareness generated by Insect Shield for Pets social media and public relations campaigns. They can also take advantage of extensive in-store point-of-purchase merchandising offerings, including flexible displays and self-danglers to introduce the technology. MSRP range \$9.99 to \$139.99



**High-Resolution Images:**

<https://onedrive.live.com/redir?resid=48E604507B34F937!30778&authkey=!Ai2BQoYAzW-1WkK&ithint=folder%2c>

**The Technology:**

[Insect Shield's](#) EPA-registered technology converts clothing and gear into long-lasting, effective and convenient insect protection. It is the results of years of research and field study conducted by third party laboratories and is proven to repel mosquitoes, ticks, flies and fleas for the life of the product. Insect Shield technology is utilized by leading lifestyle brands, work wear distributors and International relief organizations across the globe and Insect Shield is an approved vendor of the US Army and US Marine Corps.

<http://www.insectshield.com/ourTechnology/FAQs.aspx> <https://www.youtube.com/user/InsectShieldTechn>

<sup>1</sup> IRI multi-unit data, 12 months ending 3/31/14.

“Insect Shield for Pets are the most innovative products we’ve ever developed, and we believe that they’re the most innovative products many of our customers have ever seen,” says Andy Katz, President and CEO of PetEdge. “Consumers have long been asking for greater innovation in flea and tick prevention, and we’ve heard them loud and clear. That’s why we developed Insect Shield repellent gear for pets—products that we expect to revolutionize the pet industry.”

**To learn more, and to preview the Insect Shield for Pets assortment, visit the PetEdge Dealer Services booth, #10089, at Super Zoo, July 21 – 23, 2015, Mandalay Bay Convention Center, Las Vegas, Nevada.**

**About PetEdge & Insect Shield for Pets:**

Founded in 1956, PetEdge is the leading provider to pet care professionals. To better meet the demands of an evolving customer base, PetEdge launched their Dealer Services division in 2004, providing independent retailers with unprecedented access to premium pet products and merchandising support—all at manufacturer-direct pricing. Today, PetEdge brands like Zanies®, Grriggles®, Savvy Tabby®, ClearQuest®, and Zack & Zoey® are consistently ranked #1 in key categories like dog apparel, dog sanitation, grooming tools, and cat toys. Their vast selection includes more than 20,000 discount pet products from 20 exclusive brands, as well as products from industry innovators such as Kong®, Greenies®, Wahl®, and more. The [Insect Shield® for Pets collection](#) includes blankets, reversible beds, exercise pens, cots, cargo seat covers, premium tees, lightweight hoodies, safety vests, bandanas, and neck gaiters—all with built-in bug protection. MSRP range \$9.99 to \$139.99. For additional information, please visit [Insect Shield for Pets Facebook](#) [Instagram](#) [Twitter](#) [info@insectshieldforpets.com](mailto:info@insectshieldforpets.com)

**About Insect Shield® Technology:**

Insect Shield Repellent Apparel and Gear are revolutionary products designed to provide long-lasting, effective and convenient personal insect protection. The durable protection provided by Insect Shield is the result of years of research and testing. In July 2003, Insect Shield Repellent Apparel was registered by the United States Environmental Protection Agency. Insect Shield Technology is utilized by leading lifestyle brands, work wear distributors and International relief organizations across the globe to provide effective protection against insects and the diseases they can carry. Insect Shield is an approved vendor of the US Army and US Marine Corps. For more information visit [insectshield.com](http://insectshield.com) [Facebook](#) [Pinterest](#) [Instagram](#) @insect\_shield

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## **PetEdge® Profits for Shelters Program Boosts Shelter Revenues with Insect Shield® for Pets Product Launch**

*Insect Shield® for Pets products feature built-in insect protection proven to repel mosquitoes, ticks, flies and fleas.*

SEATTLE, WA – PetEdge, founded in 1956, is the leading provider to pet care professionals. The PetEdge® Dealer Services division launched the Profits for Shelters Program in 2010 with the goal of adding vital, new revenue streams for shelters in a period where donations were declining. Their [Insect Shield for Pets](#) product launch, hitting the marketplace now, is driving increased retail sales for shelters while providing adopters an innovative method of protecting their new pets from ticks and fleas.

By collaborating with PetEdge® through the Profits for Shelters Program, numerous animal welfare organizations have been guided through the process of building a retail space offering necessary, well-vetted products for new owners that also help generate needed funds. The program, which began with 50 shelter participants has now grown to include more than 300 organizations. Participating shelters get the benefit of working directly with PetEdge® Shelter Specialists offering retail buying, merchandising, marketing and training experience – typically lacking in existing shelter staff.

New pet owners need everything from collars to crates, bowls, food and toys. PetEdge®'s [Insect Shield for Pets](#) collection now offers shelters an exciting line-up of blankets, beds, cots, tee's, bandanas and more – all with built-in protection from ticks, fleas, mosquitoes and biting flies.

One of the many shelters enjoying the win-win of fueled sales and happy new pet owners with the inclusion of [Insect Shield for Pets](#) into their retail mix is the [Kansas Humane Society](#).

"We're thrilled to bring Insect Shield for Pets to owners and their beloved pets in our community," said Melissa Houston, Director of Marketing and Communications for the Kansas Humane Society. "Dog owners regularly ask us about options to keep fleas and ticks off their pets. Now we are able to offer them a solution. There will be some happy, protected dogs this summer!"



### **About PetEdge & Insect Shield for Pets:**

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PetEdge brands like Zanies®, Grriggles®, Savvy Tabby®, ClearQuest®, and Zack & Zoey® are consistently ranked #1 in key categories like dog apparel, dog sanitation, grooming tools, and cat toys. Their vast selection includes more than 20,000 discount pet products from 20 exclusive brands, as well as products from industry innovators such as Kong®, Greenies®, Wahl®, and more. The [Insect Shield® for Pets collection](#) includes blankets, reversible beds, exercise pens, cots, cargo seat covers, premium tees, lightweight hoodies, safety vests, bandanas, and neck gaiters—all with built-in bug protection. MSRP range \$9.99 to \$139.99. For additional information, please visit [Insect Shield for Pets Facebook](#) [Instagram](#) [Twitter](#) [info@insectshieldforpets.com](mailto:info@insectshieldforpets.com)

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