



FOR IMMEDIATE RELEASE

Often Imitated, Never Duplicated



June 29, 2015 - Competition is fierce in the dog waste bag category, but Earth Rated® is on a mission to make picking up a little more pleasant by offering the most reliable dog waste bags on the market.

Earth Rated® bags are better than ever this year at SuperZoo!

The Canadian company, founded in 2010, will be showcasing their full line of products complete with fully re-designed packaging at **booth #3017**. The fresh color-coded boxes make it easier for customers to find the bag format they're looking for in their choice of odor-masking **lavender scent** or, new this year, squeaky-clean **unscented**.

Earth Rated® is known for offering top-notch customer service and for building great relationships with their stores – thanks to retailer feedback, Earth Rated® recognized the need for an unscented option in addition to their iconic lavender scent, while making their many available formats easy to find and recognize.

Providing premium products at an affordable price is what Earth Rated® is all about – their dog waste bags are extra-long, extra-strong and totally leak-proof at only Pennies Per Poop®!

Don't forget to visit Earth Rated® at **booth #3017** to see what sets this brand apart from others in this category!

About Earth Rated®

Earth Rated® knows that dog waste is an environmental hazard that affects our every day life and can make dogs and people sick! As dog lovers, their mission is to provide affordable and fun products to keep communities clean, so that all dogs (and their humans!) have safe spaces to run and play.

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