



**Tall Tails® Authentic Dog Products
Booth # 21107 - SuperZoo 2015**

Media Contact:

Nancy Hassel

(631) 446-1105

Nancy@AmericanPetProfessionals.com

**Explore the show and wander over to booth (21107) to
discover the Tall Tails® brand experience, products, and merchandising!**

Providing products for the comfort of dogs and their families!

(July 1, 2015 - White Plains, N.Y.) - Tall Tails® will be debuting several new products at SuperZoo Pet Expo in Las Vegas, NV, this July. Tall Tails is a leader in manufacturing high quality textiles and accessories for dogs and their families. Tall Tails offers products that pet parents love to provide for comfortable living, beautiful design, and interaction with their pets. Tall Tails helps provide soothing solutions for everyone in the family after a long day on the mountain peaks or the city streets. Quality products include: supportive beds, super-soft blankets, absorbent grooming towels, interactive toys, durable leashes, and Waterwoof™ pads.

At SuperZoo, Tall Tails Will Be Highlighting:

- **New Small Size Soft Toys:** Tall Tails is now offering smaller versions of our popular bones and balls so small breed dogs can be included in all of the fun! These two new items are available in both sage green and charcoal grey.
- **New Design for Grooming Towels:** Tall Tails is now offering our popular pocket and patented cape grooming towels in an embossed orange microfiber. This material has the same high absorbency as our original towels, which is 50% more absorbent than standard cotton towels. New intuitive packaging showcases the products in use and will stimulate retail sales.
- **Waterwoof™ Pads:** this unique combination of materials offers a soft, comfortable pad that provides a waterproof barrier and adds a layer of protection from moisture! These pads are ideal for puppies and senior dogs and are available in three sizes.
- **Fish and Duck Soft Toys:** Look at what we caught on our last outing! Tall Tails has introduced three soft, fun toys, including an adorable duck and two sizes of fish. These toys express the outdoor active-living lifestyle and will be your customers' (and their dogs') new favorites.
- **In-Store Tall Tails Brand Centers:** Want to take the Tall Tails experience back to your stores? We offer merchandising solutions that optimize retail floor space and showcase an assortment of quality products in a high-impact, branded presentation.

Tall Tails, first introduced in 2012, is produced by Triboro Quilt Mfg. Corp., a family company with more than 80 years' experience in the production of superior apparel, bed, and bath products for safe and comfortable living.

“We created Tall Tails to inspire a lifetime of activity and interaction with our pets,” said Alvin Kaplan, founder of Tall Tails. “Every product is designed for durability, versatility and easy maintenance, so dog owners can focus on the next adventure with their companions. We invite you to our booth at SuperZoo to see, touch, feel, and experience our brand.”

For more information on Tall Tails, visit the web site at TallTailsDog.com, call (937) 260-2630, or write an email to TallTails@Triboro.com.

For press inquiries, a Media Tour of the Tall Tails booth at SuperZoo Pet Expo, or to set up an interview with either Alvin Kaplan, Founder, or Joel Kaplan, President, please contact Nancy Hassel at Nancy@AmericanPetProfessionals.com or call (631) 446-1105.

About Tall Tails:

Tall Tails® authentic dog textiles are produced by Triboro Quilt Mfg. Corp., a family company with over 80 years producing quality bedding for infants and toddlers. Tall Tails launched into the pet industry in 2012, due to customer demand for pet bedding with the same quality as their human babies' bedding, and can already be found in nearly 500 fine retail outlets nationwide. Tall Tails provides dogs a break from the elements, outfitting dogs and their family members with durable towels, warm blankets and supportive beds to help them stay energized for what lies ahead. Tall Tails offers dog owners luxury bedding that fits perfectly into their home décor and lifestyle. It is Tall Tails' mission to inspire a lifetime of activity by enhancing your dog's rest and recovery. Tall Tails products are made with superior materials for long-lasting use and versatile style. Every product is machine washable and dryable to help maintain a clean and healthy environment. Whether exploring the mountain peaks or walking the city streets, Tall Tails® is proud to be part of you and your dog's adventure.

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