



For Immediate Release
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Eco-Friendly Never Looked So Good! A Leather Alternative For Conscious Canines With Style.

Norwalk , CT

Previously, leather alternative dog accessories meant “pleather” or plastic based, fake leather, and eco-friendly meant earth tones and hemp. Hoadin’s cork based dog accessories bring color, water resistance and style to eco-friendly and change the perception of leather alternative.

Hoadin is not only an environmentally conscious brand of dog accessories but also a socially conscious company that supports dog rescue and adoption. With every purchase the company makes a donation to one of their vetted, dog rescue partners. Their products are available online at Hoadin.com and in select pet boutiques. Their newest designs will be showcased at SuperZoo in Las Vegas this June.

Nancy Dietlin founded Hoadin in Norwalk, CT in 2016, to be a part of the “conscious commerce” movement and introduce a new generation of eco-friendliness to dog accessories. While searching online for a dog to adopt, her eyes were opened to the epidemic of homeless dogs throughout the country. “My heart broke and I decided to help make a difference to dogs in need.” she reports. Nancy launched Hoadin and the name affirms her commitment. Hoadin stands for Help Out A Dog In Need.

For more information about Hoadin brand products and their story, visit www.hoadin.com. Retailers can find them at Superzoo booth 2879 on June 26th through 28th, 2018 at the Mandalay Bay Convention Center in Las Vegas, NV.

About SuperZoo

SuperZoo boasts the most buyer participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the seventh consecutive year, SuperZoo has

grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA) the show attracts around 18,000 retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization, promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends.