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New Nylon Toy Launch

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SODAPUP INVESTS IN NYLON TOY CATEGORY

Boulder, CO, July 23, 2019 - SodaPup founder and CEO, Adam Baker, announced that SodaPup is continuing its expansion into durable, American-made, FDA-compliant nylon toys for dogs.

“At SodaPup, we’re dedicated to creating the highest quality, safest, most innovative dog toys in the industry. In the nylon category, we continue to introduce fresh and unexpected designs to a category dominated by bone shapes.” Baker said. “There’s no evidence to suggest that dogs prefer bone shapes so, we focus on designs that will appeal to consumers and trust that dogs will like them too.” Baker added. “We’ve also developed a one-size-fits-all design philosophy that has the two-fold benefit of maximizing a retailer’s assortment and also providing greater safety for dogs by reducing the potential choking hazard of smaller toys.” Baker said.

SodaPup has 5 brands of dog toys, each focusing on different consumer segments and different channels of distribution. The addition of nylon toys to the current rubber toy assortment helps bring these unique brand stories to life. “The goal of our nylon toys is to introduce fun, unique, and never before seen designs to a category that is, for the most part, unimaginative and doesn’t have a lot of innovation.” Baker said.

The latest additions include a shovel toy for the Industrial Dog brand, a paw print, and a hot dog for the SodaPup brand, and a Funny Bone for the MuttsKickButt brand. Each new toy is large enough for big dogs yet thin enough for smaller dogs to enjoy. Each design also features interesting shapes and textures designed to hold a dog’s interest and minimize destructive chewing behaviors.

All SodaPup dog toys are made in the USA from FDA compliant materials.

SODAPUP BRANDS
NYLON TOYS

