



**LUMO® ANNOUNCES THE INTRODUCTION OF THE
REVOLUTIONARY RIDGEBACK GROOMING TOOL AT SUPERZOO**

LUMO BOOTH #4521

COASTAL PET PRODUCTS BOOTH #4035

*~ The First to Market Patented De-Tangle/De-Shed Grooming Tool
Designed to Cut Groom Time in Half ~*

For More Information Contact:
Michelle Fournier / Director of Marketing
Michelle.fournier@lumo.com
617-312-4344

Boston, MA ~ 2019 ~ LUMO®, the pet products company rooted in ground-breaking innovation and design, is headed to SuperZoo 2019 in Las Vegas for the official launch of the exciting new patented Ridgeback Grooming Tool. LUMO chose the prestigious show to officially unveil the tools due to the event's high-profile nature, attracting industry influencers from across the globe.

The product will be showcased at both the LUMO booth, #4521 as well as the Coastal Pet Products booth, #4035.

“Having been a groomer for over 30 years, I had long struggled with having to switch out tools during the often-lengthy groom process,” stated Liz Morrissey, Co-founder of LUMO. “Which is why I felt motivated to create a tool which would eliminate the need to switch tools for de-tangling and de-shedding, thus halving the time spent on one pet. The benefits can span from groomers physical health to cutting groom time in half. We are so proud of the Ridgeback and cannot wait to debut it at Super Zoo.”

The US and Internationally patented LUMO Ridgeback Grooming Tool is the newest innovation in the pet grooming category in more than a decade. With its stainless steel rounded, and graduated comb tips, the tool is able to successfully de-tangle hair, while the smaller, more closely aligned pins remove all shed hair without cutting or scraping the pet's skin. Durability tested in all grooming salon conditions, as well as with consumers in real world / real life grooming scenarios, the Ridgeback is built to last, safe to use in water without rusting, and can withstand a drop undamaged from more than 5 feet.

“With my engineering design background and overwhelming desire to solve problems, as soon as Liz presented me with this challenge, I was consumed with perfecting this solution,” said Brian Murrhly, CEO and Co-founder of LUMO. “What we have produced is an incredibly high quality, durable, effective tool which will eliminate the need for more than one grooming tool. The Ridgeback will allow for professional pet groomers to see more clients on average and will make the pet-owners at-home groom experience a pleasurable and effective one for both the pet and the human!”

“Additionally,” Murrhly went on to say, “partnering with Coastal Pet Products, as our Master Distributor in the United States, puts LUMO and the Ridgeback firmly in hand of one of the very most influential and respected partners in the pet industry, and we are humbled by their support.”

LUMO has been able to come to market with the Ridgeback Grooming tool in large part due to the backing and support of influential individuals and companies in the pet products space. Cardinal Pet assisted with the tool’s soft launch at the 2019 Global Pet Expo. While Coastal Pet Products has come on as the tool’s master distribution partner. Additionally, LUMO’s leadership boasts industry veterans with a combined 100 years in the pet industry.

“As long-time industry innovators and pet lovers ourselves, the Coastal Pet team is excited to be partnering with LUMO and leveraging our long-standing retail relationships to bring this product to market,” said Kim Stout, President of Coastal Pet Products.

The Ridgeback will be available in select retailers in late Q3/early Q4.

ABOUT LUMO: LUMO, the creator of the revolutionary patented Ridgeback grooming tool, is a high-quality pet products company rooted in innovation and design. www.lumo.com

ABOUT RIDGEBACK: Ridgeback Grooming Tools by LUMO, the only grooming tools which simultaneously de-tangles and removes all pet hair, eliminating the need for multiple tools, and decreasing the amount of time pet owners and groomers spend on maintaining pets’ coats. The patented, easy to use button revolutionizes grooming tool cleaning and simplifies the entire process. Our unique rounded head comb pin design is gentle on the pets’ skin, yet more effective than any other solution in the marketplace.

ABOUT COASTAL PET: Coastal Pet Products, Inc. has been leading American manufacturer of restraints, grooming, toys and accessories for dogs and cats for more than 50 years. Notable product lines include K9 Explorer®, Lazer Brite®, New Earth® and Safe Cat®. Additional Coastal brands include Safari® by Coastal, Li'l Pals® by Coastal, Bergan® by Coastal and Turbo® by Coastal. Visit CoastalPet.com for more information on our products and brands.

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