



BISSELL Homecare, Inc.

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BISSELL Introduces the BarkBath™ — the Company's First Dog-Washing System

New product bathes pets faster and easier with virtually no mess

GRAND RAPIDS, Mich., March 15, 2017 – For many households, bathing the family pet is one more chore that takes up valuable time, uses several tools and takes plenty of patience. Between the splatter that comes with a good post-bath shake, to the water splashed around the tub, washing Fido can often create an even bigger mess than the dirtiness that prompted the bath in the first place. To make bath time less of a chore, BISSELL, a leader in cleaning solutions and floor care, is introducing the BarkBath™, the company's first portable bath system—the next generation of dog bathing.

The BISSELL BarkBath allows pet parents to bathe their pet with virtually no mess—eliminating the inevitable clean-up that comes along with washing a four-legged family member. This all-in-one system can be used in any room of the house, anytime, with a minimal mess.

The BarkBath works with any length of fur or hair and uses a no-rinse shampoo. Specially designed nozzles get beneath the fur and down to the skin—the true source of stink—to allow water and shampoo to wash the skin clean, while a soft suction pulls dirt and water away into a separate dirty water tank. What's more, the BarkBath uses less than 48 ounces of water to clean pets up to 80 pounds compared to traditional bathing in a tub, which can use up to 19 gallons of water.

"We're always simplifying and improving cleaning at BISSELL, whether that's cleaning your home, your carpet and now, your adorable mess-makers," said Chuck Martin, General Manager of BISSELL Business Ventures. "It was a natural evolution for BISSELL to introduce the BarkBath to make cleaning pets faster and easier than ever before."

The entire BarkBath system comes complete with no-rinse shampoo designed specifically for the BarkBath, a microfiber mat for the machine, a microfiber drying towel for faces and paws, and a storage bag to give pets a full grooming experience at home.

Live demos of the BarkBath will take place at the BISSELL booth at the Global Pet Expo in Orlando, Fla., March 22 to 24. In addition, Dr. Marty Becker, "America's Veterinarian," will be hosting a book signing copies of his new book "From Fearful to Fear Free: A Positive Program to Free Your Dog From Anxiety, Fears, and Phobias" at the BISSELL booth from 2-3 p.m. on March 23.

To learn more about the BarkBath, please visit www.getbarkbath.com. The BarkBath will be available online at Indiegogo.com and later this spring at major retailers with a MSRP starting at \$149.99.

About BISSELL Homecare, Inc.

For 140 years and counting, Michigan-based BISSELL Homecare, Inc. has developed innovative floor care solutions that make cleaning easier. As the top-selling brand in floor care appliances based on NPD unit sales, BISSELL understands that fuller lives often mean more messes, and that convenient cleaning tools help us embrace life's messier moments. Now in its fourth generation of family leadership, the company supplies households across the globe with vacuums, sweepers, carpet-cleaning machines, hard floor cleaners and cleaning formulas. For more on the complete line of BISSELL products, visit www.bissell.com.

