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Wichita, KS

### **PUP IQ releases New Smart Pet Products for Smart Pet Parents**

Pup IQ Pet Products is a producer of top quality American made products with an emphasis on durability and function.

The company announced this week that they will officially launch their new pet product lines at the Global Pet Expo in March at booth #5667 in the new exhibitor area. This all new line features entry into new product verticals.

The brand debuted last year and quickly won recognition for its quality and engineering. The award winning initial offering featured collections of stylish, innovative pet beds and travel products. The company is now releasing multiple styles of innovative pet collars featuring cutting edge technology such as Prismatic reflection, magnetic hardware and ballistic nylon.



Born from a passion for pursuing a higher standard of pet products comprised of the very best materials, Pup IQ products feature USA made handcrafted products that utilize intelligent engineering and premium materials to ensure unparalleled quality.



“We believe that our animals are not just pets, they are part of the family. Our products are designed to bring our innovative approach to new verticals in the industry. We provide independent retailers highly differentiated products that allow them to compete and win” said Trevor Crotts, President of Pup IQ.



# made in the USA

Pup IQ products are sewn with “smart” Kevlar thread and made in the USA ensuring durability, sustainability and quality. Pup IQ is composed of the same team that revolutionized the pet industry through BuddyRest Pet Products, a world-class dog bed company.

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