



Introducing Qwizl™

A new toy that extends the life of treats and keep dog's engaged *longer*.

[BOZEMAN, MONTANA, MARCH 2017] — Pet owners are looking for toys that prolong play while making tasty treats, that dogs tend to gobble up super-quickly, last longer. This challenge inspired the designers at West Paw Design to create Qwizl (pronounced Quiz-uhl), a durable and challenging pet toy that **extends the life of expensive dog treats**, like bully sticks and dental chews. A win for dogs and a win for wallets.

Inspired Design

West Paw Design received feedback from a retail partner that, dogs tend to devour expensive treats too quickly, so this got their designers thinking about how they create a toy that combines safety, durability, and a unique shape to prolong access to treats.

*“Treat toys were the obvious solution, but how do you design a safe treat puzzle toy with the ability to extend the life of treats longer than a few seconds? We thought if we **matched the durability** of our Zogoflex with the **durability of a hard treat**, we would end up with a winning combination. And we were right,” says Jason Bloom, Product Designer, West Paw Design.*



Birdie enjoying her new Qwizl!

Qwizl is a pliable yet durable dog toy made from West Paw Design's proprietary Zogoflex® material. Non-toxic and FDA compliant (meaning it is safe to eat off of), Qwizl is also BPA-free, Phthalate-free, latex-free and guaranteed tough. Designed and made in Montana, Qwizl is dishwasher safe for easy clean up.

Qwizl is available in two sizes, small and large and available in West Paw Design's classic, easy-to-spot colors, Aqua, Tangerine, and Granny Apple.

Small: Length 5.5" - Depth: 1.75" MSRP **\$13.95**.

Large: Length: 6.5"- Depth: 2.5". MSRP **\$17.95**.



About West Paw Design:

Since 1996, West Paw Design has manufactured safe, durable and eco-friendly pet toys and beds in Montana. Using recycled, organic and recyclable materials, West Paw Design continually incorporates eco-friendly strategies into its manufacturing process. In 2016, West Paw Design was named one of America's Best Small Companies by *Forbes* magazine. West Paw Design is a founding member of the Pet Sustainability Coalition, a certified B Corp and Montana's first Benefit Corporation. For more information, please visit www.WestPawDesign.com

Made by US. Designed for the love of pets and the planet.™

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