



## NEWS RELEASE

### **New Fashion Trends for the Fashion Forward Mutt!**

*Muttuques, MuttSlouchers & Muttluks Deluxe lead the way in Mutt fashion fun*

**TORONTO, ON – February 24, 2020** - Muttluks' winning combination of fashion, fun and functionality makes the new Muttluks Deluxe, Muttuques and MuttSlouchers the perfect addition to Muttluks boots and coats. Unique and dazzling new Muttuques and MuttSlouchers provide fashionable winter warmth for the fashion forward Mutt. Muttluks Deluxe offers "deluxe" features such as wide zipper opening and top cinching strap. Paw your way over to **booth 3567** at Global Pet Expo to learn more about these exciting new products.

#### **Muttuques**

Blizzard Proof fashion! Designed and made in Canada to keep dog's ears warm and cozy throughout the winter season. Suggested retail price of \$19.99.

- Keeps ears, head and neck warm and cozy
- Comfortable contour fit
- Winter warmth with fashion fun!

#### **MuttSlouchers**

MuttSlouchers are no "slouch" when it comes to fashion. The fashion forward Mutt can step out in style and comfort with MuttSlouchers. Suggested retail price \$22-24.00 per set of four.

- Rubberized non-slip soles
- Stylish knit slouching design
- Warm and cozy mutt fashion

#### **Muttluks Deluxe**

Easy to use large zipper opening and top cinching strap makes Muttluks Deluxe a step above all others in convenience and performance.

Suggested retail price of \$80-85.00 per set of four.

- Top cinching strap keeps deep snow out
- Extra large zipper opening
- Breathable, waterproof and windproof fabric
- Flexible contour fit

#### **About Muttluks Inc.**

Muttluks is a proudly Canadian company founded by compassionate animal lover Marianne Bertrand. Muttluks began in 1994 as a home based business making and selling high quality dog boots, earning the moniker *the Mercedes Benz of dog boots*\*. Over the years Muttluks has continued to develop and expand their product offerings to include dog coats, paw balms, seven models of boots, accessories and Mantra Mutts products. The company's *Integrity at Work* mantra is epitomized by the Muttluks Woof Wish program that provides dog boots and products for Assistance Dogs, Search and Rescue (SAR) dogs or disabled dogs at a reduced price or, as a donation. Muttluks is located in Toronto, Canada. For complete information about Muttluks products visit us online at <http://muttluks.com> and on Facebook at <http://www.facebook.com/MuttluksInc>.

*\*Source: Whole Dog Journal*

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## NEWS RELEASE

### Muttluks launches new MuTTravel line

*For the Mutt on the go!*

**TORONTO, ON – February 24, 2020** – Whether simply going for a walk or traveling as part of the family, today's Mutt is always on the go! Muttluks new MuTTravel line caters to an active lifestyle and complements the Muttluks line of boots. Featuring an assortment of new products including a unique aluminum alloy seat belt clip, a 2-in-1 zipper bowl, a 2-in-1 water bottle with collapsible bowl, a treat bag and the ViziNek. Paw your way over to **booth 3567** at Global Pet Expo to learn more about these exciting new products.

#### **MuTTravel Seat Belt Clip**

- One handed attachment
- Easy on/off
- Rust proof aluminum alloy
- Allows your pup to sit, stand or nap

#### **Muttravel Bowl**

- 2-in-1 food and water bowl
- Convenient foldable design with zipper closure
- Waterproof and leak proof nylon fabric lining
- Strong and self-supporting

#### **MuTTravel Bottle**

- 2-in-1 food and water bottle
- Included removable, collapsible, portable bowl

#### **MuTTravel Treat Bag**

- Convenient and quick belt fastener for hands free training
- Wipe clean water proof liner
- Strong and self-supporting
- Built-in poop bag dispenser

#### **MuTTravel Vizek**

- Keeps dogs visible and safe - especially in the bush during hunting season
- Easy on/off
- Enables full range of motion

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