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INDUSTRIAL DOG™ brand expansion

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SODAPUP ANNOUNCES EXPANSION OF INDUSTRIAL DOG™ BRAND

Boulder, CO, February 3, 2020 – SodaPup Founder and CEO, Adam Baker, announced today that SodaPup has expanded its INDUSTRIAL DOG collection of dog toys under the SodaPup brand umbrella. This brand features dog toys inspired by objects found in hardware, lawn & garden, and farm & feed stores and celebrates working men and women in the trades.

“Last year we created the INDUSTRIAL DOG™ collection to fill a void in the pet market” Baker said. “The INDUSTRIAL DOG™ collection delivers a unique point of view that’s different from our SodaPup and USA-K9 brands. The INDUSTRIAL DOG collection speaks to different consumers that are underserved by the dog toy options available today” Baker said. “This year we’re expanding on the collection to include three new rubber toy designs including the Double Trouble Treat Dispenser, The Cap Nut Durable Chew Ball, and the ID Bone Chew Toy and Treat Dispenser. We’ve also expanded the collection of nylon toys to include the Shovel Chew Toy and the Tractor Chew Toy.” Said Baker. “Our nylon toys build on the success of earlier designs that were recently selected as Pet Product News Editor’s Choice Awards (Pipe Wrench Nylon Toy, Saw Blade Nylon Toy). We believe that these products will resonate with the many dog owners and their pets who are hungry for a fresh point of view that speaks to them.” Baker said.

“We also wanted to create a brand that specifically addressed distribution channels outside of traditional pet specialty.” said Baker. “Dog toys are sold in the hardware, lawn & garden and farm & feed channels but these channels currently carry the same brands and designs that are found in traditional pet distribution. This product line allows these types of retailers to differentiate their assortments.”

The INDUSTRIAL DOG collection is part of the SodaPup brand of American made durable dog toys for power chewers. SodaPup is committed to the development of high quality, American-made natural rubber dog toys that are innovative, safe, and environmentally sustainable.

