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4FurBaby

**Booth #4577 |** [**www.4furbaby.com**](http://www.4furbaby.com)

4FurBaby, a brand under WINKIN INC., provides safe, high-quality, and eco-friendly pet care products. We specialize in compostable pet wipes made from 100% plant-based materials, offering a gentle, effective, and sustainable cleaning solution for pets. Our wipes are enriched with Aloe Vera, Chamomile, and Shea Butter, ensuring a soothing and nourishing experience while remaining free from alcohol, parabens, and harsh chemicals.

Beyond wipes, 4FurBaby offers a growing range of grooming products, including pet shampoos and ear cleaning solutions, designed to meet the everyday needs of pet parents. With our own manufacturing facility, we maintain strict quality control across all production stages, ensuring consistency and reliability in every product.

Our mission is to strengthen the bond between pets and their parents while promoting a sustainable future. By combining innovation, functionality, and eco-conscious materials, we create products that pet parents can trust.

We are excited to connect with industry professionals at Global Pet Expo 2025 to explore collaborations, partnerships, and retail opportunities. Visit Booth #4577 to learn more about our products and how we can work together to enhance pet care while making a positive impact on the environment.

**Onsite Spokesperson:** Wini Wen | info@wink-in.com | 626-363-5390

ADC Houndstone & Co.

**Booth #3066 |** [**www.houndstone.com**](http://www.houndstone.com)

Houndstone Brings Cereal-Box Nostalgia to Serious Pet Nutrition at Global Pet Expo!

Houndstone is shaking up pet nutrition with their functional food toppers launching at Global Pet Expo! The husband-and-wife duo behind the brand, Danny and Neda, have created something truly special, where nostalgic cereal box designs (complete with puzzles!) meet serious nutrition.

With a focus on alternative proteins, functional nutrition, and ethical sourcing, Houndstone caters to all pups, including options for dogs with food sensitivities. Their Omega-3 formula? AMAZING! Wild-caught salmon, sweet potato, kelp, and berry-powered antioxidants that transform your pup's skin, coat, digestion, and immunity! Got a pup with creaky joints? Their Beef Trachea topper blends trachea, glucosamine, goat milk, and bovine into a mobility-boosting treat dogs absolutely devour!

"Pet parents are looking for more than just treats, they want nutrition with purpose and that's what we deliver," says Neda. The couple personally designs, sources, and formulates each product, ensuring every 100% human-grade ingredient serves a specific health benefit‚ zero fillers, zero compromise, just phenomenal nutrition that makes a real difference in a dog’s health.

Visit their village-inspired Booth #3066 at Global Pet Expo‚ a must-see! Trust us, with packaging this bold and nutrition this powerful, Houndstone is THE brand to watch in 2025!

**Onsite Spokesperson:** Neda Torabi | neda@houndstone.com | 917-674-5574

**Always Full**

**Booth #3187 |** [**www.alwaysfull.com**](http://www.alwaysfull.com)

Always Full redefines pet hydration with a digitally controlled system that maintains a constant water level using precision laser technology. Its self-cleaning, no-drain flush system removes debris hourly, while real-time tracking and optional text alerts monitor water intake and key updates like low intake or power loss.

Safety is a priority with triple redundancy overfill protection, a chew-resistant stainless-steel braided supply line, and multi-layer filtration, including replaceable cotton and stainless-steel mesh filters. The removable controller simplifies cleaning, and the mobile app offers advanced customization and monitoring. Always Full launches in pre-orders on March 25.

**Onsite Spokesperson:** Steve Booher | sbooher@alwaysfull.com | 317-727-9639

Animal Essentials

**Booth #5471 |** [**www.animalessentials.com**](http://www.animalessentials.com)

Animal Essentials introduces Immuno Thrive Powder (300G) | Life Extension Antioxidant Formula, a 100% natural supplement designed to support immune function, skin, and coat health in pets of all ages. This synergistic blend of antioxidant-rich mushrooms, tonic herbs, and prebiotics promotes overall wellness and longevity.

At its core, Turkey Tail and Reishi mushrooms provide powerful immune and longevity support. These work alongside kelp, nettle, and digestive-supportive ingredients to create a holistic, science-backed formula.

*Key Ingredients & Benefits:*

* Kelp: A natural source of iodine for thyroid health, packed with antioxidants like fucoxanthin, vitamins A, C, and E.
* Nettle: A nutrient-dense superfood that supports immune response to allergens.
* Pumpkin Seeds: Rich in antioxidants and cucurbitin, which helps regulate intestinal parasites.
* Green-Lipped Mussel & Chicory Root: Provide prebiotic support for digestion and nutrient absorption.

Packaged in a convenient 300g jar with a measured scoop, Immuno Thrive offers an easy way to enhance pets’ long-term health. Ideal for immune support, skin and coat health, and overall vitality, this innovative formula reflects Animal Essentials commitment to natural pet wellness. Now available through select retailers and online.

**Onsite Spokesperson:** Greg Tilford | gtilford727@gmail.com | 602-517-3035

Atomic Bubbles

**Booth #5605 |** [**www.puppylovebubbles.com**](http://www.puppylovebubbles.com)

Puppy Love Calming Bubbles with Lavender by Atomic Bubbles – See Them at Global Pet Expo, Booth 5605

Atomic Bubbles is bringing a fresh, fun, and soothing twist to pet playtime with its latest innovation: Puppy Love Calming Bubbles with Lavender.

Puppy Love Calming Bubbles with Lavender promotes health and wellness, helping dogs relax with lavender’s soothing properties. Made in the USA, these non-toxic, allergen-free, CPSC-compliant bubbles are safe for pets and people.

Atomic Bubbles' Puppy Love Bubbles are already a favorite among pet parents, available in fun scents like Bacon, Peanut Butter, Pumpkin, Apple Pie, and Birthday Cake. Now, with Puppy Love Calming Bubbles with Lavender, dog owners have a playful way to help their pets unwind. Like all Atomic Bubbles products, they are made in the USA, non-toxic, allergen-free, CPSC compliant, and safe for both pets and people.

"Some dogs need help relaxing, and that’s why I created Calming Bubbles," says John Reider, the Bubble Man, Co-Founder of Atomic Bubbles. "I had shelter dogs in mind, knowing how much they could benefit from these bubbles. They’re great for playtime and providing a soothing experience. Keep calm and bubble on!"

Meet Atomic Bubbles’ Founders, the Bubble Man and Bubble Lady, at Global Pet Expo 2025! Stop by Booth #5605 to meet the Atomic Bubbles team and see our unique merchandising system.

**Onsite Spokesperson:** Beth Reider | breider@atomicbubbles.com | 314-614-4548

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**Bench & Field Pet Foods**

**Booth #1118 |** [**www.linktr.ee/benchandfieldpetfoods**](http://www.linktr.ee/benchandfieldpetfoods)

Introducing Triple Berry Dog Treats by Bench & Field!

Since 1926, Bench & Field Pet Foods has been a trusted leader in pet nutrition. Now, we’re excited to launch our Triple Berry Dog Treats—a delicious, antioxidant-rich snack made with elderberry, cranberry, and blueberries. These wholesome treats support immune health while delivering a flavor dogs love. As pet owners seek healthier options for their furry companions, our Triple Berry Dog Treats stand out with premium, natural ingredients and no artificial additives. Whether you're a retailer or a pet influencer, now is the perfect time to join us in bringing these nutritious treats to pet lovers everywhere. New wholesalers welcome! Plus, we’re offering a special launch promotion at Global Pet Expo!

Let’s redefine healthy snacking for dogs—contact us today!

**Onsite Spokesperson:** Bridget Bennett | bridget@benchandfield.com | 616-581-8862

Birdfy by Netvue

**Booth #4677 |** [**www.birdfy.com**](http://www.birdfy.com)

A global company with a well-established reputation for camera product excellence, Netvue will showcase its full lineup of smart bird feeders at Global Pet Expo. Under its Birdfy sub-brand, these devices offer effortless backyard birdwatching, detailed capture, and AI-powered bird species identification on users' phones or tablets. Each product features a 2MP or 3MP camera and the smart Birdfy app for real-time birdwatching. At Global Pet Expo, Birdfy will debut its new dual-camera feeder alongside the Birdfy Feeder Series, Bamboo Feeder Series, Hum Feeder Series, and Birdfy Pole Series, which supports multiple feeder systems.

**Onsite Spokesperson:** Thea Li | thea.li@netvue.com

Blue-9 Pet Products

**Booth #2474 |** [**www.blue-9.com**](http://www.blue-9.com)

Canine enrichment and fitness are more than trends‚ they’re transforming the way pet parents and professionals train, condition, and engage with their dogs. Blue-9 Pet Products, the industry leader in training platforms and conditioning tools, is setting new standards with innovative solutions designed for dogs of all breeds, ages, and skill levels.

At Global Pet Expo 2025, Blue-9 invites media and influencers to explore:

* The Training Tool That Changed Everything: The KLIMB Training Platform revolutionized professional and at-home dog training, empowering pet owners and trainers to build confidence, focus, and reliability in their dogs. Learn how it continues to shape the industry.
* Canine Fitness on the Rise: The Propel Air Platform is redefining pet fitness, offering a structured way to enhance strength, balance, and body awareness‚ critical for pet wellness, canine athletes, and working dogs alike.
* A Growing Demand for Structured Enrichment:As pet parents seek new ways to keep their dogs engaged, structured platforms like the KLIMB and Propel Air Platform are proving essential in daycare, training, and home environments.

Blue-9 is at the forefront of this shift, helping pet parents and professionals train smarter and enrich better. Join us for an exclusive look at the tools driving the next era of dog training and fitness.

Let’s connect at Global Pet Expo! Schedule an interview or product demo.

**Onsite Spokesperson:** Jess Okon | jess@blue-9.com | 786-918-2485

Boss Nation Brands

**Booth #230 |** [**www.bossnationbrands.com**](http://www.bossnationbrands.com)

Boss Dog and Boss Cat Brands, renowned leaders in gut health solutions for pets, are thrilled to announce their participation in Global Pet Expo 2025, the premier event in the pet industry. The company will showcase its newest offerings at Booth 230. The event will take place on March 26 and 27 from 9 a.m. to 6 p.m. and March 28 from 9 a.m. to 3 p.m. at the Orange County Convention Center located at 9800 International Dr, in Orlando, Fla.

Global Pet Expo is the perfect opportunity for Boss Dog to showcase their new Smoked ProBones and ProCaps. They combine the satisfaction of a long-lasting chew with probiotic benefits. Sourced from premium Pacific Northwest femur bones, these slow-roasted treats are infused with millions of probiotics to support your dog's digestive health.

Boss Dog and Boss Cat's innovative Goat Milk Powder Problend will also be featured. It combines premium goat milk with over 100 million probiotics per scoop to support your pet's digestive health and hydration. Enhanced with taurine and organic spices like turmeric, ginger, and cinnamon, this convenient powder promotes healthy skin and coat.

With a team of highly knowledgeable experts, Boss Dog and Boss Cat Brands are ready to showcase the distinctive qualities that set their products apart from the competition. The team will be available throughout the day to answer questions, provide valuable insights on pet nutrition, and distribute product samples.

Vasili Nassar, founder and chief executive officer, is excited to connect with fellow pet industry professionals and offer this incredible opportunity to honor outstanding teams. Nassar states, "We can’t wait to show Global Pet Expo attendees everything we have to offer. You won’t be disappointed."

**Onsite Spokesperson:** Mary Tan | mary@whiskermedia.com | 612-209-3303

Bow Wow Labs

**Booth #830 |** [**www.bowwowlabs.com**](http://www.bowwowlabs.com)

Bow Wow Labs Strengthens Leadership for Future Growth

As the Leader in Pet Safety, Bow Wow Labs Commissions Research Revealing Alarming Stats

Bow Wow Labs, the leader in pet safety innovation, announces key leadership appointments to drive its next growth phase. Brian O’Neil was named CEO, transitioning from President/COO, while Darryl McCall, a seasoned CPG executive, joins the Board of Directors. Their expertise in global consumer goods, operations, and strategy will expand Bow Wow Labs’ market presence.

*Brian O’Neil: Leading Bow Wow Labs into the Future*

With four decades in top CPG companies‚ including Procter & Gamble, Harry’s and Function of Beauty‚ O’Neil has a proven track record of scaling brands. As CEO, he will leverage his experience in operations, commercial strategy, and team development to drive Bow Wow Labs’ continued success.

*Darryl McCall: Bringing CPG Expertise to the Board*

McCall adds strategic leadership to the board with experience at Procter & Gamble, Coty, and Parts iD. His background in supply chain management, M&A, and corporate governance will support Bow Wow Labs’ growth initiatives.

*Dog Choking Hazards, A Big, Expensive Problem You May Have Never Heard Of*

Bow Wow Labs commissioned independent third-party research that showed:

* Half of all dog parents provide chew sticks on a weekly basis, but 60% are unaware of the related health risks
* Veterinarians estimate 6 million dogs swallow an unchewed portion of a chew stick each year, leading to 1 million vet visits and $450 million in expenses for dog parents.

Founded in 2018, Bow Wow Labs develops innovative products to keep Americans’ 65 million-plus dogs safer, happier and healthier. As creator of the Bow Wow Buddy®, the first safety chewing device for dogs, Bow Wow Labs helps dogs enjoy treats and satisfy their instinctual desire to chew while giving pet parents peace of mind.

**Onsite Spokesperson:** Kim Jackson | kjackson@bowwowlabs.com | 415-233-3884

Bubble Universe

**Booth #2877 |** [**www.bubbleuniverse.com**](http://www.bubbleuniverse.com)

Bubble Universe: The World’s First Edible Bubbles for Pets

Bubble Universe is transforming playtime for pets with the safest and most exciting bubbles‚ completely edible, deliciously flavored, and irresistibly fun! Imagine bubbles designed just for pets, turning every chase into an interactive treat that strengthens the bond between pets and their humans.

Traditional bubbles contain harsh detergents and chemicals that aren’t safe for pets to ingest. After years in the toy industry, we heard the same concerns from kid and pet parents, so we set out to create a safe, tail-wagging alternative that pets can truly enjoy.

Developed with pet safety in mind, Bubble Universe offers flavorful, mess-free bubbles that pets can chase, pop, and even taste! With enticing flavors, no sticky residue, and a formula designed for worry-free fun, these bubbles keep pets engaged and entertained‚ indoors and out, all year long.

More than just bubbles, we’ve reimagined a classic into a joyful, safe, and delicious experience for pets and their families. Because playtime should be both safe and tasty!

**Onsite Spokesperson:** Jason Tiger | jason@bubbleuniverse.com | 818-939-2841

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Cambridge PetTech

**Booth #5480 |** [**www.cambridgepettech.com**](http://www.cambridgepettech.com)

Artificial Intelligence (AI) is revolutionizing the way businesses do business, and this is true for the Pet industry as well. From advanced innovation, accelerated research methods, enhanced compliance, personalized marketing and sales experiences, and much more, Artificial Intelligence is disrupting all aspects of our industry.

Cambridge Technology, a global leader in business technologies across many industry verticals, is pleased to announce at Global Pet the launch of its newest Division, Cambridge PetTech. With over 20+ years in the Pet space, Cambridge will be expanding its services and catering its technology, AI, data, and analytics services exclusively to Animal Health and Pet industry manufacturers, retailers, veterinary service providers, researchers and formulators, offering tailored technology solutions backed by over 20 years of pet industry expertise.

At Cambridge PetTech, we are committed to helping the Animal Health & Pet community leverage breakthrough technologies to advance pet health and wellness. Our expert team understands the challenges of pet brands, retailers and service providers and we create custom technology solutions that help propel businesses forward. We offer an exclusive Executive Discovery Workshop where businesses interested in learning more about the transformative power of AI can learn how it can be applied to their business, how AI is being leveraged by their competitors, and what new technologies are on the horizon.

**Onsite Spokesperson:** Scott Link | scott.link@ctepl.com | 480-231-0459

CANOPHERA

**Booth #1462 |** [**www.canophera.com**](http://www.canophera.com)

As the creators of the Coffee Wood Chew for dogs, CANOPHERA is the Global leader in this zero caffeine, zero calories, zero protein natural chew category. With the tight bond of its fibers, it is the perfect vegan chew to satisfy a dog’s natural desire to chew.

Our other all-natural chew lines include Coffee+Coco Chews, Briar Root, Grade-A Red Deer Antlers, and Sheep Horns. Now, we bring you Coconut Rope Toys for Dogs and All-Natura Cat Toys!

The new CANOPHERA Coconut Rope Toys for Dogs come in 2 shapes: CocoBone and CocoBall, each available in 3 sizes (Small, Medium, and Large). Tug, fetch, chewing, shredding, all while getting dental benefits from nature’s toothbrush.

Curious cats have been borrowing our Coffee and Coconut Chew Toys from their canine flatmates for a while. So, we made a line of four cat toys specifically made for our feline friends.

The coconut rope is made by a small local family business where this kind of rope from the husk of the coconut has been manufactured for generations. In cooperation with this family, we developed a rope perfectly suited as a cat toy, with more threads than usual, shorter untreated fibers, to support teeth and claw hygiene.

CANOPHERA’s Cat Toys come in four different options, two of which combine the coconut husk rope with olive wood, offering a more durable playing experience for those feisty felines. Having a variety of toys should become a healthy and natural component of a cat’s rotating toy collection.

The short, untreated coconut husk fibers of CANOPHERA’s Cat and Dog Toys won’t harm your cat or dog if ingested in small amounts. As with any chew or toy, supervision is important (as is participation!).

**Onsite Spokesperson:** Jenn Johnson | rjohnson@canophera.com | 570-534-2143

Charlee Bear

**Booth #218 |** [**www.charleebear.com**](http://www.charleebear.com)

Charlee Bear cannot wait to make tails wag with our newest, mouthwatering Meaty Bites flavor: Beef Liver & Cheddar Cheese. These grain-free treats start with select cuts of raw beef raised in the USA. They’re infused with real Wisconsin cheddar cheese, paying homage to our company’s home state, along with probiotics to support healthy digestion, and are gently freeze-dried for maximum nutritional value, digestibility and flavor. Also debuting is a brand new line of Beary Tasty Treats: Charlee Bear Nuggets. Made in the USA and grain-free, Nuggets have a crunchy outside and soft inside that’s packed with flavor. Each recipe is crafted with wholesome ingredients, including protein-rich chickpeas as the first ingredient, to provide the healthy support dogs need to thrive. These scrumptious, functional treats are offered in five beary irresistible flavors, including Bearcuterie Bites, PB & Beary Parfait, Shepherd’s Pie, Sunny Side Up, and Straw-Beary Swirl.

**Onsite Spokesperson:** Gina Schlueter | gina.schlueter@wixon.com | 414-559-1662

Clearfur

**Booth #1148 |** [**www.clearfur.co**](http://www.clearfur.co)

At ClearFur, we are dedicated to safeguarding the long-term health of both animals and humans, while working toward a healthier future for our planet. Our mission is driven by the synergy of natural ingredients and cutting-edge scientific innovation, and we believe in offering pets the best care possible.

We launched our ClearFur Skin Cream, an advanced solution designed to provide immediate relief from common pet skin conditions such as hot spots, itching, rashes, and skin irritation. Our formula combines natural ingredients and a non-toxic formulation, including patented Colloidal Nano Silver, to support the healing and recovery of dogs, cats, and small pets.

ClearFur does more than just soothe the skin‚ it promotes fur and coat recovery, helping pets achieve healthy hair growth and restoring their natural shine. Proudly made in the USA in FDA and ISO-certified facilities, our high-quality, vet-approved cream provides a safe and effective solution for pet owners who care about their pets' health.

But that’s just the beginning. Our expanding product line includes sprays, a shampoo, medicated wipes for ears and eyes, and ointments, each designed to address the specific needs of pets with skin sensitivities.

ClearFur represents more than just pet care‚ it’s a commitment to animal health, scientific integrity, and a sustainable future. We invite you to join us in shaping a healthier future for our planet, one pet at a time.

We would be thrilled to speak with you and share more about how ClearFur is changing the way we approach pet skin care, and how our products are making a meaningful difference in the lives of pets and their owners.

**Onsite Spokesperson:** Brittany Dancer | brittany@silver-stop.com | 918-527-6866

Clink Design

**Booth #18 |** [**www.clinkdesign.com**](http://www.clinkdesign.com)

As the founder and industrial designer behind Clink Design Inc., I’ve always believed that great design can transform the way we interact with our pets. At Global Pet Expo 2025, I’m excited to showcase the Clink Clicker, our award-winning, patented training tool that’s redefining positive reinforcement.

It is the first product on the market that combines a training clicker with treat storage, featuring a slide-to-open mechanism for easy treat access and a built-in desiccant compartment to keep treats fresh. To complement this innovation, we’ve also developed freeze-dried training treats that fit perfectly inside the Clink Clicker, creating a seamless training experience.

Join me at our booth at SU 18 for a live demonstration, where I’ll showcase how the Clink Clicker and Clink Treats work together to make training easier, more effective, and enjoyable for both pets and their owners.

**Onsite Spokesperson:** Zerong Yang | zerong@clinkdesign.com | 540-577-1667

Compana Brands

**Booth #2601 |** [**www.companapetbrands.com**](http://www.companapetbrands.com)

Fruitables unveils “Sneaky Healthy” Treats, Fresh New Look & Exclusive Web Game at Global Pet Expo 2025!

At Global Pet Expo 2025, Fruitables is bringing the fun to the pet treat aisle with a bold new look, a delicious new flavor, and an interactive digital experience!

We’re unveiling our fresh new packaging, designed to highlight the wholesome, joyful spirit of Fruitables, while making it easier than ever for pet parents to find their pet’s favorite flavors. Plus, we’re introducing an exciting new variety: Chicken & Cranberry‚ perfect balance of savory and sweet, made with real ingredients pets love.

But the real fun happens at our booth, where we’re launching an exclusive web-based game (no app needed!), inspired by the classic offline dinosaur game. Players collect Fruitables flowers to earn points, but watch out‚ unhealthy treats are lurking, and hitting one will send you to the grave! Compete for high scores and win exciting prizes while experiencing the world of "Sneaky Healthy" treats in a whole new way.

Our treats are crafted with real fruits, veggies, and premium proteins, free from artificial additives, wheat, and corn‚ so pet parents can feel great about every bite.

Stop by our booth to experience our new look, play our exclusive game, and see how Fruitables is redefining pet indulgence!

**Onsite Spokesperson:** Sofia Huther | shuther@companapetbrands.com | 210-355-0496

curli The Harness Specialist from Switzerland

**Booth #2009 |** [**www.mycurli.com**](http://www.mycurli.com)

Curli, the harness specialists from Switzerland, constantly brings patented innovation to the pet industry for a perfect connection between you and your dog.

Founded by Mark Zimmermann and Roland Primus, both mountain guides who know the value of high-quality equipment and reliable safety, curli successfully transfers knowledge based on their heritage to high-performance dog harnesses or your everyday use: starting with the choice of materials, perfect ergonomics, particularly lightweight, maximum freedom of movement up to optimum safety and functionality.

See us at our booth to explore a fascinating world of dog harnesses and leashes. Don’t miss the chance to talk to the curli CEO, Roland Primus and get insights on the pet industry, discover trends and perspectives and have a look behind the scenes of a Swiss brand and internationally successful innovation leader of the industry.

**Onsite Spokesperson:** Roland Primus | marketing@mycurli.com | 317-759-9418

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Dog Bandana Co.

**Booth #6008 |** [**www.dogbandanaco.com**](http://www.dogbandanaco.com)

Dog Bandana Co. is excited to announce the release of its latest innovation in pet accessories: the Double-Sided Tie & Snap Dog Bandana. Designed for both style and security, this new collection offers pet owners a fashionable and functional way to dress their furry friends.

Unlike traditional bandanas, Dog Bandana Co.’s latest design combines the ease of tie-on styling with the added security of a snap closure, ensuring a comfortable and secure fit for dogs of all sizes. Plus, the reversible design means each bandana offers two stylish prints in one, making it the perfect accessory for every season.

“We wanted to create a bandana that doesn’t just look great but also stays in place,” said Haley Clark, Owner of Dog Bandana Co. “With our Tie & Snap feature, pet parents can enjoy peace of mind knowing their dog’s bandana won’t come loose during daily adventures.”

With a variety of seasonal prints available, from vibrant summer colors to spooky Fall and festive holiday prints, Dog Bandana Co. ensures there’s a perfect match for every occasion. The new Double-Sided Tie & Snap Dog Bandanas are available now at DogBandanaCo.com and select retailers. Don’t miss the chance to upgrade your pup’s wardrobe with this must-have accessory!

For more information, press inquiries, or to request a sample, please contact us.

**Onsite Spokesperson:** Haley Clark | info@dogbandanacoshop.com | 504-610-2332

Dog Years

**Booth #2886 |** [**www.dogyears.co.nz**](http://www.dogyears.co.nz)

Dog Years is on a mission to revolutionize the pet supplement industry by cutting through the noise of synthetic-heavy, chemically intensive, and outdated formulas that dominate the market. Born in New Zealand and founded by two brothers who wanted to do better for their own dogs, Dog Years delivers pure, bioavailable nutrition directly from nature’s most powerful sources. Every ingredient is ethically sourced, minimally processed, and chosen for one reason‚ because it works.

At Global Pet Expo 2025, we’re excited to spotlight our U.S. market expansion, introducing American pet owners to supplements that combine efficacy, sustainability, and transparency. Our flagship Joint & Mobility and Skin & Coat chews feature regenerative Sheep Wool Keratin from the Southern Alps, grass-fed Deer Velvet from Fiordland, Pacific-harvested Green-Lipped Mussel, and organic Gold Kiwifruit‚ all sustainably sourced to deliver real, visible results without compromising the environment.

We’re also exposing a critical industry truth: most common ingredients in dog supplements‚ like fish oil and Glucosamine HCl‚ come with hidden costs. Fish oil is often mass-produced through destructive fishing practices, while Glucosamine HCl is chemically extracted from crustacean shells using hydrochloric acid, generating toxic wastewater. Dog Years offers a cleaner, more ethical alternative for conscious pet owners.

Our commitment isn’t just to dogs‚ it’s to the planet and the people who care for them. We give pet owners the feel-good factor that’s missing in today’s market: the confidence that they’re doing right by their dogs and the world.

**Onsite Spokesperson:** Gus Silvester | gus@dogyears.co.nz

Doggy Do Good

**Booth #4686 |** [**www.doggydogood.com**](http://www.doggydogood.com)

Meet NEXT: The World's First Landfill-Friendly Pet Waste Bag

NEXT Landfill-Friendly Pet Waste Bags provide an environmentally responsible solution for pet waste disposal, significantly reducing the time required for decomposition.

Every year 500 Million pet waste bags end up in landfills. Conventional plastic waste bags can take over 500 years to decompose, while compostable bags also fail in landfill conditions, breaking down over centuries. NEXT bags dramatically reduce plastic’s lifecycle from centuries to less than five years. Made from 65% post-consumer recycled plastic, they repurpose existing plastic materials while incorporating an Eco-Accelerated formula designed to attract microbes, facilitating decomposition in landfills without producing harmful microplastics.

NEXT bags maintain traditional plastic waste bags' durability, thickness, and leak-proof qualities while remaining cost-competitive; designed for convenience, they are easy to open and separate, ensuring a seamless user experience. Committed to environmental and social responsibility, Doggy Do Good, the brand behind NEXT, is a member of 1% for the Planet and allocates additional proceeds to animal welfare initiatives. Overall, NEXT offers an effective, affordable, and sustainable choice for ALL pet owners.

Doggy Do Good, founded in 2015 by Cara AnnMarie and David Wesch, is a woman-owned small business dedicated to creating eco-conscious pet products that balance quality with environmental responsibility. Their mission extends beyond sustainability, fostering a healthier, greener future for both pets and their owners. Available on major platforms such as Amazon, Chewy, and the Doggy Do Good website, the company offers a range of products that reduce waste without compromising performance or durability.

**Onsite Spokesperson:** David Wesch | dave@doggydogood.com | 810-650-7254

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earthbath

**Booth #5446 |** [**www.earthbath.com**](http://www.earthbath.com)

earthbath Celebrates 30-Year Anniversary with Commitment to 30 Nonprofit Organizations

earthbath, the experts in earth-friendly grooming products and Pet Care With Purpose, announces their 30th anniversary with a commitment to onboarding 30 new nonprofit organizations to join their Rescue & Service Dog Program.

As a proud supporter of all things animals, earthbath invites 501c3 shelters, rescues and service dog organizations across the continental US to apply to the program, committed to providing in-kind donations of earthbath products to care for their animals, as well as sample-size products that can be sent with pets to their new homes.

**Onsite Spokesperson:** Kerry Sutherland | kerry@ksutherlandpr.com | 775-360-6101

Earthly Pet Co.

**Booth #731 |** [**www.earthlypet.com**](http://www.earthlypet.com)

Earthly Pet Co., creators of Cat Sushi‚ the leading bonito tuna flake cat treats‚ are thrilled to introduce their latest innovation: Cat Sushi CRUNCH treats! For years, cats have gone wild for Cat Sushi’s 100% premium bonito tuna flakes. Now, they have an exciting new way to indulge cats with Umami CRUNCH and Saba CRUNCH treats, tasty, crunchy, and made with just two natural ingredients.

Each bite-sized treat combines the ancient grain millet with either mackerel (Saba) or beef (Umami). At less than a calorie per treat, they offer a guilt-free, nutritious snack that cats love.

Millet, the star ingredient, is a super grain packed with health benefits. Naturally low glycemic and rich in antioxidants and dietary fiber, millet makes it an excellent choice for promoting digestion and feline health. This sustainably farmed grain is also packed with essential vitamins and minerals, supporting overall wellness. By incorporating millet into these treats, Earthly Pet Company provides a wholesome, delicious option for cats.

Not only are these crunchy treats delicious, but they also help clean teeth as cats chew. Unlike many cat treats loaded with artificial additives and preservatives, Cat Sushi CRUNCH treats are a cleaner, healthier alternative to existing cat treats. Cat parents can now upgrade their furry friend’s snack time with a natural, premium treat.

Available in two simple, delicious 2 ingredient recipes:

* Umami, Just Millet and Beef
* Saba, Just Millet and Mackerel

Each 2oz. bag contains over 300 treats and retails for $7.99. Give your cat a taste of something better!

**Onsite Spokesperson:** Nicole Ice | ni@earthlypet.com | 216-644-5982

eastseabrother

**Booth #6006 |** [**www.eastseabrother.com/en**](http://www.eastseabrother.com/en)

eastseabrother specializes in developing, manufacturing, and distributing premium seafood-based pet food. Using locally sourced seafood as our primary ingredient, we maintain a transparent and hygienic production process while offering tailored nutrition products for pets at different life stages.

We differentiate ourselves through our premium seafood topping products, which are made from whole ingredients without additives, promoting pet health. Most notably, our brand has reshaped the perception of "Do dogs eat fish?" in Korea over the past six years, establishing itself as a specialized seafood-based pet food brand with a strong fan base and an NPS of 76.3%.

Pet owners are increasingly concerned about the quality and transparency of pet food. The major pain points include unsanitary production environments, limited ingredient diversity, and insufficient nutritional information tailored to pets’ life stages. As a result of pilot sales and interviews for market validation, a high demand has been confirmed for products that are appropriately curated to match the pet's life cycle, with premium quality and transparent production processes.

We address these concerns by offering seafood-based pet toppings made through a transparent and hygienic manufacturing process. Our products are tailored to pets' life stages, ensuring balanced nutrition. Our localization strategy involves adapting packaging, flavor profiles, and nutritional information to meet regional preferences and regulatory requirements.

Unlike competitors that mass-produce mid-to-low-priced pet food, we are pioneering the niche segment of seafood-based pet food toppings. Our competitive edge lies in our commitment to sustainability, premium quality, and product customization based on pets’ dietary needs, positioning us as the first mover in this category.

**Onsite Spokesperson:** Eun Yul Kim | fanghyung@eastseabrother.com

EverChew

**Booth #** **4786 |** [**www.everchew.com**](http://www.everchew.com)

EverChew is launching its patented SuperChew Bully Stick Holder at Global Pet Expo 2025. This innovative product combines unparalleled pet safety, convenience, and durability. The SuperChew is engineered from indestructible nylon, ensuring it can withstand even the most aggressive chewers.

What truly sets the SuperChew apart is its accessibility-focused design that works for humans of all grip strengths. "We didn't settle on a design until we could load a bully stick using only chopsticks‚ even if it wasn't pretty," shares EverChew's Inventor, Kirby Kendall. "Now, by using nylon, we've created the easiest-to-use holder that even a dog named 'Gator' can't destroy."

Competitive holders require the human to firmly grip or twist the chew holder, and the bully stick can still slip out‚ especially after it gets wet. In contrast, SuperChew’s locking mechanism is doggie-undefeatable, yet so easy a child can load a bully stick. In fact, all three EverChew holders make securing a chew easy for kids, people with weak hands, people with long fingernails‚ anyone.

Visit EverChew at GlobalvPet Expo Booth #4786 to put SuperChew to the test. Challenge yourself to load a chew using just your pinkies and thumbs, then try your hardest to pull it out: we bet you can't!

**Onsite Spokesperson:** Kirby Kendall | kirby@everchew.com | 512-965-3863

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Glacier Peak Holistics

**Booth #4286 |** [**www.glacierpeaksholistics.com**](http://www.glacierpeaksholistics.com)

Discover the New & Improved Pet Intolerance Test‚ Now with 40+ Added Items, Including Trending Exotic Ingredients & Medicinal Mushrooms!

We’ve expanded our test with over 40 new items, featuring trending exotic ingredients such as kangaroo, crocodile, rabbit, yak, beaver, crickets, and so much more! These exciting additions, along with medicinal mushrooms that are becoming increasingly popular among pet parents, ensure a comprehensive analysis to help identify intolerances that may be impacting your pet’s well-being.

Plus, enjoy our New Instruction Booklet, a Redesigned Digital Registration and Results Layout, and a Newly Improved Website for a seamless experience.

Is your furry friend experiencing unexplained itching, digestive issues, or low energy? The problem might be hiding in their diet. Introducing the Glacier Peak Pet Intolerance Test‚ a simple, at-home solution to uncover food, environmental, and chemical intolerances that could be affecting your pet’s well-being.

Using a small hair and saliva sample, our test analyzes over 395 common triggers, from ingredients like chicken and grains to environmental factors like pollen or common chemicals. Within 7-10 business days from arrival at our facility, you’ll receive a detailed report with information that can be used to help your pet feel their best!

Why choose the Glacier Peak Pet Intolerance Test?

* Easy and stress-free: No vet visits or blood draws required.
* Comprehensive: Covers common food, environmental, and household intolerances.
* Personalized: A detailed report with be sent directly to your email inbox.

Perfect for pet parents who want to take a proactive approach to their companion’s health, this test is a game-changer for pets with chronic discomfort or unexplained symptoms. Say goodbye to guesswork and hello to a happier, healthier pet!

**Onsite Spokesperson:** Shanel DeVall | shanel@glacierpeakholistics.com | 512-534-7134

GlocalMe

**Booth #5584 |** [**www.glocalme.com**](http://www.glocalme.com)

PetPhone is the smart pet care product by GlocalMe Brand under uCloudlink Group(Nasdaq: UCL).

As pet owners, we all want to give our furry friends the most love and best care we can. However, we can’t always stay with them, so we are constantly concerned: Are they Happy? Are they healthy? Are they Safe? How could I know when they need me if I’m not around?

After years of research and thoughts, here’s our answer: PetPhone, the world’s First Smartphone for Pets that entertains and takes care of your pets as your phone does for you.

PetPhone is the first ever to enable pets to make phone calls to the owner while integrating Two-Way Talk, 6 Tech Positioning, AI Health and Community in one device.

In the time of technology, smartphones have become everyday necessity. We believe our beloved paw besties should also enjoy the fun and convenience they bring to daily life.

*Key Features:*

* Live Call: Not only can you call your pet, but your pet can also take the initiative to call you when feeling lonely. Let’s chat!
* 6 Tech Positioning: More than GPS and Bluetooth. More Powerful in finding your loved ones in all environments!
* AI Health: Keep a record of your pet’s daily activity and send alerts when issues are detected.
* Community: Not only for pet owners to share great moments, but also for pets to socialize with the gang!

With the complexity of technology and the simplicity of lots of love, we ensure that your furry friends are happy, healthy, and always connected to you wherever you are.

**Onsite Spokesperson:** Carina Cheung | carina.cheung@ucloudlink.com

GreenLine Pet Supply

**Booth #629 |** [**www.greenlinepetsupply.com**](http://www.greenlinepetsupply.com)

Consumers are demanding sustainable solutions and microplastics are a hot topic in the media. GreenLine Poop Bags are changing the poop bag landscape and disrupting the industry with cutting-edge technology. Lab-tested for over 4 years, we've proven the bags biodegrade and return to the earth within 48 months. No microplastics left behind.

Carry GreenLine Poop Bags in our upcycled Banner Bags. Made from discarded Chicago festivals, such as Lollapalooza, each bag is one-of-a-kind and handmade in the USA. A super savvy sustainable poop bag solution.

April is Earth Month! The perfect time to create awareness and educate customers on how their poop bags choices can reduce their pet's environmental paw print. Based in Chicago, GreenLine Pet Supply has been creating sustainable, USA-made products since 2012. Woman—and minority-owned, we are members of 1% for the Planet and give back to environmental, grass-roots non-profits making a difference in their local communities.

**Onsite Spokesperson:** Jennifer Blaese | jennifer@greenlinepetsupply.com | 773-706-0612

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H&C Animal Health/Angels' Eyes

**Booth #2605 |** [**www.angelseyesonline.com**](http://www.angelseyesonline.com)

Angels’ Eyes, the industry leader in tear stain solutions, is set to make waves at the 2025 Global Pet Expo, where attendees can get an exclusive look at its cutting-edge pet wellness lineup, including the award-winning Sea Sticks Daily Dog Treats that have taken the pet industry by storm.

Sea Sticks, available in Multi-Benefit and Tear Stain Friendly formulas, have been recognized with top industry honors in 2024, including the Pet Business Magazine Industry Recognition Award and the Pet Product News Magazine Editors’ Choice Award. These plant-based treats, powered by nutrient-rich seaweed, are designed to support immune, digestive, metabolic, and dental health‚ offering pet parents an all-in-one wellness solution.

“For over 20 years, Angels’ Eyes has been a trusted name in pet care,” said Michele Crowley, Senior VP of Sales & Marketing at H&C Animal Health. “The recognition of Sea Sticks reaffirms our commitment to innovation and delivering high-quality, effective pet wellness products.”

Alongside Sea Sticks, Angels’ Eyes will showcase its top-selling Tear Stain Gentle Eye Wipes and Gentle Ear Cleansing Wipes, providing pet parents with a complete wellness toolkit. Expo attendees can stop by Booth 2605 to receive free samples of Sea Sticks and see firsthand why Angels’ Eyes continues to set the standard in pet wellness.

**Onsite Spokesperson:** Martha Janeski | martha.janeski@hcanimalhealth.com | 412-996-9124

Harrison's Bird Foods

**Booth #2786 |** [**www.harrisonspellets.com**](http://www.harrisonspellets.com)

Harrison’s Bird Foods introduces HOPP (Harrison’s Organic Premium Pellets), a cost-effective, certified organic pellet designed for the maintenance needs of healthy adult small to medium pet birds.

While Harrison’s premium extruded nuggets remain the gold standard in avian nutrition, HOPP offers a practical alternative for bird owners seeking a soy-free, corn-free, peanut-free option. Formulated for adult maintenance, HOPP delivers balanced nutrition without compromising the organic quality Harrison’s is known for.

Why Choose HOPP?

* Affordable & Organic ‚A budget-friendly, nutritionally complete pellet.
* Certified Organic, Ideal for daily feeding or mixed with Harrison’s premium extruded nuggets.
* Supports a Balanced Diet, The only pellet maintaining Harrison’s superior nutritional integrity.

*For Healthy Adult Birds Only*

HOPP is not for birds under one year old, geriatric birds, breeders, birds recovering from illness, or birds molting. These require Harrison’s High Potency formula for increased nutritional needs.

*The Best Choice for Every Bird*

Harrison’s premium extruded nuggets remain the optimal diet for all life stages. However, for those seeking a cost-conscious alternative, HOPP delivers a safe, organic, and nutritionally balanced option. Whether fed alone or mixed with premium extruded nuggets, HOPP ensures birds receive essential nutrients without unnecessary fillers or artificial ingredients.

Discover HOPP at Global Pet Expo 2025! Visit booth #2786 to learn more about Harrison’s commitment to organic avian health and how HOPP fits into a well-rounded diet.

**Onsite Spokesperson:** Dana O'Donoghue | dana@harrisonsbirdfoods.com | 615-221-9919

Healthy Pet World

**Booth #3677 |** [**www.woodies.world**](http://www.woodies.world)

Nutties coconut fiber ball toy and MAGIC TOOTHBRUSH for Dogs is a truly unique product that is safe and healthy for your dog. At our US family owned and operated business in California, we wanted to make an all-natural, organic, healthy ball toy for dogs.

We strip coconut fiber from brown coconuts, clean the fiber of any shell, use a machine to turn the fiber into rope, and cut the rope into 5-foot lengths. We manually hand-weave multiple lengths of the coconut rope to make each ball using a special tool. The balls are woven very tightly.

Dogs love the texture of the ball to fetch or just chew. The coconut fibers will gradually erode and are safe to swallow. We have not heard of a ball ever getting unraveled by our "customers" due to the tight weave. Instead they break down in size over weeks as they are chewed, and unbeknownst to the doggies, cleans and flosses their teeth and gums (we need to come up with something similar for the kids!).

**Onsite Spokesperson:** Jonathan Dillon | jd@woodies.world | 415-990-3726

HICC Pet

**Booth #3671 |** [**www.hiccpet.com**](http://www.hiccpet.com)

We have had many exciting things happening at HICC Pet. One initiative has involved HICC Pet becoming a Washington-based non-profit Pawsitive Alliance. Pawsitive Alliance envisions a future where every dog and cat in Washington State has a loving and healthy home, and every community values and cares for its pets. Together, we can work toward this shared goal and make a meaningful difference in the lives of countless animals.

We are launching multiple new products at Global Pet Expo. The most significant launch is a brand-new collection of balm products. The Butter Collection consists of four butters formulated for skin, paws, noses and tear stains. Each product is tailored for different areas of your pet, providing professional care throughout the year. Made with 100% pure natural plant oils, these balms offer gentle, natural protection for your pet. The twist-up design makes application easy and convenient, meeting the diverse needs of daily pet care.

We are also introducing our award-winning Deodorizing Glove Wipes in a new travel-sized pack. Each set contains 3 packs of 6 glove wipes each so pet parents can take smaller packs with them on the go. These wipes are infused with fermented coconut oil, aloe vera, and other plant-based ingredients for a natural solution to cleaning, grooming, and maintaining pets' cleanliness and health.

**Onsite Spokesperson:** Josselyn Buck | josselyn.buck@hiccpet.com | 564-218-8156

Honest to Goodness (W.F. Young)

**Booth #646 |** [**www.honest2goodness.com**](http://www.honest2goodness.com)

Honest to Goodness’ Plant Snacks harness the natural power of wholesome fruits and vegetables you can actually see in each treat, plus probiotics and Marine Microalgae Oil, to deliver the healthy support pets need to thrive. The veterinarian-developed, condition-specific, whole food ingredient line includes Happy Feet for healthy mobility, Mellow Belly for delightful digestion, Way to Glow for shiny and luscious hair, Golden Years for senior support, Good Vibes for comforting support, and Buddy Boost for superhero immunity. Since our brand launch in 2024, we’ve received accolades such as being named Dog Cookie Product of the Year by the Pet Innovation Awards and being selected as a Pet Product News Editors’ Choice Awards winner.

**Onsite Spokesperson:** Marjorie Murray | mmurray@wfyoung.com | 860-384-9546

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Inaba Foods (USA) Inc.

**Booth #1465 |** [**www.inabafoods.com/for-cats**](http://www.inabafoods.com/for-cats)

Inaba Churu is excited to announce that our partner, Jackson Galaxy an animal advocate and cat behavior and wellness expert, will be at our booth for a meet-and-greet!

Please stop by Booth #1465 on Wednesday, March 26th, from 1 p.m. to 3 p.m. ET to take photos, get his autograph, and have a chance to talk with him!

**Onsite Spokesperson:** Aya Jordan | ajordan@inabausa.com

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Jaffee’s Bone Broth Nutritionals

**Booth #1011 |** [**www.jaffeesbonebroth.com**](http://www.jaffeesbonebroth.com)

How can you support your dog’s joints, skin, and gut while naturally fixing allergies and sensitive tummies for good, without any medication?

New start-up Jaffee’s Bone Broth Nutritionals aims to set a new standard of natural health toppers and is thrilled to showcase its line of bone broth products:

Jaffee’s Bone Broth Pouch: Available in beef, chicken, and novel proteins elk and bison, the 20-ounce pouches of organic bone broth are made from organic grass-fed and wild-grazed animals. They are the perfect daily meal topper, naturally packed full of potent nutrients like collagen and glucosamine.

Jaffee’s Bone Broth Pops: The signature 4-ounce Jaffee Pop is a nutrient-dense frozen pupsicle, and the perfect enrichment treat on a hot day. It also works great as a trial size meal topper if your pup is new to bone broth!

Jaffee’s BioBroth: Powdered, shelf-stable form of Jaffee’s Bone Broth. Features clinically effective doses of species-specific probiotics and an organic mushroom blend of turkey tail, shitake, reishi, and lion’s mane. Just sprinkle on your dog’s food for complete metabolic support.

But how is Jaffee’s different than the other bone broths on the market?

* It’s made from only two ingredients - organic bones and filtered water.
* No fat, salt, additives, or flavorings.
* Broth is made in small batches with bones sourced from grass-fed wild-grazed farms in Pennsylvania, Minnesota, and Virginia.
* The unique cooking process creates high collagen levels and fully edible bones, which are added back to the pouches for calcium-rich treats.

**Onsite Spokesperson:** Mary Tan | mary@whiskermedia.com | 612-209-3303

Jiby Dog Crew

**Booth #** **4583 |** [**www.jibydogcrew.com**](http://www.jibydogcrew.com)

We are excited to announce our MY CAUSE MY PAWS program where with every purchase, we donate a Jiby to a shelter dog!

After adopting our very scared and shy shelter pup Khaleesi, our journey to helping her open up to us changed our world. This is why supporting rescue organizations is a core foundation of our brand and inspired us to launch our MY CAUSE MY PAWS philanthropy. With every purchase from our online store, we donate a Jiby to a shelter dog. We hope our Jibys can speak for shelter pups and help provide a special bond with those looking to adopt, even if it's just a spark!

We recently launched our ADOPT ME Jiby in order to help with the recent LA Wildfire relief efforts and the overcrowded shelters. 100% of profits from these Jibys are donated to LA’s Wags and Walks non-profit 501(c)(3) rescue shelter along with the Jiby if customers choose to do so.

**Onsite Spokesperson:** Hailey Adair | hailey@jibydogcrew.com | 206-290-0740

Joyride Harness

**Booth #4650 |** [**www.joyrideharness.com**](http://www.joyrideharness.com)

Joyride Harness, a trusted name in high-quality pet accessories, is taking its passion for pets to the next level with the launch of Joyride’s Kitchen.

*Pure Joy, One Bite at a Time*

Frustrated by unhealthy, low-quality treats, Joyride’s Kitchen set out to create something better: treats made with one simple ingredient, sourced from trusted farms in the USA, and produced in a USDA-approved facility. These freeze-dried raw treats are human-grade, ensuring that your furry family members get nothing but the best.

Approved by Joyride's very own in-house taste testers‚ Tank, Charlie, and Potato‚ these treats are as delicious as they are nutritious. With no soy, grains, or gluten, Joyride’s Kitchen Freeze-Dried Raw Dog Treats are perfect for dogs with sensitive stomachs or dietary restrictions.

*A New Adventure for Joyride Harness*

This launch marks an exciting new chapter for Joyride Harness, expanding from premium pet accessories into the world of pet nutrition. And this is just the beginning‚ Joyride’s Kitchen will continue to grow, with an expanded line of premium dog treats, food, and supplements in the near future!

**Onsite Spokesperson:** Sam | sam@joyrideharness.com | 310-756-0564

JustFoodForDogs

**Booth #** **2687 |** [**www.justfoodfordogs.com**](http://www.justfoodfordogs.com)

Discover the latest innovations from JustFoodForDogs, designed to make fresh, human-grade pet nutrition more accessible than ever:

* JustFresh: Fresh dog food, simplified. Launched in November with Chicken and Beef recipes, JustFresh is expanding with two new flavors‚ Turkey and Pork‚ arriving in late February. Made with 100% human-grade and whole-food ingredients and no preservatives, JustFresh offers the same premium nutrition as our fresh-frozen meals in a shelf-stable, ready-to-serve format with no freezing or thawing needed. JustFresh is vet-formulated to support digestion, muscle development, and overall vitality, making it easier than ever to serve real food with real benefits. Whether at home, on the go, or hitting the trails, JustFresh delivers unmatched convenience without compromising quality. Simply tear open a pack, serve, and refrigerate after use.
* Supplement Soft Chews: Daily wellness, made delicious. Our new soft chews provide targeted support for dogs of all ages and sizes, crafted with human-grade, whole-food ingredients free from artificial fillers and preservatives. Backed by veterinary science and designed for maximum palatability, the soft chews make supplementation easy, even for picky eaters, and come in five functional formulas: Probiotic Booster for gut health, Hip + Joint Care for mobility, 10-in-1 Bite for overall wellness, Skin & Allergy Aid for a healthy coat, and Calming to ease stress.

With JustFresh and our supplement soft chews, JustFoodForDogs continues leading the fresh pet food movement, delivering science-backed solutions for healthier, happier dogs.

**Onsite Spokesperson:** Sarah Meis | sarahm@justfoodfordogs.com | 303-570-1740

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KIKA USA LLC

**Booth #4469 |** [**superiorcare.pet**](https://americanpetproducts-my.sharepoint.com/personal/cstoutenberg_americanpetproducts_org/Documents/02_Global%20Pet%20Expo/2025%20Global%20Pet%20Expo/01_Public%20Relations/Media%20Kit/Exhibitor%20Pitches/superiorcare.pet)

We are a family-owned business with a successful presence in the pet industry for over three decades. As breeders and groomers for more than 35 years, we take a unique approach to pet care, prioritizing their health and well-being above all else. Our TAURO kennel, one of the largest and most prestigious in Europe, specializes in three breeds: Pomeranian Spitz, Bichon Frise, and Maltese. Our achievements include over 2,400 champion titles, such as:

* 59 USA Champions
* 9 USA Grand Champions
* 19 World Winners
* 15 Vice World Winners
* 25 European Winners

These results are a testament to our experience, passion for pets, and commitment to developing high-quality food and grooming products. We export to 60 countries worldwide, collaborating with leading distributors and retailers. While many in the pet food industry debate protein sources and meat content, we focus on what truly matters, functionality.

Our super-premium food is made with the finest ingredients, including Norwegian salmon, Antarctic krill, and New Zealand lamb. But most importantly, it delivers visible results and fosters customer loyalty. We believe in the 80% + 20% = 100% concept, representing the perfect formula for pet well-being:

* 80% Nutrition, Nature’s Protection Superior Care dry food and treats, the only dog food in the world that naturally removes tear stains and enhances coat color.
* 20% Coat & Skin Care, Tauro Pro Line, a natural grooming line designed for daily maintenance and targeted solutions.

Our products are backed by thousands of success stories from pet parents worldwide, proving their effectiveness.

**Onsite Spokesperson:** Aivaras Bakanas | domas.plunge@kika.lt | 708-530-6180

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Lafeber-EmerAid

**Booth #4905 |** [**www.lafeber.com/petshop**](http://www.lafeber.com/petshop)

Lafeber Company is here for rabbits and guinea pigs! We proudly present five new products in three product lines to meet the food and treat needs of these precious pets.

Nutri-Hay is the western timothy grass hay recommended as the primary diet of adult rabbits and guinea pigs. This high-fiber hay promotes both healthy gut motility and dental health. It’s proudly grown pesticide-free in the northwestern United States on a family farm. Size: 40 oz; Retail: $17.99; Available: April 2025.

Hey!Berries are nutritionally complete treats and provide two different tasty options for either rabbits or guinea pigs: Apple and Banana or Bell Pepper and Cilantro. Hey!Berries are a nutritionally complete blend of pellets and pesticide-free timothy hay, either naturally flavored with apple and banana or mixed with human-grade pieces of bell pepper and cilantro. The guinea pig variety is fortified with extra vitamin C. The round shape, texture and scent of the Hey!Berries engage your pet’s foraging instincts, providing mental stimulation. This high-fiber, low-calcium, and low-fat snack offers a nutritious option to add variety to your cherished pet's diet. Size: 5 oz; Retail: $8.95; Available: April 2025

Berrie-Bale is a nutritionally complete hay bale with hidden mint Hey!Berries to encourage foraging and promote dental health. These are available in two varieties: Berrie-Bale for Rabbits and Berrie-Bale for Guinea Pigs. These offer an innovative, all-in-one food crafted especially for each species. Size: 1 lb; Retail: $22.99; Available: April 2025

To schedule a meeting or booth tour with Lafeber Company at Global Pet Expo, please reach out to the contact below. Additional information, hi-res images and product samples are available upon request.

**Onsite Spokesperson:** Nadine Lafeber | nlafeber@lafeber.com | 815-888-4040

Liquid-Vet by Reliant Health Brands

**Booth #930 |** [**www.RxHBrands.com**](http://www.RxHBrands.com)

Are Your Pets Better Off Than They Were 4 Years Ago?

YES. Thanks to Reliant Health Brands (RxH) newest innovation in pet health and wellness, MAGIC-STIX™!

RxH, the North American manufacturer of the Easy, Tasty, and Fast-acting Liquid-Vet Health & Wellness Formulas for cats, dogs, and horses, has developed a brand-new dosage form for delivering its award-winning Liquid-Vet Formulas for joint, skin, calming, digestive health and more. This 3-products-in-1 innovation combines RxH’s proprietary blends containing maximum levels of active ingredients (e.g. 1500 mg of glucosamine) with custom teeth cleaning benefits and puts it all in a fun stick design dogs crave.

With only 1 fun stick per day even for the largest dogs, RxH’s 3-In-1 MAGIC-STIX™, powered by Liquid-Vet, beat the cost off chews that often require 4 or more per day just to deliver the recommended level of actives. Plus, all the typical binders and other junk found in pills, powders, and chews have been replaced with a healthy blend of shitake mushroom and gelatin, both offering benefits to pets.

RxH, a certified, small, woman-owned and family-operated manufacturer that prides itself on offering unique and non-shelf space cannibalizing products to retailers, will be offering the first two lines of its 3-in-1 purpose MAGIC-STIXTM (one focused on Hip & Joint Health and the other for Itch & Allergy Support) to its retail partners throughout North America at the Global Pet Expo in March 2025.

**Onsite Spokesperson:** Jonathan Lewis | jmlewis@rxhbrands.com | 727-339-6668

Love, Nala

**Booth #650 |** [**www.lovenala.com**](http://www.lovenala.com)

In a world where pet parents seek only the best for their furry companions, Love, Nala stands out as a brand built on love, quality, and the inspiring journey of a little rescue cat who became a global sensation.

Founded by the humans behind Nala Cat, the most-followed feline on social media, Love, Nala is more than just cat food‚ it’s a commitment to premium, nutritionist-formulated meals made with responsibly sourced ingredients. Our recipes prioritize real proteins, essential nutrients, and zero fillers or artificial additives, ensuring that every cat receives the love and nutrition they deserve.

At Love, Nala, we believe that every cat should thrive, and that starts with what’s in their bowl. Whether it’s our protein-rich dry food, grain-free wet food, or functional treats, we make it easy for pet parents to nourish their cats with wholesome, high-quality ingredients.

Nala’s story from shelter rescue to internet icon‚ reminds us why we do what we do: to help cats everywhere live healthier, happier lives. As we continue to grow, we invite cat lovers to join our mission and give their feline friends the very best.

For media inquiries, product samples, or collaboration opportunities, please contact hello@lovenala.com

**Onsite Spokesperson:** Varisiri | pookie@lovenala.com | 310-405-4252

LucyBalu GmbH

**Booth #13 |** [**www.lucybalu.com/en**](http://www.lucybalu.com/en)

German Design Brand LucyBalu Expands to the US, Elevating Cat Furniture to an Interior Design Piece

LucyBalu, the leading European design brand redefining cat furniture and cat supplies, is entering the US market. Known for its sustainable, high-quality, and aesthetically stunning cat furniture, LucyBalu caters to the next generation of cat owners‚ Millennials and Gen Z‚ who seek products that seamlessly blend into their modern homes while meeting their cat’s natural needs.

*What makes LucyBalu so special?*

* A Love Brand from Germany. With thousands of devoted fans and glowing customer reviews, LucyBalu is a social media sensation among design-conscious cat owners.
* Rooted in European Excellence. Home to the world's greatest artists, designers, and luxury brands, Europe is also the largest cat market.

*LucyBalu leads the way as the preferred brand for style-savvy pet owners.*

* Award-Winning Design. LucyBalu made history as the first pet brand ever to win a design award at Maison&Objet, the world-renowned interior design fair in Paris.
* Iconic Collaborations. The brand partners with Hello Kitty for the character’s 50th anniversary and works with Choupette, Karl Lagerfeld’s legendary cat, cementing LucyBalu’s place at the intersection of design and pop culture.

Now, LucyBalu is looking for exclusive partners to bring its visionary cat furniture to the US. Want to learn more? Meet co-founder Dr. Mathias Wahrenberger at Global Pet Expo.

**Onsite Spokesperson:** Dr. Mathias Wahrenberger | mw@lucybalu.com

LUFTPETS

**Booth #3584 |** [**www.luftpets.com**](http://www.luftpets.com)

LUFTPETS: A Fast-Growing, Woman-Owned Brand Redefining Pet Enrichment & Care

LUFTPETS is quickly becoming a standout name in pet enrichment and hygiene. Founded in late 2023 by a woman entrepreneur, the brand started with high-absorbency washable cage liners for guinea pigs and has since expanded to offer innovative snuffle mats, washable dog pee pads, and more.

At Global Pet Expo 2025, LUFTPETS will showcase its most exciting interactive and high-performance products:

* 2-in-1 Duck Snuffle Mat & Squeaky Toy: A slow-feeding snuffle mat that doubles as a plush squeaky toy, keeping dogs entertained while engaging their natural foraging instincts.
* Bone Snuffle Mat with Lick Pad: A powerful combination of scent-driven foraging and soothing licking, designed to encourage slow feeding, reduce anxiety, and keep dogs mentally engaged.
* Ultra-Absorbent Washable Cage Liners: A must-have for guinea pig owners, offering superior absorption, odor control, and effortless maintenance.
* Super Absorbent, Washable Dog Pee Pads: Featuring an anti-slip backing and high absorption, these reusable pee pads help pet parents manage messes while providing a long-lasting solution.
* 3-in-1 Cat & Rabbit Bed Tunnel Mat: A versatile hideout that transforms from a cozy tunnel to a flat lounging mat, catering to playful and curious pets.

And the innovation doesn’t stop here‚ LUFTPETS is expanding with new products launching soon!

With strong momentum and growing demand, LUFTPETS is redefining pet enrichment and care. Visit our booth at Global Pet Expo 2025 for exclusive insights and hands-on product demos. Media looking for fresh pet industry stories are invited to connect with our on-site spokesperson for interviews. Let’s talk about the future of pet care!

**Onsite Spokesperson:** Olfa Turki | olfa@luftpets.com | 514-898-6305

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MycoDog

**Booth #3077 |** [**www.mycodog.com**](http://www.mycodog.com)

MycoDog is proud to redefine pet care with our premium mushroom extract supplements‚ all grown and harvested in the United States. Our award-winning tinctures are produced using a meticulous dual extraction and spagyric process that preserves the full spectrum of medicinal compounds, including beta‚ glucans and triterpenes, ensuring unparalleled potency and purity.

We take pride in sourcing our mushrooms exclusively from the pristine woodlands of the Pacific Northwest, where they thrive on their natural substrates‚ not on grain or fillers. This commitment to American-grown ingredients guarantees that every batch meets the highest standards of quality, safety, and sustainability.

Our product line includes targeted formulas such as:

* Breathe: Designed to support respiratory and cardiovascular health for dogs facing allergies or breathing challenges.
* Clarity: Formulated to boost cognitive function and emotional balance in senior pets.
* Digest: Developed to promote a healthy gut microbiome and ease digestive discomfort.
* Vitality: Crafted to provide robust immune support for pets battling severe conditions like cancer and autoimmune diseases.

Inspired by founder Angela Ardolino’s personal journey on her rescue farm, Fire Flake Farm, MycoDog stands as a beacon of homegrown excellence in pet supplements. Our transparent, rigorous production methods and third-party lab testing reflect our unwavering dedication to using only the best, American-grown ingredients.

**Onsite Spokesperson:** Carter Easler | jeni@mycodog.com | 252-362-6718

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Natoo Pet Foods

**Booth #850 |** [**www.natoopetfoods.com**](http://www.natoopetfoods.com)

Looking to satisfy a wider range of pet palettes, Natoo is excited to introduce four new flavors to their Meal Toppers/Treats line. Perfect for pets of every size and age, the toppers are formulated with clean, healthy ingredients dogs and cats naturally crave.

Featuring a single protein, along with delicious broth, they do not contain any by-products, preservatives, artificial colors or flavors. Each recipe is loaded with shreds of chicken or delectable chunks of fish and comes in tear-open pouches that are easy to store, serve, or take on the go. Whether a pet has a sensitive stomach, food allergies, or just needs some extra protein, Natoo’s toppers are an easily digestible option that will elevate mealtime or make for a delicious standalone snack.

These healthy toppers are now available in two new droolworthy flavors for dogs, Salmon with Pumpkin in Broth and Chicken, Carrot, Brown Rice & Quinoa in Broth‚ and two new tasty options for cats, Salmon with Pumpkin in Broth and Chicken with Sweet Potato & Broccoli in Broth.

As a fun nudge to Natoo’s sponsorship of the 2024 Jaguar Parade in Paris and Rio, an artistic movement that aims to raise funds and awareness for jaguar conservation, the brand will also be featuring a life-size, hand-painted jaguar statue at their booth as an interactive photo opportunity for attendees!

**Onsite Spokesperson:** Fernando Maluf | ftm@premierpet.com.br | 773-805-9057

Natural Farm

**Booth #1804 |** [**www.naturalfarmpet.com**](http://www.naturalfarmpet.com)

Exciting news from Natural Farm, introducing a brand-new dog food line, featuring the first-of-its-kind: Air Dried Mix!

Pet parents no longer have to choose between the convenience of kibble and the superior nutrition of air-dried whole proteins. Natural Farm’s Air Dried Mix delivers the best of both worlds, combining premium, nutrient-rich kibble with air-dried 100% protein pieces‚ a market-first innovation that’s great for your dog’s health and easy on the wallet.

*This groundbreaking formula comes in two protein-packed varieties:*

* Poultry Recipe: A blend of responsibly sourced chicken and turkey kibble for lean, high-protein energy, with air-dried free-range chicken pieces for additional protein and nutrition.
* Red Meat Recipe: A hearty mix of beef, pork, and lamb kibble, with air-dried beef pieces for an extra boost of protein and flavor.

*Why It’s a Game-Changer:*

1. First-ever kibble + air-dried mix: Higher quality at a lower cost.
2. 10% air-dried protein: A massive upgrade from freeze-dried mixes that only contain 2-3%.
3. Highest crude protein content in a kibble on the market.
4. Functional hydrolyzed collagen added for joint, skin, and coat health.
5. No corn or over-processed fillers: Just premium ingredients.

As a trusted leader in all-natural, single-ingredient chews, Natural Farm continues its mission to bring higher-quality dog food to consumers at a much lower price.

Join us at Booth 1804 for an exclusive first look, product sampling, and the opportunity to connect with the Natural Farm team. Let’s redefine the future of dog nutrition together!

**Onsite Spokesperson:** Marcus Maximo | marcus.maximo@naturalfarm.us | 404-903-7280

NaturVet

**Booth #4401 |** [**www.naturvet.com**](http://www.naturvet.com)

NaturVet is gearing up for an unforgettable Global Pet Expo, and you won’t want to miss what the brand has in store at booth 4401!

As a pioneer and leading force in the pet health and wellness industry for over 30 years, NaturVet is ready to redefine what's possible. With groundbreaking product innovations and major company updates on the horizon, the future of the brand has never been more exciting.

* A First Look at What’s Next: We’re introducing a new lineup of products designed to support pets in fresh, innovative ways. Be among the first to explore what’s ahead for NaturVet and see how we’re redefining pet wellness.
* Connect with the NaturVet Executive Team: The leadership team will be on-site, ready to share the exciting evolution of NaturVet. Get an inside look at the innovative products hitting the market and the vision shaping the brand’s next chapter. This is your chance to hear it all, straight from the decision-makers. Don’t miss it!
* Exclusive Interviews: Want the inside scoop? Let us know if you’d like to set up a time to chat with a NaturVet executive and learn more about the exciting shifts taking place.
* Want More? Stop by our cubby in the media lounge or visit booth 4401 to access NaturVet’s media kit and get a closer look at what’s coming.

Change is happening, and we can’t wait to share it with you.

**Onsite Spokesperson:** Phil Bramel | naturvet@merlotmarketing.com | 916-285-9835

Neakasa

**Booth #884 |** [**www.neakasa.com**](http://www.neakasa.com)

Neakasa is back at Global Pet Expo 2025, bringing our M1 Open-Top Self-Cleaning Cat Litter Box‚ a favorite among pet parents‚ along with our popular pet grooming kits. Plus, we’re debuting something totally new: our smart automatic cat feeder, designed to make mealtime effortless!

*Why Visit Our Booth?*

* First Look at Our Smart Cat Feeder: Keep your cat’s meals perfectly on schedule.
* Live Demos: Watch the M1 litter box and grooming tools in action!
* Fun & Freebies: Join our lucky draw and grab a surprise gift just for stopping by.

**Onsite Spokesperson:** Raymond Li | raymond.li@genhigh.com | 323-380-8188

Nilodor Pets

**Booth #2109 |** [**www.nilodoorpets.com**](http://www.nilodoorpets.com)

Nilodor Pet Brands, creator of grooming and cleaning products that are safe for pets, people, and the environment, is unveiling four new products in its renowned Bobbi Panter line at this year‚Äôs Global Pet Expo (March 26-28 in Orlando). These grooming products are designed to complement the already well-established Bobby Panter shampoos and conditioners trusted by professional groomers and pet owners.

The four new products include Sun Spray spray-on pet sunscreen, Nose & Paw Serum, Ear Cleaner, and Tear Stain Remover.

“The Bobbi Panter brand is solution-oriented to correct specific grooming issues,” said Derek Nielsen, vice president of sales, Nilodor Pet Brands. “These new products are an extension of that brand and promise to provide solid and solution-based products for pet owners and salon owners.”

Sun Spray is a gentle, non-greasy formula developed especially to protect and nourish the coat whenever pets are outdoors. It has no harmful chemicals and is safe for all dogs and cats. Nose & Paw Serum soothes and protects dry, cracked skin with a convenient, roll-on, plant-based, and vitamin-enriched serum. It penetrates deep to replenish moisture and repair damage in hot or cold conditions.

Ear Cleaner is gentle yet effective with a blend of natural oils and extracts to safely remove dirt, debris, and earwax buildup as it soothes and eliminates odors. It leaves pets’ ears smelling fresh without the use of harsh chemicals. Tear Stain Remover uses essential oils and extracts to cleanse, prevent stains on fur under the eyes, and offer calming aromatherapy.

**Onsite Spokesperson:** Bobbi Panter | bobbi@nilodorpets.com | 312-835-9171

NOPEE Indoor Dog/Cat Marking Prevention

**Booth #2986 |** [**www.doggienopee.com**](http://www.doggienopee.com)

NOPEE is the only patented, permanent solution to indoor dog and cat peeing. Our product is revolutionary and pet and child safe. Unlike other products on the market that require re-application (daily or more often), NOPEE bags are placed on the spot a pet has marked and are left there for the time pets need to stop revisiting the spot to pee. No re-application is needed.

NOPEE utilizes a unique, layered, two-pronged approach in combining deodorizers and a fresh fragrance. This approach deodorizes the smells left behind by your pet and substitutes a fresh smell that your pet will be met with each time they pass through the area. This easy-to-use application, which requires no re-application, provides long-lasting and effective protection.

NOPEE uses powders to dissuade pets from revisiting areas previously marked. The powders enable the NOPEE bag to stay effective from the moment it is removed from the plastic pouch and lasts for up to six months protecting about a 3‚Äô radius.

The bag is constructed using two layers of cloth, making it durable for the typical household. NOPEE’s two layers of cloth in each bag also make the product durable for puppies and older dogs. Because there are powders within the bag, should pets pick up the bag, they will taste the powders, which are safe but unpleasant. The bags’ smell will deter pets from engaging, as the fresh scent does not resemble the smell of pet toys.

NOPEE is sold for $11.99 retail. The price is considerably less than sprays that become less and less effective upon contact with a surface as it begins to dry. Price comparisons reveal sprays retail between $13.99 and $17.99. NOPEE remains effective as soon as it is removed from the plastic pouch, stays effective for up to six months, protects approximately a 3’ radius, and is safe for every member of the household!

**Onsite Spokesperson:** Glenn Lattz | doggienopee@gmail.com | 813-294-1436

NPIC

**Booth #1458 |** [**www.npicpet.com**](http://www.npicpet.com)

Revolutionize Your Pet's Dental Care with Award-Winning Flossta!

NPIC Pets proudly presents our groundbreaking Flossta dental chews at Global Pet Expo 2025, booth #1458. Experience the innovation that clinched the prestigious 2024 Pet Innovation Award of the Year and discover two new irresistible flavors: peanut butter and pumpkin. Flossta's unique floss-like structure effectively cleans teeth and gums while naturally freshening breath, all without artificial ingredients. Now available in five mouthwatering flavors, including chicken, beef liver, and mint, Flossta ensures your furry friend's smile stays healthy and happy. Choose from convenient 1-count, 5-count, or 8-count packs to easily incorporate Flossta into your dog's daily routine.

Natural herbs like parsley and fennel not only freshen your pet’s breath but also promote a healthier oral environment. By targeting hard-to-reach areas, Flossta reduces plaque and tartar buildup, keeping your dog's dental health in top form. Join us at the Global Pet Expo in March 2025 to discover how Flossta is transforming pet dental care. Our team can't wait to share the story behind this award-winning product and its impact on canine smiles everywhere.

**Onsite Spokesperson:** Sam Chen | samchen@npiccorporate.com | 202-538-1208

Nylabone

**Booth #3025 |** [**www.nylabone.com**](http://www.nylabone.com)

Nylabone is celebrating its 70th birthday in 2025 with a year-long campaign dedicated to helping dogs find and stay in loving homes. Nylabone is launching the CHEWS for Good campaign. From February 14 through December 31, 2025, for every product purchased, Nylabone will donate to dogs in Best Friends Animal Society-affiliated shelters and rescues‚ up to a total of 25,000 toys.

According to Best Friends Animal Society, 2.5 million dogs entered U.S. shelters in 2023, and 457,000 dogs were surrendered. A 2021 analysis revealed that roughly 11% of dogs surrendered were due to either personality or minor behavior issues, such as destructive chewing. By providing chew toys that reduce anxiety and encourage calm, adoptable behavior, we are helping more dogs find and stay in loving homes.

Pet parents can join the CHEWS for Good campaign by purchasing a Nylabone product and uploading their receipt to a dedicated landing page, www.nylabonecares.com for a chance to win exciting prizes, including gift cards and a grand prize. Entries can also be submitted by mail. Complete contest rules and details can be found at [www.nylabonecares.com](http://www.nylabonecares.com).

In honor of its 70th birthday, Nylabone will release a special collection of limited-edition birthday chew toys starting in April 2025. These celebratory products will feature the brand’s signatory orange color, bestselling shapes and flavors and textures designed to help clean teeth and keep dogs entertained.

**Onsite Spokesperson:** Kim Cassar | kcassar@tfh.com | 201-759-7675

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Paris Hilton Grooming

**Booth #4081 |** [**www.parishiltonpetgrooming.com**](http://www.parishiltonpetgrooming.com)

Introducing Paris Hilton Grooming ì a luxury pet care line that lets pet parents pamper their pups with salon-quality, vet-recommended formulas. Designed with Paris Hilton’s passion for pets, our collection delivers iconic results with clean, USA-made ingredients. Visit us at 4081 to learn more!

**Onsite Spokesperson:** Audrey Persicot | audrey.persicot@kiralabs.com | 954-673-3983

Park Life Designs

**Booth #6009 |** [**www.parklifedesigns.com**](http://www.parklifedesigns.com)

In an era where pets are cherished family members, Park Life Designs continues to redefine the pet product industry by blending style, functionality, and affordability. As a leading pet product manufacturer, we are excited to announce the launch of our latest collection‚ designed to elevate home decor while ensuring pets receive the comfort and care they deserve.

Park Life Designs has built a reputation for crafting modern, stylish pet essentials that seamlessly integrate into any home aesthetic. Our newest products, ranging from sleek ceramic bowls to chic storage solutions, embody the perfect balance between sophistication and practicality‚ because pet products should be as beautiful as they are functional.

This latest launch underscores our unwavering commitment to innovation and quality, ensuring pet parents can enjoy thoughtfully designed products that reflect their personal style. With pet ownership at an all-time high, the demand for home-friendly pet accessories has never been greater, and Park Life Designs is here to meet that need.

We would love to offer you an exclusive look at our new line and discuss how Park Life Designs is reshaping the pet product landscape.

**Onsite Spokesperson:** Bryan Nelson | bnelson@parklifedesigns.com | 404-380-0791

Pengineer

**Booth #4483 |** [**www.global.pengineer.co.kr**](http://www.global.pengineer.co.kr)

Welcome to the unveiling of KYUNGLAS Dog Goggles at this year’s Global Pet Expo! Though first introduced in the United States last August, these revolutionary goggles are now ready to make a global impact, offering your furry friends the ultimate in eye protection and comfort. After receiving feedback from early adopters in South Korea, we’re proud to introduce KYUNGLAS here for the first time.

A dog’s eyes are far more delicate than we often realize, and KYUNGLAS addresses this concern by being the first dog goggles in the world to incorporate toric lenses‚ the same cutting-edge technology used in advanced human eyewear. These specialized lenses ensure minimal distortion, giving your dog a wide, clear field of vision. Combined with large vents and an anti-fog coating, KYUNGLAS keeps your pup’s view unobstructed, even in challenging environments.

What truly sets KYUNGLAS apart are features like the easy lens replacement system, which lets you swap out lenses in just three seconds, and the intuitive 7-Point Adjustment mechanism, guaranteeing a snug, customized fit for dogs of all shapes and sizes. Our independently developed Hub Fit Strap offers a secure hold without applying pressure on your pup’s jaw, while the half-frame design reduces weight and expands your dog’s line of sight. The magnetic buckle adds convenience with a fast and quiet closure, and the hard coating prevents scratches for long-lasting durability. Plus, each lens offers UV400-rated protection, blocking 99.9% of UVA and 100% of UVB/UVC rays.

KYUNGLAS also caters to short-muzzled breeds, using one universal frame that accommodates both short and long snouts with interchangeable lenses. Lightweight, reliable, and easy-to-use, KYUNGLAS is the ultimate solution for safeguarding your dog’s eyes from branches, dust, and the sun’s harmful rays. Join us in giving your best friend the eye protection they deserve‚ experience KYUNGLAS today!

**Onsite Spokesperson:** Min | min@pengineer.co.kr | +82-10-2977-7729

Pet Madness Inc

**Booth #19 |** [**www.petmadness.com**](http://www.petmadness.com)

Pet Madness Inc. is revolutionizing the pet industry with the world’s first AI-powered platform designed to connect pet owners with essential services and brands through a seamless, voice-activated network. Our innovative ecosystem, developed in collaboration with AI industry leaders using voice activation, Nvidia hardware, and millions of potential lead sharing, offers pet owners instant access to veterinarians, groomers, boarding facilities, pet-friendly hotels, and more‚ all in one place.

With over 37 years of experience as a family-owned pet business, we’ve combined our deep industry knowledge with cutting-edge technology to create a platform that simplifies pet care while driving revenue for service providers. Our smart pet products, including the world’s first charging leash and interchangeable designer collars with Swarovski Crystals, enhance pet safety and owner convenience.

Pet Madness is not just about innovation‚ it's about making a difference. Our platform will allocate 3% of all sales to support pet adoption agencies, educational initiatives, and emergency veterinary procedures, ensuring a brighter future for pets everywhere.

With millions of pet owners searching for services every month, our platform offers businesses a new revenue stream through lead generation and seamless appointment scheduling. As we prepare to launch at the Global Pet Expo 2025, we’re excited to showcase how Pet Madness is transforming the $350 billion pet industry by connecting brands, service providers, and pet owners through AI-driven solutions.

Join us as we lead the future of pet care with groundbreaking technology, strategic partnerships, and a mission to improve the lives of pets and their owners worldwide.

**Onsite Spokesperson:** Alexa Elliot | petmadnessnow@gmail.com | 303-933-1664

PetCakes by Lucky Paws, Inc.

**Booth #2189 |** [**www.ilovepetcakes.com**](http://www.ilovepetcakes.com)

PetCakes is turning 15 this year and founder Melinda Kirk Stenger wants to thank her fans with a birthday paw-ty! Every day during the Global Pet Expo, March 26 through 28 from 11 a.m. to noon, Stenger is hosting a celebration for everyone with lots of PetCake treats. It will be an amazing, visual event with a special bone shaped cupcake cart to hold the pet and human treats!

She’ll also be unveiling her brand new PetCakes Starter Kits for Dogs and Cats! In the dog version, you can make healthy dog treats in minutes. Each PetCakes Starter Kit for Dogs comes with a reusable bone shaped pan and cheese flavored cake mix to make six treats. Just add water to the mix, pour batter into the pan and after just minutes in the microwave your dogs can the treat you made just for them.

The PetCakes Starter Kit for Cats is like the dog version, but features a cute, reusable fish pan. It also makes six treats so your felines can also devour the soft, warm treat.

Best of all, you can keep the party going with PetCakes Starter Kit Refills, which has two cake mixes and recipes for cakes, cookies, cupcakes and DIY frosting. They come in both a dog and cat version.

**Onsite Spokesperson:** Melinda Kirk Stenger | melinda@ilovepetcakes.com | 859-620-2525

Pets Global, Inc.

**Booth #418 |** [**www.pets-global.com**](http://www.pets-global.com)

Building on the extraordinary momentum generated in 2024, Pets Global, Inc., the family-owned maker of the Zignature, Fussie Cat, Essence and Inception brands, is amplifying its initiatives to reach even greater heights in 2025.

*2024 Milestones for Pets Global:*

* Earning a Power 50 Award from Pet Age
* A Territory Manager winning the 2024 Manufacturers Sales Representative Eastern Region Award through Pets Canada
* Donating over 500,000 pounds of pet food to pet communities in need

*Fussie Cat:*

* Gold Cans: Earned an Editor’s Select Award from Pet Age
* Cat Food (Wet): Received the Natural Health Readers' Choice Award
* Cat Treats: Received the Natural Health Readers' Choice Award
* Goat Milk Formulas: Recognized amongst Top Pet Trends
* Goat Milk Pet Products: on TrendHunter

*Zignature:*

* Dog Food (Dry): Received a Natural Health Readers' Choice Award
* Select Cuts Trout & Salmon Meal: Recognized by Time Magazine as Best Dry Dog Food for Sensitive Stomach
* Select Cuts line: Rated Premium Choice for Best Legume-Free Dog Foods by dogster
* Original with Probiotics line: Listed as Best for Sensitive Stomachs amongst 10 Best Dog Foods for Huskies by US News & World Report
* Original with Probiotics line: Ranked as Best Limited-Ingredient Dry Dog Food: Dry by Canine Journal
* Original Turkey Formula: Ranked best Budget Buy for Best Premium Dog Foods by dogster
* Zignature (Canned): Receives DogFood Advisor’s top rating of 5 stars
* Original Zssential Formula: Ranked as Best Dog Food for Yeast Infections by BreedAdvisor
* Original Trout & Salmon Meal Formula: Listed as Best With Probiotics amongst 10 Best Dog Foods for French Bulldogs by US News & World Report

Come see us at Booth #418 as we proudly showcase Fussie Cat’s NEW! Market Fresh Tuna recipe, NEW! easy-open Black Label cans, and Goat Milk line, plus Zignature’s Puppy formula, grain-inclusive Select Cuts, and expanded novel protein options.

**Onsite Spokesperson:** Karen Rewis | karen.rewis@pets-global.com | 443-845-0673

Podium Pet Products

**Booth #1157 |** [**www.belovedpetz.com**](http://www.belovedpetz.com)

We won an award from the King of England! Although we are a US company, our UK branch won an award from the King for 'innovation in international trade' and we are oh so proud! Visit us at booth 1157 to find out more about our natural and innovative products.

**Onsite Spokesperson:** Carina Evans | carinaevans@podiumpetproducts.com

Pure And Natural Pet

**Booth #1654 |** [**www.pureandnaturalpet.com**](http://www.pureandnaturalpet.com)

Pure and Natural Pet is an international industry leader in the organic grooming and health and wellness category prioritizing the well-being of pets and their families while setting the standard for ingredient-focused excellence.

From the tip of their nose to the end of their tail, our grooming, health, and wellness products are formulated with premium ingredients safe for your pet, family, and the environment.

We are thrilled to announce that we will unveil multiple new products at this year's Global Pet Expo!

Please be sure to stop by Booth #1654 to be among the first to experience these innovative new products or reach out to the contact below to schedule a time learn more.

**Onsite Spokesperson:** Samantha Crafton | samantha@samanthacrafton.com | 847-502-2001

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RAWZ Natural Pet Food

**Booth #927 |** [**www.rawznaturalpetfood.com**](http://www.rawznaturalpetfood.com)

RAWZ Natural Pet Food is excited to introduce new 96% Wet Food Recipes for dogs and cats at Global Pet Expo this year. Made with 96% high-quality, protein-rich meat, three recipes for cats, Rabbit, Turkey & Turkey Liver and Chicken & Chicken Liver, and two recipes for dogs, Beef and Chicken & Chicken Liver, include Goat’s Milk, which supports digestion, reduces inflammation, and provides antioxidants to help protect the immune system. A Pork & Pork Liver recipe for cats is also available without Goat’s Milk.

Also joining the lineup are new reduced-phosphorus recipes for cats, formulated by board-certified veterinarians. Designed for supplemental feeding, these recipes come in Tuna & Salmon, Beef with Marine Microalgae Oil, and Turkey with Marine Microalgae Oil‚ offering benefits for skin and coat health, joint support, and heart and brain function.

RAWZ’s first-ever line of freeze-dried cat treats will also be making its debut at Global Pet Expo. The treats feature New Zealand Green Mussels and Goat’s Milk as highlight ingredients, along with delicious animal proteins that cats love like tuna, venison and salmon. Like all of RAWZ’s products, 100% of the profits (after taxes and reserves) go towards the RAWZ Fund, which supports cat and dog rescues, providing service dogs, and improving the lives of those affected by spinal cord and traumatic brain injuries.

**Onsite Spokesperson:** Janet Scott | janet.scott@rawznaturalpetfood.com | 603-490-6853

Relatable

**Booth #4385 |** [**www.relatable.com**](http://www.relatable.com)

Relatable, the brand behind viral hits like What Do You Meme? and the Emotional Support Pals Plush line, is making waves at Global Pet Expo 2025 (Booth 4385) with an exciting expansion into pet products. Known for transforming social media trends into engaging consumer goods, Relatable is bringing its signature playful energy to the pet space with two new launches:

DJ ScratchPad: Recently launched, the fan-favorite ScratchPad Pro has evolved from a laptop into a DJ turntable, giving cats a new way to scratch in style.

Emotional Support Pals for Pets: Arriving this fall, the beloved Emotional Support Plush line now extends to furry friends, offering cozy, comforting companions designed just for pets.

Building on its reputation for trend-driven innovation, Relatable brings its signature creativity to the world of pet products. Attendees can visit Booth 4385 from March 26-28, for a first look at these exciting new releases.

**Onsite Spokesperson:** Chelsea Wood | chelsea@relatable.com | 843-801-4050

Relax Dog

**Booth #1131 |** [**www.relaxdog.net**](http://www.relaxdog.net)

Relax Dog is our new product that was developed by a veterinarian (co-founder of our company) to help temporarily reduce hyperactivity, separation anxiety, and stress in his dog throughout the day. He aimed for a product that is safe to use daily to help improve his dog’s quality of life as well as his.

The success of this product with his dog was so remarkable that we had to share it with the world, especially after we had it clinically tested by an independent pet lab for safety and effectiveness using various sizes and breeds of dogs. Unlike other products on the market, our product is for daily use. When mixed with daily fresh water, it helps to temporarily reduce hyperactivity, separation anxiety, and stress in dogs, leading to a more relaxed day. Each morning, mix one packet of Relax Dog liquid concentrate with 8 ounces of fresh water for a calming effect throughout the day.

Relax Dog provides an easier way to deliver a calming product to dogs compared to tablets or chewable treats that dogs may refuse or spit out. The liquid formula is tasteless and odorless and made with natural herbs and melatonin, making it a better alternative to products containing CBD for owners who prefer not to use CBD.

Available in three varieties:

* Small Dogs (up to 22 pounds weight)
* Medium Dogs (22-50 pounds weight)
* Large Dogs (over 50 pounds weight)

Our product comes in individual daily serving packets that are easy to use, portable, leak-proof, and allow for easy monitoring of the remaining supply. It has a two-year shelf life and is stored at room temperature. Relax Dog is retail packaged in Stand-Up Pouches (15-day supply and 30-day supply). Relax Dog is made in Canada with globally sourced ingredients and packaged in the USA.

**Onsite Spokesperson:** Michael Kelly | mike.kelly@relaxdog.net | 913-269-3459

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SATELLAI

**Booth #1989 |** [**www.satellai.com**](http://www.satellai.com)

The SATELLAI Collar is the most advanced pet wearable, redefining pet safety, health monitoring, and AI-driven training. As the world’s first dual-antenna, dual-band pet collar, it delivers unmatched global coverage, ensuring pets stay connected wherever they roam. Powered by Qualcomm‚ satellite technology, it integrates five Global Navigation Satellite Systems (GNSS) and operates on 680+ networks in 180+ countries, providing pinpoint accuracy even in the most remote areas.

SATELLAI's AI-powered health monitoring and behavioral tracking sets it apart, offering real-time insights into a pet’s activity, stress levels, and overall well-being. The built-in AI Coach provides customized care recommendations, nutrition planning, and training support, adapting to each pet’s unique needs. More than just a GPS collar, SATELLAI proactively safeguards pets with escape notifications, route history tracking, and virtual fencing with unlimited storage.

Designed for rugged performance, the collar features IP68-rated waterproofing, a durable yet comfortable fit, and a powerful 7-day battery life with rapid 2-hour recharging. Customizable training features, multiple feedback modes, and professional-grade mapping from Mapbox make SATELLAI more than a tracker‚ it’s an all-in-one smart pet companion.

With unmatched connectivity, AI-driven insights, and proactive safety, the SATELLAI Collar sets a new industry standard, offering pet owners a smarter, more reliable way to keep their pets safe, healthy, and always connected.

**Onsite Spokesperson:** David Teaster | david@satellai.com | 0086-187-1877-1956

Scratch Square Pet Products

**Booth #2577 |** [**www.devora.us**](http://www.devora.us)

De’ Vora is Growing! Exciting Launches & Giving Back at Global Pet Expo

De’ Vora is on the move! Like an excited puppy, we’re eagerly anticipating this year’s Global Pet Expo, where we’ll be launching two innovative new products with four more on the horizon. Growth is in our DNA, and we can’t wait to reconnect with our industry friends and partners at the show.

We’re also thrilled to introduce our new Head of B2B Sales, who will help drive our expansion while staying true to our mission of supporting the bond between pets and their people. But our success isn’t just about business, it’s about giving back. Last year, we proudly donated $12,000 to organizations making a difference, including the Humane Society, American Red Cross, Covenant House, and Stockton University.

At our core, we’re a small but mighty company doing big things. We can’t wait to share what’s next, see you at Global Pet Expo!

**Onsite Spokesperson:** Debra LoFranco | scratchsquare@gmail.com | 609-277-4808

Shepherd Boy Farms

**Booth #236 |** [**www.shepherdboyfarms.com**](http://www.shepherdboyfarms.com)

We started this journey because we believe simple, natural foods are the best, and that’s exactly what we bring to the table. Our freeze-dried goat milk and superfood blends are made with care, using clean, high-quality ingredients with no fillers or additives. From our Classic Goat Milk to nutrient-packed blends like Super Greens, Super Fruits, and Golden Blend, every batch is crafted to provide pure, delicious nutrition that fits easily into any lifestyle.

*What makes us different?*

* Family-Owned, Family-Cared” We’re not a big corporation. We’re a family passionate about good food.
* Real, Nutrient-Dense Ingredients: No shortcuts, no junk‚ just honest nutrition.
* Trust & Transparency: What you see is what you get. Every ingredient has a purpose.
* Easy & Versatile: Perfect for smoothies, baking, or just mixing with water for a quick, healthy boost.

As more people look for clean, nutrient-rich foods, we’re proud to offer something truly special. We’d love the chance to share our story with you.

**Onsite Spokesperson:** Ashton Hood | ashton@shepherdboyfarms.com | 317-448-6660

Soft Lines, Inc

**Booth #3576 |** [**www.softlinesinc.com**](http://www.softlinesinc.com)

Soft Lines, Inc. is barking up the right tree with the launch of the Groomingale, the dog grooming harness that’s about to make your grooming table the most paws-itive place in town. Made from a custom woven, ultra-soft material (so comfy, dogs might mistake it for a spa robe), the Groomingale is durable, washable, and perfect for pups who think bath time is a full-contact sport.

Whether your dog is a wiggly wrestler on the table, a splash-happy swimmer in the tub, or a Houdini-in-training trying to escape, the Groomingale has you covered. Its genius floating design evenly distributes pressure when dogs pull, so no more awkward tug-of-war matches. Coming in 3 different sizes to accommodate any size dog, from Chihuahuas to Great Danes, because we believe every dog deserves a stress-free grooming experience (and every groomer deserves to keep their sanity). The Groomingale isn’t just a harness, it’s a game-changer. It’s like a seatbelt for your dog, but way more stylish. And let’s be honest, anything that stops a wet, soapy dog from leaping out of the tub like a furry torpedo is a win in our book.

Soft Lines, Inc. invites you to ditch the drama and embrace the Groomingale. For samples, interviews, or just to chat about how this harness will make your life infinitely easier, contact us at info@softlinesinc.com. Let’s make grooming less ruff for everyone!

*About Soft Lines, Inc.:*

We’re the pet product innovators who believe grooming should be a walk in the park, not a sprint to the emergency exit.

**Onsite Spokesperson:** Heather Salley | heather@softlinesinc.com | 651-343-7270

Stratum Nutrition

**Booth #4776 |** [**www.stratumnutrition.com**](http://www.stratumnutrition.com)

Dog owners increasingly recognize the oral microbiome's significance for their pet's overall health, yet traditional methods, such as toothbrushing, pastes, and disinfectants, remain the primary solutions for improving oral health. However, these conventional methods can be challenging to implement with some dogs, and they often disrupt the balance of oral bacteria, wiping out both harmful and beneficial bacteria. Furthermore, some necessary dental procedures, such as scaling, can be costly and cause significant anxiety for pets.

OraCMU is a groundbreaking oral probiotic ingredient specifically studied for dogs, which has been shown to significantly reduce bad breath and improve dental health within just two weeks. Two clinical studies have proven that a small dose of OraCMU can significantly impact canine dental health. OraCMU reduces the production of volatile sulfur compounds (the gases responsible for "dog breath") in as little as two weeks compared to placebo. OraCMU also significantly improves breath odor, as measured by trained dog breath sniff tests, and reduces plaque and gingivitis in dogs, all versus placebo.

OraCMU works by colonizing the canine oral cavity, promoting a healthy balance in the oral microbiome. As a live probiotic, it is essential to keep OraCMU dry and avoid heating it to maintain its activity. A small but effective dose of 20 mg is sufficient for maximum benefit. To ensure optimal results, OraCMU should be given time to stay in the oral cavity, allowing it to colonize and exert its effects. Recommended delivery methods include easy-to-open capsules that can be sprinkled onto the dog’s teeth, mixed with toothpaste or treat pastes, or mixed in water and applied with a syringe. Alternatively, OraCMU can be sprinkled over food as a stick-pack powder if the direct application is difficult.

**Onsite Spokesperson:** Alexis Collins | acollins@stratumnutrition.com | 417-310-2677

Super Pawbulous

**Booth #4269 |** [**www.super-pawbulous.com**](http://www.super-pawbulous.com)

SUPER PAWBULOUS Dog & Cat Milk proudly received the Brand of the Year Award for 2024, and our Dental Chews were honored with the 2024 Seoul Awards. Both products are available at Costco Korea, and we are excited to connect with global buyers!

What makes our Dog & Cat Milk so special? It’s crafted from TOP Grade A lactose-free milk, enriched with Omega-3, yucca extract, glucosamine, taurine, minerals, and vitamins‚ perfectly healthy treat for both dogs and cats.

Our Dental Chews are made with 100% human-grade ingredients and a special formula designed to be gentle on dogs' teeth. Plus, we use nature’s toothpaste for dogs‚ coconut oil‚ which makes them uniquely beneficial. Available in three varieties‚ Blueberry, Banana, and Fucoidan‚ these chews support antioxidant health, digestion, and immune function. Best of all, they contain no artificial colors or flavors. The Dental Chews come in three sizes‚ small, medium, and large‚ to meet the needs of different-sized dogs. You can explore the actual products at the New Product Showcase.

Wet nose, Warm heart, and SUPER PAWBULOUS.

**Onsite Spokesperson:** Jung Lim(Rim) Han | jlhan@superpaw.co.kr

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The Lazy Dog Cookie, Co.

**Booth #1000 |** [**www.lazydogcookies.com**](http://www.lazydogcookies.com)

The Lazy Dog Cookie, Co., is on a mission to get humans to invite their canine companions into every celebration – birthdays, holidays, Tuesdays - let's celebrate, together. Join us as dogs and humans celebrate the 5th birthday of our friend @service.bear.koda on Wednesday, 2:30-4:00 p.m., Booth 1000. Bring your singing voice for "Happy Borkday" and your dogs to try some Lazy Dog Cookie, Co., birthday snacks. Let's pack the booth with everyone wishing KODA a happy day. He will be off-duty as he normally works as a medical alert dog for his human, so bring your friendliest dogs and humans to wish him well. Join us and you'll enter to win some awesome baskets of celebration to take home with you!

**Onsite Spokesperson:** Jessica McCarthy | jmcc395@gmail.com | 401-368-6784

The Original Poop Bags®

**Booth #4259 |** [**www.poopbags.com**](http://www.poopbags.com)

The Original Poop Bags®: Responsible Products for Responsible People

Most poop bags end up in landfills‚ but what if yours could help save elephants, jaguars, dogs, and sea turtles? That’s exactly what The Original Poop Bags® is doing through its You Buy; We Donate program. As a leader in sustainable pet waste solutions, The Original Poop Bags® offers 92% and 38% USDA Certified Biobased poop bags, giving pet owners a high-quality alternative to traditional plastic bags. But beyond sustainability, every purchase contributes to real-world conservation efforts.

Through You Buy; We Donate, The Original Poop Bags® has helped rescue elephants like Peanut, Tiny, and Kham Coon, funding their safe haven after years in captivity. The program has also built jaguar-proof dog houses to prevent conflict between jaguars and domestic animals, protected sea turtle nests from plastic-covered beaches, and provided medical care for rescued dogs in vulnerable communities.

“At The Original Poop Bags®, we believe pet owners shouldn’t have to choose between convenience and making a difference,” says Paul Cannella. “We’re here to prove that a simple purchase can have a lasting impact on wildlife, pets, and the environment.” Whether you're picking up after your pup on a daily walk or stocking up for a commercial property, your choice matters. With The Original Poop Bags®, you're not just cleaning up after your pet, you're helping protect the planet and the animals that call it home.

**Onsite Spokesperson:** Paul D. Cannella | paul@poopbags.com | 773-266-8796

TiCK MiTT

**Booth #4876 |** [**www.tickmitt.com**](http://www.tickmitt.com)

TiCK MiTT is revolutionizing tick prevention with innovative, chemical-free solutions. Featured on national TV and now available in 300+ stores, including Orvis and Chewy, our reusable mitt removes ticks before they embed–no chemicals, just science-backed microfiber technology.

With tick-borne diseases on the rise, we’re expanding our product line to offer even more ways to keep families, pets, and outdoor enthusiasts safe. Our upcoming launches continue our mission of effective, non-toxic tick prevention, giving people the confidence to explore the outdoors without worry.

As awareness grows, so does the demand for safer, smarter tick removal tools. TiCK MiTT is leading the way, trusted by pet owners. Stay tuned for what’s next!

**Onsite Spokesperson:** Olivia Abrams | olivia@tick-mitt.com | 917-991-4171

Town and Country Living

**Booth #3087 |** [**www.townandcountryliving.com**](http://www.townandcountryliving.com)

Town & Country Living, a leader in home textiles, is making an exciting leap into the pet industry with a brand-new line of stylish, functional, and sustainable pet products debuting at Global Pet Expo 2025. Leveraging decades of expertise in design and innovation, we’re introducing pet-friendly home essentials, including durable feeding mats, washable placemats, and thoughtfully crafted accessories that blend seamlessly into modern homes.

This launch marks a strategic expansion for the company, led by Nicolas Lukac, VP of Business Development, who brings a wealth of experience in e-commerce, product innovation, and brand growth. Nicolas is available on-site to discuss this exciting category expansion, industry trends, and the evolving intersection of pet care and home decor. We welcome the opportunity to connect with media seeking fresh insights into design-driven pet products, sustainability in pet care, and the growing demand for home-friendly pet accessories.

**Onsite Spokesperson:** Nicolas Lukac | nlukac@tncliving.com | 954-798-2575

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ummp llc

**Booth #1062 |** [**www.ummpllc.com**](http://www.ummpllc.com)

Pet One from Korea and UMMP LLC have announced an exciting partnership to market Pet One's Ki-chu and Pet label brand products in the USA. This collaboration aims to bring high-quality pet products to American pet owners, combining Pet One's advanced technologies. and UMMP LLC's single-ingredient, all-natural pet treats and chews. Pet One is renowned for its commitment to creating healthy pet food with thorough quality verification to ensure customer satisfaction. Their innovative approaches and dedication to pet health have positioned them as a trusted name in the industry.

UMMP LLC, known for its sustainable and eco-friendly production methods, has been manufacturing pet treats and chews since 2016, exporting to various international markets. Together, they aim to enhance the availability of premium pet products in the USA, catering to the needs of pet owners who seek the best for their furry family members.

This partnership will introduce a diverse range of high-quality pet products to the USA, including:

* Ki-chu Products
* ChurGel Type: A gel-type treat that is easy for pets to consume and digest.
* Milk Goat Porridge: Nutritious porridge made from goat milk, suitable for pets with sensitive stomachs.
* Retort Pouch Dental Products: Convenient dental care products packaged in retort pouches for easy storage and use.
* Jerky (Cubed): Small, cubed jerky treats perfect for training and rewarding pets.
* Powder: Nutritional powders that can be added to pet food for an extra boost of vitamins and minerals.
* Natural Jerky: All-natural jerky treats made from premium ingredients.
* Wet Food: Moist and flavorful wet food options for pets who prefer softer textures.
* Vacuum Skin Packaging: Products packaged using vacuum skin technology to preserve freshness and extend shelf life.

These products are designed to promote the health and well-being of their furry friends.

**Onsite Spokesperson:** Mac Pohn | macp@ummpllc.com | 224-622-0125

UnRuffled Pets

**Booth #6 |** [**www.unruffledpets.com**](http://www.unruffledpets.com)

UnRuffled Pets Unveils Innovative Pet Solutions at Global Pet Expo 2025

UnRuffled Pets is set to make a splash at the 2025 Global Pet Expo with cutting-edge products designed to enhance pet well-being and address common behavioral challenges. Visitors to the UnRuffled Pets booth will experience the latest in pet pheromone technology and stress-relief innovations.

*Featured Products:*

* Portable Pheromone Room Diffuser: This compact and travel-friendly device provides a calming environment for pets at home or on the go.
* Pheromone Bubbles for Cats: A playful, stress-relief product that releases calming pheromones through floating bubbles‚Äîcombining fun and functionality.
* Dog Calming Collars with Advanced 2M2B Technology: These collars utilize a unique blend of natural pheromones and fatty acids to support canine relaxation.
* Litter Additive for Feline Behavior Improvement: An easy-to-use product that promotes better litter box habits and reduces stress.

"At UnRuffled Pets, our mission is to blend innovation with proven science to create effective solutions for pets and their families," said Larry Nouvel, Founder of UnRuffled Pets. "We’re excited to share our latest products with industry professionals and pet enthusiasts alike."

Visit the UnRuffled Pets booth for live demonstrations, expert insights, and an opportunity to learn how these products can transform pet behavior and enhance the human-animal bond.

 **Onsite Spokesperson:** Larry Nouvel | lnouvel@lnouvel.com | 469-223-2854

Uproot Lint LLC

**Booth #4474 |** [**www.uprootclean.com**](http://www.uprootclean.com)

Exclusive First Look: Uproot Clean’s Revolutionary Washing Machine Cleaner Pro with FurGuard at Global Pet Expo

Attention Pet Industry Media: Uproot Clean, the brand trusted by over 2 million pet parents, invites you to an exclusive unveiling of our latest innovation, the retail launch of Uproot Clean's Washing Machine Cleaner Pro with FurGuard at Global Pet Expo 2025.

Pet hair in laundry is a constant struggle for pet owners, and traditional washing machines aren’t designed to handle the buildup of fur, dander, and pet-related grime and odor. Our all-new Washing Machine Cleaner Pro with FurGuard is specially formulated for pet households, using enzyme-powered cleaning technology to break down and dissolve pet hair, odors, and residue left behind in washing machines.

*Why This Product Matters:*

Designed for Pet Owners: Unlike traditional washing machine cleaners, our FurGuard formula targets the protein-based residues and pet hair buildup that standard detergents leave behind.

Easy, Hassle-Free Use: Works with all washing machines, front-load and top-load, in a simple biweekly treatment.

A Growing Market: With more than 60% of households owning pets, laundry-related pet hair frustration is an untapped opportunity in the pet care industry.

Join us at Booth 4474 at Global Pet Expo for an exclusive media preview of this game-changing product in its brand-new retail packaging. Meet our team and discover why Uproot Clean continues to set the standard in pet hair management solutions.

**Onsite Spokesperson:** Dan Fallak | dan@uprootclean.com | 613-868-5814

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Veterinary Formula

**Booth #4633 |** [**www.veterinaryformula.com**](http://www.veterinaryformula.com)

Veterinary Formula’s Smart Vitality Premium Supplements have a fresh look and all-new formulas that are NASC certified. Made in the USA with vet-formulated ingredients, the line features Hip & Joint, Senior Support, and Pet Calm, along with new additions like Dental Support, Eye Health, Gut Health, and Anal Gland Support. The new eye-catching packaging, inspired by the brand’s recent 'Because We’re Pet Parents Too' campaign, connects with pet parents on a deeper, more relatable level by featuring employees’ pets and showcasing the brand's genuine passion for animals. The company is also unveiling its newly rebranded Dental Fresh line, a standout product that provides pet parents with effective, convenient, and affordable oral care solutions to help their furry friends keep their breath fresh. The new packaging features bright colors and engaging graphics, along with the new tagline “Oral care to give a whiff about.”

**Onsite Spokesperson:** Hayley Campbell | hcampbell@synergylabs.com | 954-465-8419

Vital Essentials

**Booth #458 |** [**www.vitalessentials.com**](http://www.vitalessentials.com)

Vital Essentials, the flagship brand of Carnivore Meat Company, will unveil an exciting new product at Global Pet Expo 2025 in Orlando, Florida, from March 26-28 at Booth #458. The company will introduce Soft Nibs, an innovative expansion of the popular Crunchy Nibs line, aimed at making raw feeding even more accessible for pets with unique dietary needs.

Soft Nibs are designed for pets with sensitive teeth, offering a softer texture while maintaining the high-quality, protein-rich nutrition that Vital Essentials is known for. These nibs are not only easier to chew but also feature an enticing aroma that appeals to picky eaters, making it an ideal choice for a wider range of pets. At the event, attendees will get an exclusive first look at this new offering, which further elevates the convenience of raw feeding.

The introduction of Soft Nibs adds variety to Vital Essentials’ existing product lineup, giving pet parents more options to incorporate raw nutrition into their pets’ meals. The product is designed to cater to the increasing demand for high-quality, convenient raw feeding solutions.

Vital Essentials’ mission to make raw feeding simple and beneficial continues in 2025. The company encourages pet parents to start incorporating just 20% raw protein into their pets’ meals, a small change that can improve energy, skin and coat health, digestion, and overall vitality.

With over a decade of exhibiting at Global Pet Expo, Vital Essentials remains committed to offering the latest in pet nutrition, focusing on raw protein solutions. Attendees will also have the chance to create personalized pet food bowls and learn how easy it is to integrate raw nutrition into pets' diets for a healthier lifestyle.

**Onsite Spokesperson:** Heather Govea | cberman@konnectagency.com | 786-583-3998

Vital Pet Life

**Booth #849 |** [**www.vitalpetlife.com**](http://www.vitalpetlife.com)

2025 is an exciting year for Vital Pet Life; the small but mighty Los Angeles pet startup is a first time exhibitor at Global Pet Expo 2025 at Booth #849 in the Pet Sustainability Coalition’s Sustainability Area, announcing two new products: VITAL PROBIOTIC for Dogs and VITAL HIP & JOINT for Dogs & Cats. The sustainable pet wellness brand has kept their product line focused and intentional, not flooding the shelves with trendy pet products.

Vital Pet Life, founded in 2017 by Donie Yamamoto, is a certified WBENC woman-owned business that has made the Inc. 5000 list of fastest-growing private companies in America four years in a row, beginning in 2021. In 2024, Donie made the Inc. 250 Female Founder list for her mission of creating trust through transparency in the pet food industry, calling for third-party verification of ingredients and her animal advocacy. Vital Pet Life is an accredited member of the Sustainable Pet Coalition, rePurpose Global, Sustainable Packaging Coalition, and is MSC certified sustainable. Vital Pet Life is the first pet brand to be ORIVO origin certified.

Donie and Kyle Yamamoto will be on site at the booth and are available to speak to the media about their new products, their mission and the Vital Pet Life brand.

**Onsite Spokesperson:** Donie Yamamoto | donie@vitalpetlife.com | 310-526-1029

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Wag Works

**Booth #4450 |** [**www.wagworkspets.com**](http://www.wagworkspets.com)

Wag Works is excited to showcase our latest pet care innovations at Global Pet Expo 2025, happening March 26-28 at the Orange County Convention Center in Orlando. Visit us at Booth #4450 to explore our innovative, health-conscious, and eco-friendly pet products.

*Featured Products:*

* Health-Monitoring Training Pads: Detect pH levels in urine for early health alerts.
* Travel Water Bottles with Detachable Bowls: Portable hydration solutions for hiking all types of travel
* Eco-Friendly Poop Bags: Made from 100% recycled materials for sustainable pet care.
* Lick Mats: Designed to reduce anxiety and promote slow feeding, our mats come in engaging shapes that make snack time exciting for pets & owners.
* Pet Puzzles: Keep pets mentally sharp with our innovative puzzles, designed for different skill levels to challenge and entertain dogs of all ages.

Join us for live product demos and to see how Wag Works is redefining pet care.

**Onsite Spokesperson:** Ike Mamiye | ike@wagworkspets.com | 917-346-5259

Wholesome Hound

**Booth #1129 |** [**www.wholesomehound.com**](http://www.wholesomehound.com)

Wholesome Hound, the women-owned (and operated!) brand behind the wildly popular Just Chicken Chips is excited to announce that dogs everywhere will soon have a new favorite treat--Just Chicken Chips with Blueberry.

This innovative new treat combines the savory goodness of fresh chicken tenderloin with the wholesome benefits of antioxidant-rich blueberries, offering a nutritious and delicious option for pets everywhere.

At Wholesome Hound, we believe in crafting treats that not only taste amazing but also contribute to pets' health.

Our Just Chicken Chip with Blueberry are made with the highest-quality fresh ingredients that ensure a healthy snack option for furry family members. Blueberries are packed with vitamins and antioxidants that support immune health, while lean chicken tenderloin provides a rich source of protein for muscle development and energy.

“We’re thrilled to introduce this new flavor to our line of Just Chicken Chips,” says Stephanie Zaiser, co-founder of Wholesome Hound. “Our goal has always been to create healthy, tasty, and wholesome treats that dogs love. By incorporating blueberries into our chicken chips, we’re giving pet parents a treat that not only satisfies their pups’ taste buds but also supports their health in a fun and delicious way.:

The new chicken and blueberry chips join the company’s line of original Just Chicken Chips, and Just Chicken Chips and Pumpkin Chips.

*About Wholesome Hound*

Wholesome Hound is a women-owned and operated pet treat brand based in Naples, Florida. Our mission is to provide the healthiest and most delicious treats for pets, made with natural ingredients that promote well-being and happiness. We handcraft each product with love and care, ensuring that every dog can enjoy the benefits of a wholesome treat.

**Onsite Spokesperson:** Stephanie Zaiser | orders@wholesomehound.com | 239-227-8022

Wonder Bark (formally Einstein Pets)

**Booth #2466 |** [**www.wonderbarktreats.com**](http://www.wonderbarktreats.com)

Wonder Bark Unveils “Everyday Heroes”‚ Because Good Treats Should Do Great Things

NEW Everyday Heroes” Custom-Designed Natural, USA-Made Dog Treats With every purchase of Everyday Heroes, Wonder Bark gives back to those who inspire us daily!

Wonder Bark continues the legacy of Einstein Pets with the same devotion to quality, now enhanced by a fun, adventure-filled spirit that encourages pets to unleash their inner wonder. A leading innovator in all-natural dog treats, Wonder Bark is proud to introduce its newest product line, the Everyday Heroes collection.

A portion of each sale from the Everyday Heroes collection will be donated to organizations that support pets and people in need, reinforcing Wonder Bark;’s mission to give back to those who inspire us every day.

“We believe in treating our dogs with the same love and care we would any family member,” said Kelly Ison, Founder of Wonder Bark. “Our Everyday Heroes line reflects that ethos, offering a diverse range of flavors and themes to suit every dog’s taste.”

From the start, our mission has been to help pets and people in need. But this isn’ just about treats it’s about honoring the real heroes, the ones making a difference every day. We’re proud to share this mission with you and invite you to join us‚ because good treats should do great things.

The Everyday Heroes collection is now available at select retailers and online.

*About Wonder Bark*

Founded in 2012, Wonder Bark is committed to providing natural, high-quality, wholesome dog treats with a purpose. With a new focus on adventure and exploration, Wonder Bark invites pet lovers to embark on exciting journeys, one bark at a time. #UnleashtheFun

**Onsite Spokesperson:** Kelly Ison | kelly@wonderbarktreats.com | 941-526-9798

Wondercide

**Booth #3084 |** [**www.wondercide.com**](http://www.wondercide.com)

Wondercide Unveils RESCUE Line at Global Pet Expo 2025 ‚A Game-Changer in Pet Wellness

Wondercide‚ a Shark Tank alum and leader in plant-powered pest control that’s proven to work, is set to make waves at the 2025 Global Pet Expo with the launch of its groundbreaking Wondercide RESCUE wellness line. This new collection of pet wellness products harnesses the power of pure Hypochlorous (HOCl), a gentle yet effective ingredient gaining traction for its soothing properties.

RESCUE Skin Spray delivers cooling relief for itchy, red skin with a fine mist sprayer that provides broad coverage and allows for easy one-handed application. RESCUE Ear Drops gently cleans wax buildup, ease discomfort, and remove odor, featuring a flexible silicone dropper for precise and comfortable application. For pets experiencing eye irritation. RESCUE Eye Drops help relieve redness and remove discharge with a convenient twist-top dropper for controlled dispensing. Additionally, RESCUE Oral Spray freshens breath and soothes irritated gums with a narrow mist spray designed for accurate application in pets’ small oral cavities.

With veterinary costs soaring over 60% since 2014 (New York Times), pet parents are seeking affordable, over-the-counter solutions. Wondercide RESCUE answers the call, offering relief for itchy skin, irritated eyes, wax buildup and bad breath with one simple, clean ingredient precision-made with purified water, salt, and an advanced, patented electrolysis process.

Wondercide’s fierce love for pets shines through in RESCUE, extending its mission to empower families with safe alternatives to conventional products. Available this summer at independent pet retailers, Wondercide.com and Amazon, this innovative pet wellness line makes Wondercide a must-watch brand.

Visit Wondercide at Global Pet Expo Booth #3084 to discover how RESCUE redefines pet wellness with science-backed care that works in harmony with pets’ natural defenses.

**Onsite Spokesperson:** Brad Locke | brad.locke@wondercide.com | 513-252-4080

Woofsie

**Booth #5440 |** [**www.woofsie.com**](http://www.woofsie.com)

Dog owners can all agree we want what’s best for our dogs. Let’s face it, a happy, well-behaved dog makes for a happy owner. That’s why I’m thrilled to introduce a game-changing product for dog owners everywhere: the *Mental Enrichment Dog Games* deck.

This isn’t just another dog toy—it’s a simple, science-backed solution to one of the biggest challenges dog owners face: Keeping their dogs mentally stimulated, happy, and engaged. With 52 fun and easy activities, this deck is designed to transform the lives of dogs and their owners in just minutes a day.

Unlike paying hundreds for an enrichment training session that comes to an end, this deck provides endless enrichment for years to come for less than $1 per activity.

*Why This Matters:*

* Mental Health for Dogs: Studies show that mental stimulation is just as important as physical exercise for dogs, yet most owners don’t know where to start.
* Behavioral Benefits: These games help reduce anxiety, prevent boredom, and curb destructive behaviors like chewing and barking.
* Strengthened Bond: The deck fosters a deeper connection between dogs and their humans, creating moments of joy and trust.

*What Makes It Unique:*

* Each card includes a QR code linking to video demonstrations, making it easy for anyone to follow along.
* It’s perfect for all dogs—whether you have a playful puppy or a senior dog who needs gentle stimulation.
* The deck is designed by a passionate dog owner (me!) who struggled to find simple, effective ways to keep her own dogs engaged.

*Why Now?*
The first batch of decks is launching early March, and we’re already seeing incredible interest from dog owners who want to give their dog the best life possible. With mental health for pets becoming a growing trend, this product is perfectly timed to meet the demand.

**Onsite Spokesperson:** Amanda Ballweg | woof@woofsie.com | 608-207-7675

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Zesty Paws

**Booth #5865 |** [**www.zestypaws.com**](http://www.zestypaws.com)

As pet owners become more mindful of their pets' overall health and wellness, the demand for effective, natural solutions to weight management has never been higher. That's why I’m excited to introduce Zesty Paws' new Weight Management Bites coming to the Zesty Paws website and our retail partners (Amazon and Walmart) this March, a tasty, safe, and effective way to help your furry friends maintain a healthy weight.

What Makes Zesty Paws Weight Management Bites Stand Out:

Natural, Effective Ingredients: Unlike other weight management treats that may contain artificial additives or fillers, Zesty Paws’ formula is packed with natural ingredients like green tea extract, L-carnitine, and pumpkin‚ all known to support healthy metabolism, promote fat burning, and keep your pet feeling full without the extra calories.

Supports Healthy Weight Loss: These bites are designed to help pets manage their weight safely, without the need for restrictive diets. They help promote lean muscle mass and boost energy levels, making them the perfect addition to any active pets’ routine.

Gentle and Safe for All Pets: Whether your pet has sensitivities or allergies, you can trust that Zesty Paws' Weight Management Bites are formulated to be gentle on your pet’s stomach, with no artificial flavors or preservatives.

Delicious and Easy to Serve: These treats come in a tasty bite-sized form that your pet will love, making it easy to integrate into their daily routine. No more struggling with pills or powders, just pure convenience.

With the growing awareness of pet health, many pet owners are searching for natural and safe products to help their pets maintain an ideal weight. Zesty Paws Weight Management Bites offer a simple and effective solution for this rising concern, all while supporting your pet’s overall well-being.

I’d love to provide more details, high-res images, or samples of the product for review if you’re interested in featuring this product in an upcoming piece. It could be a great addition to articles about natural pet care, healthy weight management for pets, or eco-conscious pet products. We will be at GPE with product samples at booth 5865.

**Onsite Spokesperson:** Mafe Dealba Williams | mafe.dealba@hh.global | 954-670-3968