

PET PRODUCT NEWS[®] INTERNATIONAL

60th Anniversary

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AT DEADLINE

PETA Activists Look Into Bird Buying

Animal rights group People for the Ethical Treatment of Animals has asked its supporters and others for bird-buying experiences they've had with Petsmart, in an apparent attempt to gather information for a future campaign against the retailer and possibly its suppliers.

Petsmart officials were not surprised by PETA's efforts and do not plan to manage their business based on what PETA does, said Bruce Richardson, Petsmart's director of external communications.

PETA approached the Phoenix-based retailer last fall, saying that if Petsmart would stop selling birds, the activist group would not mount a campaign against it, Richardson said.

Petsmart declined the offer, although earlier in 2005 it stopped selling most species of large birds, except African greys and Goffin's cockatoos, for business reasons, including customer demand. That decision came as part of a regular review of inventory, Richardson said.

PETA ended a campaign against Petco after the San Diego-based retailer agreed to stop selling large birds.

The activist group also unsuccessfully tried to place a resolution against bird sales

PETA, Page 55

Beyond Retailing

Some pet services have a long history; others are just beginning.

By Charlotte Reed

Over the past 60 years, pet-service businesses have changed dramatically. The rise of pet ownership, the trend toward the humanization of pets and the growing number of new pet businesses are some of the contributing factors to these changes. Providers have refined and expanded their menus of services, and entrepreneurs have created new services to help with owners' busy lifestyles.

With the fierce competition from other pet-service businesses and superstores, pet-service providers continue to find ways to distinguish themselves from the pack. By studying trends, reviewing local demographics and knowing



What's that smell? It's not just wet dog—it's the smell of opportunity.

the competition, a pet service provider can stay competitive.

Boarding

Jim Krack, executive director of the American Boarding Ken-

nel Assn., explained that prior to 1970, most kenneling was done outdoors. In the late 1970s, changes in zoning restrictions and implementation of noise

Services, Page 62



Many cats are finicky about their litter.

Litter Language

By Wendy Bedwell-Wilson

According to Howard London, director of sales and marketing for Muscatine, Iowa-based GPC Pet Products, if you can grow it, plant it or farm it, you can make cat litter out of it.

Never before has this statement been better illustrated than in today's cat litter market. Manufacturers continue to look for new ways to appeal to environ-

mentally conscious customers who seek convenience and demand high-quality, high-performance materials for their pets' litter box.

"People are looking for things that are more environmentally friendly and easier to use," says Debbie Wadsworth-Evans, director of marketing for Pet Ecology Brands Inc. in Dallas. "In general, the fastest-growing component of

Litter, Page 30

Mars Goes on Buying Spree

In April, Mars Inc. of McLean, Va., announced two major acquisitions, adding giant private-label pet-food maker Doane and popular dental treat Greenies to its pet portfolio.

Doane

Mars said the purchase of Brentwood, Tenn.-based Doane Pet Care Enterprises Inc., the nation's largest private-label pet-food maker, would add 20 manufacturing plants and two distribution centers to Mars' six plants and would "provide production capacity to accelerate our innovation pipeline and operating flexibility to better respond to our customers' needs."

As is customary with privately held Mars, company officials declined to say how much was being paid for Doane's U.S. operations, owned by Teachers' Private Capital of the Ontario Teachers' Pension Plan.

The teachers fund bought all Doane's U.S. and European operations last October for \$840 million from an investment

Mars, Page 6

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Notable

A roundup of news from the pet world

WAGGERS DEALS: Waggers dog treats and Invisible Fence have signed a deal in which the two companies will cross-market their products. Invisible Fence dog trainers will recommend Waggers as the "preferred dog treat" and each company will have a link to the other on its website. Invisible Fence Inc. has signed a similar deal with The Iams Co.

MATCHING WITS: Researchers at Emerging Art and Architecture Group are developing a game in which real scenes from a person's life, such as photos of his house, can be uploaded into a maze. The game player can then install the likeness of his pet, which can be programmed so it chases the pet owner through the maze. Finally, a chance for the pet to outwit its keeper.

THINK PINK: As part of its 10th anniversary commemorations, Veterinary Ventures Inc. of Reno, Nev., has released a limited-edition pink Drinkwell Original Pet Fountain and pink additional capacity reservoirs. A portion of the proceeds from the pink items will be donated to the Susan G. Komen Breast Cancer Foundation.

CANCER AWARENESS: Droll Yankies Inc. of Foster, R.I., maker of bird feeders, hopes to raise as much as \$100,000 to help fight breast cancer. The company

plans to offer special Bird Lovers Sunflower Feeders in "breast cancer awareness pink." The feeder has a pink ribbon charm that can be removed and used as a keychain adornment. The special "Celebrate Life!" feeders should be available in August.

A DEAL: Dogmatic Products of Brooklyn, N.Y., and PetsIncredible of Tarpon Springs, Fla., are offering a video on training dogs to animal adoption shelters for 99 cents to increase the success rate of pet adoption programs. The video by PetsIncredible, ti-

tled "Training Your Adopted Dog," has just been released and normally retails for \$30.

WHEN I'M 64: Bird Town Pet Shop in Detroit is closing after 64 years. Owner Patrick McNames attributed the closure to consumers preferring to shop in suburbs rather than Detroit. Nearby Canine to Five doggie day care center, which averages 18 dogs per day, took over Bird Town's dog-grooming business in May, according to The Detroit News.

SANTA FE: Pamela Hagan and Carolyn Gonzalez recently opened Zoe & Guido's Pet Boutique in Santa Fe, N.M. The store focuses on dog and cat products, including natural and organic food, frozen bones, painted ceramics and leather furniture. The store also has an extensive collection of books and DVDs that can be enjoyed in the store by pets and people.

TIPSTER: A tip to Toronto police has led to the arrest of a man and the return of birds, including a channel bill toucan, worth \$5,000, and a puppy. The animals were stolen from the Rock 'n' Roll Tropical Pets and Supplies in late March. After the man tried to sell some of the birds, police got a tip and raided his home. They found parrots, 25 budgies and a boxer puppy.

TOILET TRAINING: A Spokane, Wash., man has invented a pet dish that he said requires little maintenance. InventHelp of Pittsburgh said the Pet Pail can be used for food or water and is easy to clean. In addition, InventHelp said that the invention could discourage pets from drinking out of the toilet. The inventor said he came up with the idea because his dog was drinking out of his toilet and he wanted to discourage this habit.

HELPING HAND: Jennifer McCarthy, who is known as "dog trainer to the stars," has joined Planet Dog of Portland, Maine, to help the company develop new products. McCarthy writes a column on the Planet Dog website called "Dogs and Cats 101." She is the founder of World Class Dog Training.

WELCOME: PetSmart Inc. of Phoenix has been named a 2006 Welcome Mat Award Winner at the Good Sam Club rally at the Daytona International Speedway in Florida. Winners were selected by Good Sam Club members as the "most RV-friendly businesses and organizations." More than 5,000 recreational vehicle enthusiasts attended the rally in early April.

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