



SMARTER BY DESIGN

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**DOG GONE SMART, THE PET INDUSTRY LEADER IN SMART TECHNOLOGY, HEADS TO SUPERZOO WITH THEIR NEWEST PET PRODUCTS FEATURING REPELZ IT™!**

**NORWALK, CT & LAS VEGAS, NV JULY 2013** -- Dog Gone Smart Pet Products, a global innovator for the pet industry, will debut its new product lines, design features, and color pallets at SuperZoo, The National Show for Pet Retailers, July 23-25, 2013 booth #3350.

Dog Gone Smart continues to improve upon itself with its Repelz-It™ technology, which uses both nanotechnology and a state-of-the-art bacteriostatic to keep stains, dirt, liquid, bacteria and pet odors from clinging to the fabric. Stop by booth # 3350 for a demonstration of this revolutionary technology.

“SuperZoo has always been one of our favorite and most effective showcases for our innovative pet products. This year we have several new items to debut as well as many updates to some of our most popular producers. We are confident this year will be one of our best yet,” said Dog Gone Smart CEO Chris Onthank.

SuperZoo will highlight Dog Gone Smart’s Dirty Dog Doormat™ Runner, an extended version of the bestseller. Now with an improved rubber backing to prevent slippage, the runner stretches 5ft long and uses the same Advanced Microfiber Technology™, that traps water, mud and dirt instantly, soaking up to 7 times its weight! It dries 5 times faster than ordinary runner mats and can be machine washed. Preliminary sales confirm this runner is the perfect solution for your wet and muddy dogs! It is available in three colors; maroon, brown and khaki and retails for \$89.99. Dog Gone Smart’s Dirty Dog Doormat™ Runner It is extremely versatile and can also be used in cars and pet crates.

Dog Gone Smart’s outerwear is a must-have for keeping your dog clean, dry and warm in any season. All jackets come in 9 sizes ranging from 8-26 inches for a perfect fit on any dog, and are available in a variety of vibrant colors.

The updated version of their popular Aspen Parka now allows pet owners to walk their dogs with ease using the stylish new zipper feature for easy leash attachment and improved functionality. The faux-fur collar will have your pooch looking both smart and stylish while repelling the elements. The Aspen Parka sports a wind and waterproof outer shell with a soft fleece lining with Repelz-It™. Features include reflective trim, poly-fill insulation, elastic waist and dual buckle fasteners.

The brand new NanoBreaker and Trailblazer jackets are a welcome and exciting edition to this collection for pet owners everywhere. Like the updated Aspen Parka, these jackets feature the functional and waterproof zipper feature. The Trailblazer jackets sport a sleek design, with a more tailored fit. The NanoBreaker introduces a thinner raincoat to this line of apparel. Still with a soft under fleece lining, this jacket offers the perfect lightweight protection for warmer, rainy days. These jackets feature the Repelz-It technology throughout, elastic waist with dual velcro belly closures. The sporty and rugged look will make your dog the sharpest dresser on the block.

In addition to its traditional top-selling array of SMART Technology beds, Dog Gone Smart will be introducing their brand new professional grade line of Ninja Beds. The durable Ninja bed combines the Nanotechnology Dog Gone Smart is known for, with an indestructible chew proof, non-toxic PU coated tough-nylon cover. A slimmer style of bed, the Ninja is waterproof and was designed to be strong for use in kennels or outdoors. The zipper is hidden and allows for these tough covers to be easily machine washed or hosed down. Dog Gone Smart beds are now just as functional outdoors, as they are in your living room. The inside bed fill stays clean and dry, even after the worst of accidents and elements! Available in 3 colors and 6 sizes to fit all standard crates. Durable, waterproof, chew-proof, safe and non-toxic, doesn’t everyone know a dog who needs a ninja bed?

Dog Gone Smart makes pet products because they LOVE dogs. For their 2014 catalog, they are partnering their passion with their success to help homeless and abused shelter dogs find new and loving homes. Stop by booth #3350 and pick up a copy of their “Rescue Edition” catalog where every dog featured is a rescue dog who has either recently been adopted, or is still in need of finding a forever home.

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