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**DOG GONE SMART TO DEBUT IT'S NEWEST LINE OF NINJA BEDS, STYLISH OUTWEAR AND ACCESSORIES AT H.H. BACKER'S TOTAL PET EXPO, PERFECT PRODUCTS FOR THE WINTER SEASON AND HOLIDAY GIFTS!**

**NORWALK, CT & CHICAGO, IL 2013** -- Dog Gone Smart Pet Products, a global leader in the pet industry, will debut its newest innovations and product lines, with new design features, and color pallets at H.H. Backer's Total Pet Expo Fall 2013 Trade Show & Educational Conference, September 20-22, 2013, Donald E. Stephens Convention Center, Rosemont (Chicago), Ill. booth #3822.

Dog Gone Smart continues to stand out in the pet industry with their Repelz-It™ Nanoprotection, which uses both nanotechnology and a state-of-the art bacteriostatic to keep stains, dirt, liquid, bacteria and pet odor from clinging to the fabric. These stylish and innovative products keep homes clean, and pets happy. Stop by booth # 3822 for a demonstration of this revolutionary technology.

"Backer's Total Pet Expo Fall Trade Show will be the perfect opportunity to highlight our newest line of products for pet owners everywhere. We are super excited about the show's new name and updated format and feel it will be an excellent platform for thought leaders in the industry to inspire and collaborate. Our products continue to be trailblazers for pet technology and we can't wait to show off our newest lines and styles just in time for the holiday season. We are confident this year will be one of our best yet," said Dog Gone Smart CEO Chris Onthank.

Brand new this year, in addition to its traditional top-selling array of SMART Technology beds, Dog Gone Smart will be introducing their professional grade line of Ninja Beds. Ninja beds are tough enough for any breed! The durable Ninja bed combines the Nanotechnology Dog Gone Smart is known for, with an indestructible chew proof, and 100% pet-safe, non-toxic Ballistic Nylon. The inside of the Ninja features a high quality foam. 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 4 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? Navy, olive, khaki & black.

Winter is just around the corner, and Dog Gone Smart's outerwear will be on full display! These jackets are 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.

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 out in 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. Available in a variety of newly updated vibrant colors.

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 and is available in 3 vibrant colors. 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.

Total Pet Expo will also feature the much anticipated Dirty Dog Doormat™ Runner from Dog Gone Smart. This extended version of the bestseller stretches 5ft long and uses the same Advanced Microfiber Technology™, that traps water, mud and dirt instantly, soaking up to 7 times its weight! Now with an improved rubber backing to prevent slippage, the runner 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. Dog Gone Smart's Dirty Dog Doormat™ Runner is extremely versatile and can also be used in cars and pet crates.

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 #3822 and pick up a copy of their "Rescue Edition" catalog where every dog featured is a a rescue dog who has either recently been adopted, or is still in need of finding a forever home.

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