



## FOR IMMEDIATE RELEASE

August 20, 2019

**Media Contact:** Liz Freeman  
The Impetus Agency  
[Liz@theimpetusagency.com](mailto:Liz@theimpetusagency.com)

## Hamilton® Showcases New Nylon Collections at SuperZoo, Booth #4159

*– New Collections Include Unique & Functional Features –*

**(Dayton, OH)** – Hamilton® by MiracleCorp has been producing the premium nylon collars, leashes and other small and large animal products for over 40 years. They are excited to showcase two new collections, High Visibility and Go Boldly. Located at **Booth #4159** at SuperZoo 2019, Hamilton® is pleased to showcase these two new collections available in a variety of styles and ready to ship in October.

The **Go Boldly** collection features a new assortment of nylon designed for outdoor enthusiasts and active pets. Each item features a rustic, herringbone weave in attractive two-tone color combinations. Each collar, harness and leash also has functional benefits that pet parents will appreciate during walks with their pet. The collection comes in two-toned colors including graphite and black, raspberry and burgundy, green and blue, gold and brown, and orange and red. Available products in these Go Boldly color combinations include Adjustable Collars, Martingale Collars, Norwegian Harnesses and the multi-purpose Get Out & Go Leash.

The **High Visibility** collection features multiple rows of reflective stitching and neon colors. These products were designed for optimal pet safety, so they are more visible in dark and low light conditions. Colors available include hot orange, turquoise and neon yellow. Products available in the High Visibility collection include Adjustable Collars and 6' Single Thick Leashes. All leashes have reflective stitching on both sides, a detail that is crucial for maximum visibility.

"We're excited to give active pets and their parents more choices with functional features," said Alison Cremeans, Marketing Manager & Product Developer. "These new collections tell a complete story that will benefit both our retail partners and consumers. These products are a balance of both trendy and timeless, which provides a unique offering that will attract pet parents to the Hamilton® brand."

These new items will be highlighted in the New Product Showcase at the upcoming Superzoo. For more information on Hamilton® and their products, or for hi-res images or media samples, visit **Booth #2319** at Global Pet Expo or contact Liz Thomas at [liz@theimpetusagency.com](mailto:liz@theimpetusagency.com).

-###-

### About MiracleCorp

MiracleCorp is a leading consumer brands company serving companion animal needs and their owners with a history of excellence spanning 40 years. We improve the human-animal bond by offering a complete line of innovative, solutions driven products and accessories for pets and prized animals. Our brands include, Stewart®, Hamilton®, Natural Chemistry Pets & Home™ and Miracle Care™, which includes Kwik Stop®, R-7®, Miracle Coat® and Quick Finder®. For more information on MiracleCorp and its wholly owned subsidiaries, visit [www.miraclecorp.com](http://www.miraclecorp.com).