



FOR IMMEDIATE RELEASE
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NEW & IMPROVED ERGO FOAM STAIRS FROM PURA NATURALS PET

Seattle, WA – November 30th, 2017 – Pura Naturals Pet announced a new and improved American Made ERGO Foam Stair. Lightweight & portable, our eco-friendly foam stairs safely allow you pet to reach their favorite place.

The eco-friendly foam is sturdy and reduces back and leg strain caused by jumping. It's easier on pet's joints than traditional stairs and our angled design is perfect for older dogs or short legged breeds. The wider landings provide increased stability and ease of use.

With our ECOFOAM, we reuse and upcycle furniture stuffing, reducing the impact in landfills and improve our carbon footprint which is vitally important to all.

“Part of our success is listening to our retailers. While they loved our original stairs, they were cumbersome to shelve in a retailer's warehouse and costly to ship due to size. With our new vacuum compressed stairs, we have greatly reduced the footprint for warehousing and improved our shipping costs to the retailer. We've also made a few other value-added enhancements.” stated Beth Sommers President and Chief Merchandising Officer.

The updated upholstery-grade Microsuede Cover comes with a wide zipper for convenient removal for washing.

Ergo Foam Stairs are available in 3 sizes (2-Stair, 3-Stair & 4-Stair) and 3 colors; Brown, Charcoal, and Ivory. For information on Pura Naturals Pet visit PuraNaturalsPet.com or call customer service at (844) 698-4367.



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About Pura Naturals Pet

Pura Naturals Pet™ is dedicated to delivering the highest quality products using only the best ingredients the Earth has to offer. Our passion is the health and happiness of our 4-legged family members. All of our products are made in the USA, cruelty free, non-toxic and made with food grade ingredients. This passion and philosophy flow through everything we do making it easy to put your pet's health first.

Our mission is simple: The desire to help pets live longer, healthier lives. Our dedication to quality in both ingredients and manufacturing gives us the ability to ensure that you are using a product with no skin irritants or chemicals, that nature itself designed to be effective and safe.

We use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines.

