



FOR IMMEDIATE RELEASE  
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## **PURA NATURALS PET ANNOUNCES GLOBAL EXPANSION INTO THE CANADIAN MARKET WITH ANIPET**

**Ardley, NY – April 4th 2019** – Pura Naturals Pet announces a partnership with Anipet Animal Supplies as a distributor for their brands in Western Canada. Anipet is a distributor with over 30 years of experience bringing pet products to Independents, Specialty Pet Retailers, Professional Groomers and Veterinary Clinics in North America.

Anipet will carry grooming and wellness products from the award-winning, USDA Certified Organic, Pura Naturals Pet brand and their new all-natural Pro-Coat Grooming line. Combined, this encompasses 40 SKU's for their grooming salons and retail stores.

“Establishing a presence in Canada strengthens our international distribution and business development initiatives. We are thrilled to expand our reach to the north and have the perfect partner in Anipet. We've had many retail inquiries in Canada and are eager to roll out our eco-friendly products to their customers.” said Brian Taus, Senior VP of Sales, International & Domestic with Pura Naturals Pet.

Anipet Animal Supplies is a distributor of quality pet products, supplies and food in North America. They distribute products from recognized brands for dogs, cats, birds, fish, reptiles and small animals in Western Canada.

Troy Firth, CEO of Anipet stated “We're excited to partner with Pura Naturals Pet and grow our grooming and wellness offering. We have a strong demand for organic and natural products with



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our vertical markets and will leverage our seasoned team in selling the two Pura Naturals Pet brands to our accounts and promote the line extension at our annual buying show in August.”

For information on Pura Naturals Pet all-natural and certified organic products, visit our website at [PuraNaturalsPet.com](http://PuraNaturalsPet.com) or call a customer service representative at (844) 698-4367.

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### **About Pura Naturals Pet**

Pura Naturals Pet™ is dedicated to delivering the highest quality products using the best ingredients the Earth has to offer. Our passion is the health and happiness of our 4-legged family members. Our products are USA Made, cruelty free, non-toxic and made with food grade ingredients. This passion and philosophy flow through everything we do in putting 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.

### **About Anipet**

Anipet was founded in 1977 and started as a small business that has expanded to be the largest distributor in Western Canada with over 10,000 SKU’s. We continue to be one of the largest and fastest growing pet food and supply distributors in Canada. We are a relationship driven company with a different look on the pet industry. Our core values are perseverance, integrity and accountability. We inspire leadership by building our community.



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