

# GLOBAL PREVIEW

## Environmentally-Friendly Products

Fifty-five percent of consumers, half of whom are millennials, will pay more for products or services by companies committed to positive environmental impact. Pet manufacturers are responding to their concern with sustainable materials and processes.

"Our planet is everyone's business and creating more sustainable, natural and organic products is a win for everyone," said Beth Sommers of Pura Naturals Pet. "We're part of the Pet Sustainability Coalition (PSC) and Organic Trade Association — we have always been eco," Sommers said. "We make sure ingredients we use are safe for your pet and humans," she added.

Leslie Ellis of Healthy Pet said the company has focused on sustainability since its founding, 30 years ago. "Our products have always been made from sustainable, reclaimed, natural materials that otherwise go to landfills," she said. They took this further with a Zero Waste Program, reducing waste by more than 83 percent. "When we talk of Healthy Pet and its products, we always include our sustainability story and its impact on the consumer, their pets and the planet we live in," Ellis said.

Founder-CEO of Cycle Dog and avid cyclist Lanette Fidrych learned 3 million inner tire tubes go to landfills each day. As a dog owner in the Pacific Northwest, she found traditional dog collars grew stinky and moldy due to bacteria growth. "Inner tubes don't allow water to penetrate nor bacteria growth and don't get stinky," said Fidrych. "Using post-consumer reclaimed materials is difficult and expensive, but we feel the performance and environmental pluses are worth it. No other company makes products like ours," she said.

"We haven't changed manufacturing techniques or sourcing habits to fit a fad and have always been environmentally friendly," said Spencer Williams of West Paw, that chooses eco-friendly materials in US-made products and manufactures them sustainably. "We stuff our beds and toys with a safe and soft material made from recycled plastic and by cutting fabric a certain way, we reduce scrap," Williams said.

Calling the Zogoflex infinitely recy-

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**Spencer Williams,  
West Paw**

clable, Williams said, "We created a program, Join the Loop, to help customers recycle them. These efforts help keep waste out of landfills, chemicals out of soil and water and toxins out of toys while crafting guaranteed, durable beds and toys." He added, "When things last longer, people replace them less — that's eco-conscious, too."

"Our most popular items — collars, leashes and harnesses — carry small paper tags and we do the same with shipping products," said Dave Colella of earthdog. "It's the minimum amount to be mindful and respectful of someone's purchase and make them feel they are getting the appropriate thing in terms of packaging," Colella said. Awareness is earthdog's push. "With every post on social media, we try to integrate the green message and focus on the hypoallergenic nature of our collars," he said.

Ted Mischaikov of Healthy Pet and board member of PSC said, "Improvement to safety and sustainability are not constrained to a particular area. Continuous improvement should apply to all products and services," Reerring to PSC's improvement toolkit that provides hands-on consulting for positive changes, he said, "I strongly suggest all pet sector companies look into membership services as a first step to addressing sustainability, which nearly always overlays into improved safety."

"As a founding member of PSC and the first certified B Corporation in the pet industry, we worked hard to meet rigorous social and environmental standards," Williams said. Their program focuses on product durability, low-impact materials and localized manufacturing

and sourcing. "We'd like to see other companies involved in sustainability opportunities. When we work together we can better drive impact at the scale needed for meaningful change," he said.

Colella would like to improve the trims on the company's decorative line. "The trim is a polycotton weave made in the US. It is great from a labor perspective, but we don't have the ability to weave intricate patterns truly organically," he said. "I'm not aware of how to solve that problem but I would be open to it if we could," he said. For a greener alternative, Colella suggests earthdog's solid hemp line.

"Cycle Dog manufactures Trail Buddy Treats — single ingredient, all-natural dog treats made and sourced in the US," Fidrych said. "We've been solicited by larger co-packers and learned many use off-shore ingredients," she said. "The industry should push for clearer standards for food and treats easily understood by retailer and consumer," she added. Cycle Dog will launch a line of Duraplush toys using reclaimed braided inner tube rubber as the filling.

Sommers believes the industry needs to be regulated to ensure safe products. "There should be greater transparency as to what's in pet products," she said. "I could not find what I needed for my pet with allergies, so I created Pura Naturals Pet, which has always specialized in Certified USDA Organic products," she added. "Customers know our product is eco-friendly, cruelty free and made in the US," Sommers added.

Pura Naturals Pet has many new products in 2018 — Organic Dental and Natural Flea & Tick treatments without harsh chemicals or formaldehyde. "Our new Best of Comfort ERGO Foam Stairs uses ECOFOAM that starts as unused scraps at local furniture makers and is up-cycled into stuffing," Sommers said.

West Paw's new packaging will have Forest Stewardship Council certified paperboard — sourced in a socially-responsible, economically-viable and environmentally-friendly. "We are excited to announce a new collection of leashes and collars: Jaunts and Strolls made with hemp and designed to last," Williams said.