



Use cases for
Pet Parents®
**WASHABLE
PEE PADS**



ONLINE TRAINING PROGRAM

Your customers will refer to dog pee pads in various ways. Whether it's potty pads, wee-wee pads, piddle pads, training pads, or any other term they may be using, they are all looking for the same thing: an easy, quick solution to a (usually urgent) problem. The problem that they are trying to solve widely varies, but with **Pet Parents® Washable Pee Pads**, they are ensured that regardless of the issue, they have finally found their solution. Woohoo! *virtual high five*

The unique features and use case driven sizes of **Pet Parents® Washable Pee Pads** offer your customers special perks and different uses that they are probably unaware of, which is why we are digging deeper into all the potential uses your customers have for our pee pads.

Alrighty, grab your shovels and let's do this!

House training

Pet Parents® Washable Pee Pads are a lifesaver during the house training process. They are extremely helpful for your customers who...



Bring home **a new puppy**. During the dreadful house training process, they can train their pup to use the pad as a 'go-to' spot when they are inside or in their kennel for a long period of time.



Are **apartment dwellers** and don't have a backyard, so it is best for their dog to get trained to potty on the pad inside since going outside is not an easy/frequent option.



Recently rescued their fur-baby. In a lot of cases, **rescued pups** aren't fully potty trained, or take some time getting used to their new home and environment, which results in housebreaking them and getting them into a routine. These pads are perfect for helping those pups get settled into their new home!



Have a **golden-year pup** who may not always be able to make his way outside every time. He can be house trained to use these pads as an additional spot to go potty if he struggles making it to the door or outside.

Crate liner

Pee pads can make a great crate lining especially when a customer's dog is **confined for a few hours** at home or while **traveling**.

Whether it's for **additional comfort** when laying down or as a separate area in the kennel that serves as an **appropriate spot** for their pup to go potty, these pads are a purr-fect option for your customers to place in their fur-baby's kennel.

Tip: If these pads are used as a go-to spot for your customer's fur-baby to relieve himself in his kennel, be sure to emphasize the importance of having a separate space in the crate for him to lay; no one wants to see their precious pup laying in a puddle of pee, or covered in poo. Remind your customer that choosing one (for relieving) or the other (laying down/comfort) when training their pup to use the pad in his kennel is best to eliminate confusion.



Protecting furniture

Pee pads are also a great way for your customers to **pet-proof furniture** at home or in their **car**.

For pet parents, the sight of their dog comfortably chilling or soundly sleeping on the couch or on the bed is usually all fine and dandy - until their furniture begins to tear and dog fur is literally everywhere.

So, instead of your customers not allowing their pets to be up on the couch, bed, or in the car, pee pads are an awesome way to protect furniture from claws, muddy paws, and fur because they can be **used as a cover**, while still looking nice and blending in. The best of both worlds!



Whelping pads

For those customers who are preparing for their female pup to give birth, our pee pads are also used as a whelping pad (especially the large size). These become a lifesaver for your customers who are taking care of a litter of puppies and a mama dog. They can be used as whelping box bedding, and are key in keeping the pups dry, warm, and away from infection.

After birth, when their mama dog continues discharging lochia (the bloody, mucus-like discharge after giving birth) in the following weeks, our pee pads help prevent her from soiling the whelping box.



Incontinent pets

Incontinence happens when a dog loses full control of his bladder or bowel movements, which can be a really frightening time for your customers. They often feel very helpless, but that feeling ends quickly once you show them the **Pet Parents® Washable Pee Pads** you have waiting for them in your store (cue the angels singing).

Usually incontinence happens when a fur-baby is laying down and resting, and by laying this super-absorbent pad on the couch, dog bed, or floor, incontinent messes can be prevented and your customer can take a deep breath (whew) - all they have to do is throw it in the wash and replace it with the one they have on hand.



Post-surgery pad

A dog's way to recovery after an operation also involves pee pads. It is a great **bedding option for his recovery area** because dogs are prone to constant vomiting, peeing and pooping after surgery (due to the side effects of anesthesia and medicines).

For customers who are caring for their fur-baby who is in post-surgery recovery, our pee pads offer a safe and comfortable place for them to recover while preventing messes from happening in their home.



Under water bowls

Yes, our pee pads even offer an easy solution to those customers who deal with this minor (but very frustrating) problem: those fur-babies who turn into messy little creatures when eating their food or simply getting a drink of water.

All they have to do is place the pee pad under their fur-baby's food and/or water bowl and the mess is prevented!



Under litter boxes

Your cat parent customers hate the strong odor of the litter box caused by their cat's urine not completely "hitting" the bullseye.

Pee pads placed under litter boxes are intended to catch any "misses" while it's odor-eliminating property removes/lightens any unpleasant smell; becoming the ultimate lifesaver for any customer who deals with this issue.



Pet Parents® Washable Pee Pads help your customers get through every life stage with their fur-baby. And now that you are able to help educate them along the way, you get to be a part of their journey! Woohoo! *another virtual high five*

If you have any questions about the material that you just sniffed your way through, please toss a message to our Customer Success Team at customersuccess@petparentsbrand.com





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