



Flea and Tick

Selling Relief, page 22

Alternative External Treatments, page 34

Topical Prevention for Cats, page 68

65th
Anniversary

APRIL 2011

\$5.00

PetProductNews.com

Pet Product NEWS[®] INTERNATIONAL

THE LEADER IN PET SUPPLIES
MARKETING FOR 65 YEARS



Sow the Seeds for Repeat Business

Retailers who sell birds ring up more associated product profits—plus win customer loyalty.

By Cheryl Rooves

Selling birds more often than not necessitates educating customers on proper bird care, especially first-time pet owners. Further, reported interviewed retailers, shoppers are so increasingly pressed for time that they are rewarding merchants who not only offer education but provide the convenience of a one-stop avian headquarters, selling



the birds themselves, habitats, food, treats, litter, toys, perches and gyms.

"Retailers who sell birds have the advantage to greatly increase profits because they are there from the beginning," said Michael Clark, product development director for birds at Super Pet, a Central *Avian Sales*, page 72

Well Worn

By Maggie M. Shein

T-shirts for pets and pet lovers continue to be go-to gift items or everyday signs of affection for many consumers. Two distinct sides of the market continue to emerge: one including graphic, lifestyle-type shirts with the latest quote, saying or joke, and the other featuring fashion-forward T-shirts with pet-inspired themes that mimic mainstream fashion industry trends. Depending on the clientele, both the fashionable and funny T-shirts have their respective niches, especially when spring and summer roll around.

Manufacturer Koal Tees of Deer Park, N.Y., has carved its niche by focusing on low price points, general sizing and humorous T-shirts for pets and pet lovers.

"I tried going into a women's cut but found that people just wanted the basic, simple T-shirts, so we

retailers find that both fashionable T-shirts and ironic, lifestyle ones have a place in the market.

stayed with that," said Steve Rieder, president of Koal Tees.

According to Rieder, his company's most popular shirts in the market are "Ask Me About My Granddog," for humans, and "Am the Grandchild," for pets.

With T-shirts, he said, retailers are always looking for new phrases and designs to carry in their stores.

"We constantly add new sayings because retailers have the same *T-Shirts*, page 4



No Pets for Sale?

Pet sales bans draw support and criticism

By Stephanie Brown

Over the past few years, an increasing number of municipalities across the United States have sought to ban the sale of

pets at pet stores. Proponents view these bans as a way to not only shut down substandard breeding operations by diminishing the market for pet ani-

mals, but also to help reduce the number of homeless pets. Opponents, such as the Pet Industry Joint Advisory Council (PIJAC), state such measures are an attack on pet ownership.

"This campaign is a reflection of a broad anti-pet movement.

Pet Sales Ban, page 37

Notable

A roundup of news from the pet world

MODEL DOG: America's Top Dog Model has kicked off its seventh annual contest. A national winner will receive a number of luxury dog products, including apparel from Gold Paw Series and Scarlett DreamCoats, Swarovski-embellished dog tennis shoes from Bella Bark and Meow, and a crystal choker from Lola's for Pets, and will be featured, along with 11 finalists, in America's Top Dog Model 2013 Calendar.