



# Nano Pet Products, LLC Realizes Increasing Growth from International Markets; Strength...

Thu May 22, 2008 8:02am EDT

WILTON, Conn. and NUREMBERG, Germany, May 22 /PRNewswire/ -- Nano Pet Products, LLC, a Wilton, Connecticut-based company dedicated to bringing cleaner and healthier pet products to pet owners worldwide through nanotechnology, for the first time joins over 1400 manufacturers, wholesalers and service providers at the 30th annual Interzoo on May 22-25, 2008, in Nuremberg, Germany. Since the company's launch at The Global Pet Expo in San Diego in February, Nano Pet Products has realized steady demand for its Dog Gone Smart (TM) Bed and Dog Gone Smart (TM) Wear lines, with increasing demand from international markets. Please stop by the American Pavilion Building 7, Exhibitor Booth 7-826 to learn more. This is the first year that the company will be exhibiting.

"It is a growing trend worldwide that people consider their pets as family members," said Chris Onthank, founder of Nano Pet Products, LLC. "Our goal is to offer pet products that not only support the continued health and well being of pets, but also that consistently perform year-after-year." He continued, "As a result of strong currencies overseas, we have experienced exponential sales growth in markets like Australia, Canada, Japan, Czech Republic, Chile, and Ecuador and believe that demand for our products will only continue to rise."

Revolutionizing the pet industry, Nano Pet Products are unique in their resistance to stains, odors, oil, liquid and germs. With a keen understanding of the increasing consumer demands for healthy, superior pet products, Nano Pet Products, LLC, created Dog Gone Smart(TM) Beds and Dog Gone Smart(TM) Wear. As worldwide licensee of Swiss-based Schoeller Technologies'(R) NanoSphere(R) and ActiveSilver(R) performance fabric finishes, the company is dedicated to providing state-of-the-art quality dog beds and dog apparel. These products meet the rigorous environmental standards of the European Bluesign(R) health seal of approval.

Nano Pet Products, LLC offers more than 22 styles and sizes of The Dog Gone Smart(TM) Bed, including round, rectangular (both available with Sherpa top), donut, crate pad, and memory therm, each in six different colors. All Dog Gone Smart(TM) Beds use hollow core slick fiber fill that some of the world's finest pillows are made of, which also allows

the dog to nest, yet has wonderful loft and rebounds when the dog leaves its bed. The beds are priced between \$24.95 and \$129.95. These innovative and classic beds can be purchased at: Woolrich Inc., In the Company of Dogs, store chains like Pet Food Express, Pet People, kennel shops, and from distributors like Super Dog Pet Food Company, Loveland Pet Products, Southeast Pet, and United Pacific Pet. Dog Gone Smart(TM) Wear offers two styles in more than 12 sizes and five different colors, and is priced between \$35 and \$65. Owners will find that the jacket is an attractive and cost-effective option that is hygienic, easy to clean and looks like new, year after year.

According to Euromonitor International Research firm, the worldwide market for pet food and pet supplies increased to over \$56 billion (44 billion Euros) in 2007, with projections for growth to over \$61 billion (51 billion Euros) by the end of this year. North American pet owners account for most of the spending, followed by Western Europe, Asia Pacific, Latin America, and a rapidly increasing Eastern European market. The strength of the Euro and other currencies compared with the dollar is stimulating spending in these growing non-U.S. markets, with global demand for pet products continuing to soar.

Key factors driving the market are increased pet ownership, the humanization of pets and a continued upgrading of the quality of food and products. According to a recent BusinessWeek online survey, pet owners consider the well-being of their animals ahead of their own personal pleasure, spend more money on their pets than they do on movies, playing video games and listening to recorded music.

#### **About Nano Pet Products, LLC**

Nano Pet Products, LLC manufactures and designs state-of-the-art pet products -- Dog Gone Smart(TM) Bed and Dog Gone Smart(TM) Wear apparel, and is the worldwide exclusive licensee of Schoeller's patented NanoSphere(R) finishing technology based on nanotechnology. Nano Pet Products currently markets to distributors and retailers throughout the U.S., Canada, Australia, and Japan. Engineered at molecular levels, NanoSphere(R) and ActiveSilver(TM) make fabric resistant to stain, odor, oil, liquid, and germs while maintaining high ECO-sensitivity with Bluesign(R) endorsements. NanoSphere(R) is in use today in leading human clothing applications such as Polo Ralph Lauren, Adidas, North Face, Quicksilver, Canada Goose, Cloudveil, and Hugo Boss.  
[www.doggonessmartbed.com](http://www.doggonessmartbed.com)

#### **About Schoeller(R) Technologies AG**

With its domicile in Switzerland, Schoeller Technologies AG is a globally active licensing company for innovative textile technologies. It furthers the development of new pioneering textile technologies through the deployment of international and interdisciplinary R&D teams and holds the intellectual property rights (patents and trademarks). Besides its allocation of technology and trademark licenses, the company organises the worldwide availability together with selected distribution partners. In addition, Schoeller Technologies AG distributes technology products and supports licensees in technical matters, as well as in marketing and sales.

SOURCE Nano Pet Products, LLC

Deborah Burns of Burns Communications, LLC for Nano Pet Products, LLC, +1-203-257-3163, or +1-203-331-0677, [deborah@burnscommunications.net](mailto:deborah@burnscommunications.net)