

PET PRODUCT NEWS

THE LEADER IN PET SUPPLIES MARKETING FOR 59 YEARS



Product Spotlight: Totes & Carriers, Page 89

November 2005 • \$5.00 www.petproductnews.com Volume 59 • No. 11

AT DEADLINE
Producers Feel Katrina's Impact
 By **Devon McPhee**
 Pet Product News

Headquartered in Port Allen, La., about 80 miles northwest of New Orleans, Fluker Farms, a producer of feeder insects and other reptile products, was able to escape a direct hit from Hurricanes Katrina and Rita, but not the ripple effects caused

Katrina, Page 6



Retailers are offering more products that keep pets safe on land or sea.

Is Your Business 60 Years or Older?

Pet Product News will celebrate its 60th anniversary in 2006. We are looking for retailers, manufacturers, wholesalers, distributors—any pet-related businesses that have been operating for 60 years or longer—so that we can feature all of you in upcoming issues in 2006.

Send a letter or e-mail message stating how long the business has been in existence. Include the company name, type of business, phone number and contact person.

Send to: Pet Product News, Attn: Editor, 3 Burroughs, Irvine, CA 92618; or e-mail: PPNeditor@bowliemc.com.

We look forward to hearing from you. Let's all celebrate together in 2006.



By **Wendy Bedwell-Wilson** reports that 63 percent of the U.S. population owns a pet, but it's a

Take a drive down Main Street and you'll see more dogs in the back seats of cars than you will in the laps—in cars, motorcycles and high seas aboard. The American Assn.'s 2005-



Partitions reduce driver distractions and help prevent pet injuries.

A Ho

Pet-related p

By **Kat**

The pet industry demonstrated its pet relief efforts after Katrina. But the industry goes far beyond isolation. Pet retailers and manufacturers support pet ad

just no way those little guys will make it. Unless you can turn off the passenger-side airbag, I always suggest that it go in the back seat on the passenger's side, so the driver can see him. That's where my dog rides."

Keeping the driver and passengers safe is also important. Driver distraction is the major motivator for the existing pet restraint laws.

"It's less about dog restraint and more about reducing distraction," says Cys Neiman, vice president of marketing for Bamboo in Hills, Calif. "Our research shows that more than 60 percent of car accidents are the result of driver distraction."

Road Trip

Surprisingly, only 20 percent of those who travel with dogs use restraints, according to the APPMA survey. Specialty retailers, sales ties abound.

Of the dogs that are restrained, nearly half are in harnesses attached to the seat belt. The dog in one place, Neiman says.

"These leashes are easy to go places and you're not tied to them in some bothersome or he

response from his state's representative. In a contest called "There Ought to be a Law," fifth-grader Marc McCann suggested that dogs be restrained in cars, according to the Associated Press. State Rep. Tom Stevenson of Allegheny County, Pa., used McCann's idea as the basis for a bill introduced in the state House that would make it a misdemeanor to drive a car with an unrestrained pet on board. It would also require drivers to keep their dogs' heads inside the vehicle at all times.

In Orlando, Fla., Dog & Friends owner Jody Goldman says it's a good idea to restrain pets in cars.

"I don't think people realize that they put their pets in jeopardy when they put them on their lap in the car," she says. "If the airbags ever go off, there's

Pet Fair Asia Highlights

Safe Travel, from Page 30

Convenience also underscores containment products that separate the front and the back seats. These fabric partitions prevent dogs from climbing into prohibited areas.

"If we do hit the brakes, it protects the dog from flying forward," says Gordon Spader, co-owner of Motivation Design in Newburyport, Mass.

Steadily gaining interest are baby-seat-inspired restraints that lock into a seat belt and keep a dog perched high enough to see out the window.

"I carry four different designs of car seats," Goldman says. "Three of them lift the dog up to window height. The other one fits between the driver and passenger and also attaches to the seat belt."

Small tote and carrier manufacturers, too, have begun incorporating seat-belt attachments in their designs.

Statistics and anecdotes, combined with eye-catching displays, can help retailers teach their customers about pet safety.

"If retailers create an in-aisle merchandiser, putting a variety of products together that are specifically designed for travel and safety, it allows them to tell a story about how more and more pets are traveling," Mitchell says. "Then the salesperson can recommend specific products for safety."

Educating the sales team helps drive sales, too, Jakubowski says.

"During monthly meetings, retailers could sit down with their employees and talk about pet safety," he says. Offer a range of products to cater to a wider range of customers.

"There are different needs for each pet owner and pet, depending on what they feel comfortable with," he says.

Wendy Bedwell-Wilson is a freelance writer in Hawaii.

##BXQBJR *****AUTO**3-DIGIT 019
 #000000641297/CN# 641297/CN
 KITTER SPATER
 MOTIVATION DESIGN LLC
 65 PARKER ST STE 5A
 NEWBURYPORT MA 01950-4600

