



**Dog Bowls**  
page 42



**Natural Treats**  
page 34



**Cat Beds**  
page 59



AUGUST 2011  
\$5.00

PetProductNews.com

# Pet Product News<sup>®</sup> INTERNATIONAL

THE LEADER IN PET SUPPLIES MARKETING FOR 65 YEARS



## Frag for Fun and Profit

Corals offer retailers the chance to break into higher profit margin products and repeat sales.

By David A. Lass

Corals are eye candy, and a beautiful reef display in a local fish store can draw customers in like flies to honey. On top of their drawing power, corals are high-end livestock and represent high profit margins and potential add-on sales for store owners. Aquatics retailers with the capacity to maintain reef aquariums are capable of selling and reproducing corals in-store, with many potential business benefits.

The venture isn't without risk, however, as maintaining corals is a technical and potentially costly enterprise.

### What to Stock

Choosing what to stock may be difficult for retailers new to the reef side of the hobby. In some cases, it may simply be necessary to first focus on quality. "You want to make sure your broad stock is

Corals, page 64



## Promote DIY Home Grooming Confidence

Retailers who clearly communicate product quality and ease of use to consumers can sell more.

By Cheryl Reeves

Getting grooming products directly into customers' hands and then straight to a register can be a big challenge. However, what is essential in this market sector is building consumers' confidence so they can use products easily, competently and safely at home. *Grooming Products, page 20*

## Global Pet Foods Chain Enters U.S. Market

Global Pet Foods, a Canadian pet store chain with more than 140 locations, has entered the U.S. market with the opening of two stores in Connecticut's "Gold Coast."

And those are just the beginning, according to Global Pet Foods president Jim Walker. He said the company plans to open eight more stores in Connecticut within the year and then begin expanding elsewhere in the Northeast.

"It's always been in the back of our minds to see if we could enter the U.S., because the market is so much bigger than we are," Walker said. "But the conditions had to be favorable, and the conditions seem quite favorable now, in our opinion."

The first of the U.S. stores opened in Danon, Conn., in late May. The 4,000-square-foot store also serves as Global's U.S. head- *Global, page 16*



**Kurgo's Backseat Bridge** is designed to minimize driver distraction and maximize dog comfort and safety during automobile rides. The padded bridge part of the waterproof, reversible product connects between seats to extend a dog's space in

the vehicle and act as a front barrier, while the built-in partition prevents a dog from standing on the armrest or getting into the front seat, and it acts as a wall in case the vehicle stops short, the company states. A built-in cup holder and pocket for organization come with the item.

[www.kurgo.com](http://www.kurgo.com), or Circle Reader Service Card #1197