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# petage

PRACTICAL IDEAS FOR THE BUSY PET RETAILER OF TODAY ... AND TOMORROW



shelflife >> products

### Backseat Bridge



The padded Backseat Bridge from Kurgo connects a vehicle's front and back seats to give Fido more room and

has a built-in partition to prevent the dog from standing on the armrest or getting into the front—or lurching there if the vehicle stops short. Waterproof and reversible with a built-in cup holder and organization pocket.

Kurgo, a division of Motivation Design L.L.C.

You have a golden opportunity to educate your customers about weight management products, fitness gear and more. >> 26

# Pet Fitness Issue