
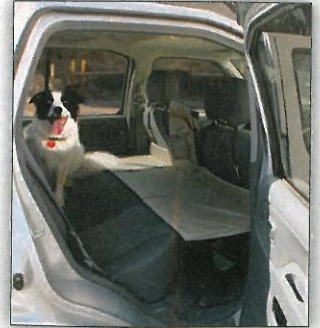


INDUSTRY RECOGNITION AWARDS

TRAVEL

**Kurgo
Backseat Bridge**

Kurgo Backseat Bridge stops pets traveling in the car from falling to the floor or coming up to the front seat. The padded bridge connects the space between the front seat and the back seats, while also acting as a front barrier for a secure ride. The built-in partition prevents the dog from standing on the armrest or getting into the front seat and acts as a wall in case the car stops short.



Leaders of the Pack

Now in their tenth year, the Pet Business Industry Recognition Awards celebrate the pet industry's most exciting and innovative products.

The ability to offer a unique and innovative mix of products has long been the cornerstone of success for pet specialty retailers. But as increased competition from other retail channels and a turbulent economy have raised the stakes for these often relatively small retail operations, it has become more important than ever for pet store owners and operators to identify the latest and greatest merchandise to hit the market.

To help retailers in this effort, *Pet Business* uses its annual Industry Recognition Awards as a platform to honor stand-out products across a variety of pet care categories. To find the lineup of award winners, the editors of *Pet Business* search through tons of vendor press releases, the aisles of the industry's major trade shows and even local pet store shelves to find the most exciting and functional products that the industry has to offer. Of course, in an industry well-known for its high level of innovation, picking just one winner in each category can be quite difficult. But we've narrowed down the field, and the winners of the 2011 *Pet Business* Industry Recognition Awards are...