



## Press Release: May 12, 2008

Press Contact:  
Deborah Burns, Burns Communications, LLC  
deborah@burnscommunications.net  
www.burnscommunications.net  
203.257.3163 or 203.331.0677

### **NANO PET PRODUCTS, LLC ADDS CALIFORNIA RETAILER AND DISTRIBUTOR IN RESPONSE TO INCREASING POPULARITY OF ITS REVOLUTIONARY NANOTECHNOLOGY-BASED PET PRODUCTS**

**WILTON, Conn., SAN LEANDRO & FONTANA, Calif., May 12, 2008** - Nano Pet Products, LLC, a Wilton, Connecticut-based company dedicated to bringing cleaner and healthier pet products to pet owners worldwide through nanotechnology, has added a major new retailer, Pet Food Express, based in San Leandro, Ca., and a prominent new distributor, United Pacific Pet, based in Fontana, Ca., to meet consumer demand on the West Coast for the company's revolutionary new Dog Gone Smart™ Bed and Dog Gone Smart™ Wear product lines.

"Both companies share our commitment to providing the best possible products for the well-being of pets," said Chris Onthank, founder of Nano Pet Products, LLC. He added, "Their appreciation for the health benefits and durability of our nanotechnology products is very gratifying and farsighted."

With 33 stores in the San Francisco Bay Area, Pet Food Express is the eighth largest pet specialty retailer in the United States. Founded 22 years ago by Michael Levy, company president, who formerly was a professional dog trainer, Pet Food Express provides comprehensive pet product offerings and caring expertise for pet owners. "We look for high-quality, functional products," explained Levy. "Nano Pet Products' beds are unique in the fact that they are durable, and repel liquids, odors and stains." Presently, Pet Food Express carries Dog Gone Smart™ Beds and is strongly considering adding the Dog Gone Smart™ Wear line this fall.

United Pacific Pet distributes to 1500 clients, including veterinary clinics and 600 independently-owned pet stores in Southern California and Southern Nevada. The company has been in business for the past 90 years, carrying high quality, forward-thinking products. "This technology is light years ahead of anything else on the market and are truly revolutionary," said Maureen Costello, President of United Pacific Pet. She added, "Nanotechnology is the wave of the future and we are excited to be part of something that is so leading edge."

Pet Food Express and United Pacific Pet are both members of the World Wide Pet Industry Association, Inc. (WWPIA), which is the oldest pet industry trade association in the nation dedicated to promoting responsible pet care worldwide through growth and development of the pet products and services industries.

Nano Pet Products, LLC offers more than 22 styles and sizes of The Dog Gone Smart™ Bed, including round, rectangular (both available with Sherpa top), donut, crate pad, and memory therm, each in six different colors. All Dog Gone Smart™ 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. The 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™ 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.

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

Nano Pet Products is the worldwide exclusive licensee for canine and certain other pet products of Schoeller's patented NanoSphere® finishing technology based on nano-technology. Nano Pet Products currently markets The Dog Gone Smart™ Bed brand dog beds and crate pads, as well as Dog Gone Smart™ Wear brand dog apparel, to distributors and retailers throughout the United States, Canada, Australia, and Japan. Engineered at molecular levels, NanoSphere® makes fabric resistant to stain, oil, and liquid. The products are also bacteriostatic which inhibits the growth of odor causing bacteria, yet does not affect the natural flora of the pet's skin. The technology maintains high ECO-sensitivity with Bluesign® endorsements. NanoSphere® 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.doggonesmartbed.com](http://www.doggonesmartbed.com)

**About Schoeller® 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.

**About Pet Food Express**

One of the country's leading independent pet food and supply retailers, Pet Food Express has 33 stores located in the San Francisco Bay area. Company headquarters are based in San Leandro, Ca. Pet Food Express has won numerous industry awards, including Pet Retailer of the Year and Best Independent Chain. They work with animal welfare organizations, hold low cost vaccination clinics and dog training classes in their stores. Pet Food Express co-founded [www.virtualpetadoptions.com](http://www.virtualpetadoptions.com) which has helped find homes for over 41,000 homeless animals.

**About United Pacific Pet**

For 90 years, United Pacific Pet has been serving pet and feed stores and veterinary clinics in Southern California and Southern Nevada. They are located in Fontana, Ca. The company distributes high quality pet foods and pet products to 1500 customers, including more than 600 independently owned pet and feed stores.