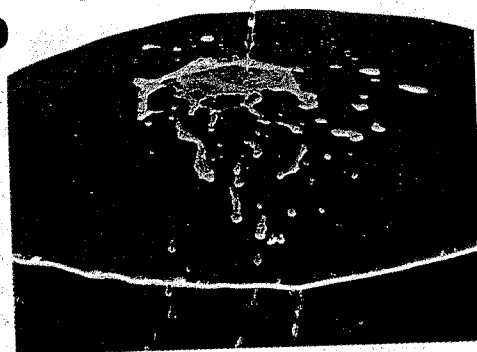


Royal, Nano Enter Deal

Royal Pet Supplies, with distribution centers in Brentwood, N.Y., and Pompano Beach, Fla., has picked up the Dog Gone Smart Bed and Dog Gone Smart Wear product lines of Nano Pet Products LLC in Wilton, Conn.

With the addition of Royal, which distributes to more than 3,500 stores and groomers in 48 states and ships to international markets, Nano now has coast-to-coast distribution, according to managing member and founder Chris Onthank.

"We carry thousands of pet products, but Nano Pet's Dog Gone Smart line of pet beds and



Royal Pet Supplies expects Nano Pet's technology to expand beyond bed and apparel.

pet apparel caught our attention because of the unique nature of the fabric and protection technology," said Mark Whitney, Royal's senior buyer. "When we tested the dog beds, we were impressed by the remarkable durability and washability of the product. We look forward to seeing additional applications of the technology in the near future."

United Pacific Pet Holds Open House

United Pacific Pet, a distributor based in Fontana, Calif., held an open house on the historic ocean liner Queen Mary on July 15-16 in Long Beach. The theme was a "Roaring 20's Casino Party."

United Pacific Pet announced its new partnership with Valassis, a company that offers marketing services to consumer packaged goods manufacturers, retailers, technology companies and other customers with operations in the United States, Europe, Mexico and Canada.

The goal is to help retailers market their individual businesses in a cost-effective, targeted shared-mail program. Valassis will also work with the retailers to develop a plan based on the products they want to promote and the type of

customer they want to reach.

There were more than 30 exhibitors, including 3M Pet Care Inc., Alfalfa King, The Blue Buffalo Co., By Nature, Dog Gone Smart Pet Beds, iVet Professional Formulas, Mulligan Stew Pet Food, Pet-Ag Inc., Tomlyn Products, United Pet Group and the World Wide Pet Industry Assn.

Other exhibitors included Dogpeople, which introduced Souplements, a natural ready-to-serve soup for dogs, and The Iams Co., which recently launched Eukanuba Naturally Wild line of pet food.

Also, Cardinal Laboratories Inc. announced plans to launch such products as training treats and toy balls, based on the upcoming Disney movie "Bolt." The movie, scheduled for release at the

end of the year, is about a German shepherd that portrays a dog with superpowers on TV and as a result thinks it is a superhero in real life.

In addition, the attendees were able to sign up for a free Internet course on how to start and succeed in a business. The course, put on by My Own Business Inc. (www.myownbusiness.org), includes sample business plans and templates, video and audio clips from business professionals and a new business start-up kit.

Juno's Garden Grows Network

Juno's Garden, the Pacifica, Calif.-based manufacturer of Pal Dog, Pal Kitty and Dogwalkers organic pet bath, body and wellness products, has added four distributors and two rep groups to its distribution and sales network.

New distributors include First Choice Pet Products of Miami which will serve Florida, Georgia and Alabama; west Chicago-based Middle West Distributors which will serve Chicago, northern Illinois and southern Wisconsin; Stokesdale, N.C.-based Nature's Rules Inc., serving the Carolinas and southern Virginia; and Perkasio Pa.-based Best Friend Products serving Maryland, Pennsylvania, Delaware and New Jersey.

The new rep groups are Jim Honen & Associates, covering New York City and the territory from Connecticut to Maine, and

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