

W I N T E R 2 0 1 1

## URBAN ANIMAL NEWS

Direct from the Global Pet Expo in the US

[www.urbananimal.net](http://www.urbananimal.net)

### Dates

A few dates coming up to put into your calendar:

**Immediately** – booking for prime front positions into the magazine. First in secures the best possible positions in our key features.


**May 1** – Urban Animal booking deadline for the June 1 publication date

**May 10** – Artwork deadline for June 1 publication date

### Free Promotion

**April 15** - for all products to be in for Creature Comforts

See our email out for the free Camp K9 Platinum Showbag insertions to promote your product – email: [info@campk9.com.au](mailto:info@campk9.com.au) for your opportunity to be included.



Greetings from the US where the Pet Expo held in Orlando has just wrapped up. With over 800 exhibitors, the show continues to reveal the trends and staples that shape the pet industry.

Safe and nutritious pet food continue to be at the forefront of marketing to pet lovers that want the best for their pets. Terms like 'organic' and 'holistic' have become part of the vernacular in positioning product to consumers. There is now a new kid in the push for pet food consciousness and it's all about choosing 'green'. Environmentally friendly pet food is now jostling for space on the shelves of pet stores.

Urban Animal's Cuisine de Critters feature looks at these options as well as the results of findings with additives and colourings. The favour for food dyes in pet food is fading as the links to hyperactivity and other behaviour problems in children are being studied in pets. Don't leave your ad booking until the last minute for this feature.

## New Product News

Americans continue their dislike for anything to do with poop and there were a variety of poo-picker-uppers at the Global Pet Expo aimed at keeping it at arms length. The Pooch Power Shovel [petpowerproducts.com](http://petpowerproducts.com) is a rechargeable, battery powered suction device that is designed to vacuum poot from any terrain—from firm to... not so firm.

Speaking of vacuum products, Bissell have followed Dyson's lead with creating the Zionks, an upright vacuum with tools including a de-shedding blade to capture flying fur while you groom. [Bissell.com](http://Bissell.com) Dyson's groomer is a little more cost effective as it fits to their cleaners and anyone who has used a Dyson knows just how effective they are in eliminating fur and dander. Dyson continues to be Urban Animal Editor, Lisa Treen's favourite tool in the fight in Dalmatian hair!

For dogs wanting to explore their inner Andy Woofhol, Petcasso or Vincent Van Dog, there's the Art-Casso painting kit that comes complete with a drop sheet to contain mess, paint, and a dinner mat for the canine creation. [Artcasso.com](http://Artcasso.com)

Apparently fish get bored with just being in a tank and so R2Fish School created aquatic games. Your fish can practice their fin skills with a soccer field and goal or dribble (or pucker) a basket ball through a hoop. [r2fishschool.com](http://r2fishschool.com)

Still on water sports, the most delightful display came from San Francisco based company Jellyfish Art. Jellyfish are being specifically bred and come in a circular aquarium with a specifically designed water flow do that 'jellies' keep floating and appear to change colour according to the programmable LED lighting. Like a living lava lamp, the unit also has a dual purpose—it's mesmerizing to cats! [Jellyfishart.com](http://Jellyfishart.com)

### Local news

We're sad to report that local daycare, grooming and boarding facility, Paw Paws has closed its doors. As of March 18<sup>th</sup> staff at the Waterloo facility were informed that the company was closing down effectively immediately. Paw Paws catered to a diverse clientele and filled a gap for daycare in the local Sydney market. We wish Janelle, Sandy and the rest of team the best of luck and thank you for your support over the last few years.