



Spectrum Brands, Inc. - Pet, Home & Garden Creates Interactive Pet Experience for 2017 Global Pet Expo

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Featuring Innovative Products, New Marketing Campaigns and a Historic Marine Scientific Breakthrough by University of Florida Tropical Aquaculture Laboratory

BLACKSBURG, Va., March 17, 2017 /PRNewswire/ -- From March 22-24, 2017, the [Spectrum Brands, Inc. – Pet, Home & Garden Division](#) will have booth 4751 at the [Global Pet Expo](#) at the Orange County Convention Center in Orlando, Fla., to introduce new and innovative products for pet retailers that are designed for a rewarding experience for pet owners and a rewarding bottom line for businesses.

"Supporting pet retailers is one of the most important parts of what we do. We make a concerted effort to continue pushing ourselves and innovating so they have the tools and support to help their customers create meaningful, enjoyable experiences with their pets," said John Pailthorp, Vice President of Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division.

Spectrum Brands, Inc. – Pet, Home & Garden invites attendees to touch, feel and see how its portfolio of pet care solutions work together to grow the connection between pets and their "parents" through a more meaningful and enriching experience. Its Aquatics division will be represented by Tetra® brand, Marineland® and Instant Ocean®. Its Companion Animal division will be represented by Nature's Miracle®, Healthy Hide®, Pro-Sense®, LitterMaid®, Dingo®, FURminator®, Perfect Coat®, Wild Harvest™ and eCOTRITION™.

Innovating the Aquatic Experience

To whet the appetite for innovations in aquatics, the Spectrum Brands, Inc. – Pet, Home & Garden booth will feature engaging videos showing the latest technologies and aquatic mobile apps, introduce new products and marketing tools to support the retailers and showcase a recent scientific breakthrough through the University of Florida Tropical Aquaculture Laboratory (UFTAL).

- **Celebrating Heritage, Innovating the Future of Fishkeeping**

Tetra® and Marineland® are celebrating years of aquatics industry heritage at our booth with a timeline showcasing how we have innovated and evolved. While we are rooted in history, the future of fishkeeping is a focus as well. Tetra® and GloFish® brands will showcase new programs designed to introduce potential hobbyists of all ages to fishkeeping with educational content, new GloFish® characters and Macaroni Kid events.

- **Experiencing a GloFish® Gallery**

Pet retailers can [Experience the Glo®](#) in a darkened room dedicated to GloFish® Fluorescent Fish, offering a very unique aquatic experience. A live aquarium will be filled with brilliantly-colored tetras, barbs and danios and the latest GloFish® line décor and accessories. Under the new GloFish® Cycle Light, visitors will watch the environment transform before their eyes. The GloFish® Color-Changing Background, Plants and Ornaments change colors as the lighting rotates through a cycle of blue LED, black LED and white light.

- **Innovating Aquatics with Tetra® Brand My Aquarium App**

The video for Tetra® brand [My Aquarium App](#) will show the latest innovations that aquatic retailers can offer customers to keep them organized and makes maintenance simpler so they have more time on their hands to enjoy their fish. To demonstrate the My Aquarium App experience, a station of tablets will be available to show its features including instant recommendations as well as custom notifications for food dispensing, water changes, water testing, filtration, etc.

Additionally, visitors can watch the YouTube video campaign, featuring [The Bergmans](#), a big and busy family who uses the My Aquarium App to make aquarium maintenance easier and have fishkeeping expertise at their fingertips to maintain their beautiful, healthy aquarium.

- **Instant Ocean® Features UFTAL's breakthrough culturing First Pacific Blue Tang in captivity**

Instant Ocean® will feature presentations from members of the team of scientists from the University of Florida's [Tropical Aquaculture Laboratory](#) (UFTAL) who were the first to breed Pacific Blue Tangs (*Paracanthurus hepatus*) in captivity in an aquatic environment using Instant Ocean®. Assistant Professor Dr. Matthew DiMaggio and Assistant Extension Scientist Eric Cassiano will present from 2 p.m. – 2:30 p.m. on March 22 and March 23, 2017, which will also be streamed live on Facebook. They will share their perspectives on this historic achievement. Attendees will have direct access to ask questions, see photos and footage, and learn insights on how captive propagation could affect commercial production protocols and conservation efforts in the future.

Improving the Pet Owner Experience

Because dogs, cats, birds, and small animals are all big parts of the personal and professional lives of Global Pet Expo attendees, the Spectrum Brands, Inc. – Pet, Home & Garden booth will also host attractive, interactive displays that introduce new Companion Animal packaging and formulations. The theme of the Companion Animal displays is interaction, so the booth will have sensory stations for our Nature's Miracle®, LitterMaid®, Pro-Sense®, Healthy Hide® and Digest-eeze™ brands.

- **Promoting a Balance Between Pet Parenting and Home Ownership**

To continue its "Trust the Miracle" campaign, Nature's Miracle® will demonstrate how "Pet Parents Can Have Nice Things." The beautiful white lounge of the Nature's Miracle® area announces new formulas for long-term odor elimination, as well as new delivery systems for cleaning carpet. As a long-standing cornerstone product, Nature's Miracle® will proudly debut its new packaging to give visitors a glimpse at the evolving design of the brand.

- **Catering to Cat Lovers**

Because every cat has different litter box needs, LitterMaid® and Nature's Miracle® are highlighting the range of litter products available for consumers to deal with the toughest litter box odors. The area also details the ways pet retailers can educate their consumers on proper usage of litter.

- **Treating Dogs Right**

Healthy Hide® and Digest-eeze™ have teamed up to bring pet retailers up close and personal with their lines of gourmet dog treats. This area focuses on digestive health and lists each product's number of ingredients, recommended age for feeding, chew time, digestibility and added benefits. Under this display, visitors will be able to examine and interact with each line's products and packaging.

- **Providing Affordable Care Products for Pets**

Expanding on the interaction theme of Companion Animal, Pro-Sense® is bringing its dental, itch and joint health solutions out for display. Visitors will get to check out a video and the new look of each product. This area promotes the idea that pet owners can use Pro-Sense® products to care for their pets the same way they take care of themselves.

- **Solving the Pet Hair Problem**

Education is the most important part in the fight against pet hair. That's why the FURminator® area details the grooming tasks pet parents should perform daily, weekly and monthly. Each activity is tied to FURminator® products, so visitors will know the proper grooming regimen and solutions to recommend to consumers. To help pet retailers understand FURminator® consumers even better, this area profiles the "FURminator® ProSumer," the individual most likely to seek out pet grooming products and education.

- **Making Pets Jump for Joy**

The lively Dingo® display wastes no time showing why the right assortment and selection of rawhide dog bones, dog chews and dog treats can increase sales. This area shows off the new look of Dingo® packaging for its flavored/standard rawhide, rawhide alternative, benefit added, and its soft, chewy and crunchy varieties. Visitors will also learn consumer statistics they can use to strategize their store's product offerings.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit www.spectrumbrands.com.

Global Pet Expo, presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA), is the pet industry's largest annual trade show featuring the newest, most innovative pet products on the market today. Global Pet Expo is open to independent retailers, distributors, mass-market buyers, and other qualified professionals. Ranked one of the top 100 trade shows in the nation by *Trade Show Executive Magazine*, the Show features 13 football fields' worth of pet products, more than 3,000 product-launches and 150 first-time exhibiting companies.

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