



## Spectrum Brands, Inc. - Pet, Home & Garden to Showcase New Products and Packaging at SuperZoo Conference

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### Featuring Innovative New Products and Interactive Displays

ST. LOUIS, July 24, 2017 /PRNewswire/ -- From July 24-26, 2017, the [Spectrum Brands, Inc. – Pet, Home & Garden Division](#) will exhibit in booth #3535 at the [SuperZoo Conference](#) at Mandalay Bay Resort and Casino in Las Vegas, Nev., new products and innovative retail displays and packaging designed for a positive shopping experience for pet owners.

"Trends indicate that pet owners identify with a sense of pet 'parenting' more than pet 'ownership.' To serve their needs and desire for optimal pet care, we developed enticing options for nutrition, grooming, maintenance and cleaning," said John Pailthorp, Vice President of Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "And we serve retailers' needs through new products, clean packaging and educational displays that have been tested worldwide and resonate well with consumers."

Spectrum Brands, Inc. – Pet, Home & Garden invites attendees to experience its full portfolio of pet care solutions for a wide variety of needs. Representing its Aquatics division will be Tetra®, Marineland®, Instant Ocean® and GloFish® brands. Its Companion Animal division will be represented by Nature's Miracle®, ProSense®, LitterMaid®, Dingo®, FURminator®, Perfect Coat®, Wild Harvest™ and eCOTRITION™ brands.

### Enhancing the Aquatic Hobby

To create a tangible, visual guide to the latest in fishkeeping, the Spectrum Brands, Inc. – Pet, Home & Garden booth will feature new Tetra® products, next-generation packaging, nutrition and the latest marketing tools to support pet retailers as they help consumers succeed and thrive.

- **Making Betta Food, Better Food**

Tetra® brand has worked for decades to innovate the nutrition fishkeepers feed to their pets. That tradition continues with new Tetra® Betta Worm Shaped Bites™, which will be displayed for the first time at the SuperZoo Conference. Visitors will be able to get a close look at the new product and packaging, and ask questions about this complete, balanced diet for bettas and gouramis.

- **Providing a Complete Water Care Regimen**

When consumers are more educated about water care, they are more successful and satisfied with fishkeeping. Tetra® brand will feature its new water care regimen slide-out box to see the recommended Tetra® products first-hand. Visitors can experience this new display, which reinforces to retailers that "when (customers) succeed, so do you" and gives a clear guide on how to use Tetra® water care products to take care of aquariums. With its next-generation Tetra® packaging, the display defines the features and benefits for Tetra® AquaSafe® (conditions water), Tetra® Cleaning Bacteria (cleans water / adds healthy bacteria), and Tetra® EasyBalance® (balances vital elements).

- **Offering a Well-Balanced Nutrition Regimen for Fish**

To make nutrition completely easy for consumers and serve as an aid to pet retailers, Tetra® brand has also created a new nutrition regimen slide-out box that will be displayed for visitors to offer a hands-on experience. The area will display new nutrition packaging that promotes the main benefits of each product as well as the specific fish body type that each food was designed to feed.

- **Experiencing a GloFish® Gallery**

Pet retailers can [EXPERIENCE THE GLO!®](#) in a darkened room dedicated to GloFish® Fluorescent Fish, offering a 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 see 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.

### Enhancing the Experience of Pet Ownership

Because dogs, cats, birds and small animals are all big parts of the personal and professional lives of SuperZoo attendees, the Spectrum Brands, Inc. – Pet, Home & Garden booth #3535 will also host attractive, interactive displays to introduce new Companion Animal packaging and formulations that offer consumers healthy, clean and comfortable lifestyles with their pets.

"As pet ownership continues to climb to new heights, we thoroughly enjoy innovating products that make quality of life for pets better and maintenance

easier for their owners," Pailthorp said.

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

As part of the 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 universally recognized, "must-have" product, Nature's Miracle® brand will feature its new packaging to give visitors a glimpse at the evolving design of the line.

- **Making Pets Jump for Joy**

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

- **Catering to Cat Lovers**

Because every cat has different litter box needs, LitterMaid® and Nature's Miracle® brands will highlight their range of litter products available for consumers to deal with the toughest litter box odors. Pet retailers will get tips on how to educate their consumers on using litter properly, since seven out of 10 consumers create their litter box routine through trial and error.

- **Providing Affordable Care Products for Pets**

Expanding on the interaction theme of Companion Animal, ProSense® brand is displaying a range of chews, tablets, shampoos and spray solutions for dental, itch and allergy, and joint health applications. Many of these solutions reflect the products that pet parents also use to maintain their own health. In the ProSense® portion of the booth, pet retailers will gain insights on positioning this line to help them better engage their customers by demonstrating their interest in carrying products geared to help improve the quality of life for their pets.

- **Solving the Pet Hair Problem**

Education is the most important tool 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 know the proper grooming regimen and solutions to recommend to consumers. To help pet retailers understand FURminator® consumers even better, this area features "FURminator® ProSumers" – individuals most likely to seek out pet grooming products and education.

#### **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, faucets, 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](http://www.spectrumbrands.com).

#### **About SuperZoo**

SuperZoo is the largest pet industry trade show in North America, established by World Pet Association in 1950 as an annual gathering place for the entire industry to connect, learn and do business. Ever since, the show has continued to grow—and it now boasts more buyers, exhibitors and education hours than any other industry event on the continent. With its rich education offerings, easy-to-shop show floor and energizing, fun-filled atmosphere, SuperZoo has earned its reputation as North America's premier pet retail event—and the industry's most productive and vibrant trade show of the year. For more information about SuperZoo, visit [www.superzoo.org](http://www.superzoo.org).

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