



## Spectrum Brands Pet LLC Showcases Quality Products, Quality Experience, Quality of Life at 2018 Global Pet Expo

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BLACKSBURG, Va., March 13, 2018 /PRNewswire/ -- From March 21-23, 2018, Spectrum Brands Pet LLC will exhibit at booth #4751 of the [Global Pet Expo](#) at the Orange County Convention Center in Orlando, Fla., to introduce new and innovative products for pet retailers.

This year's theme – "Quality Products. Quality Experience. Quality of Life." – reinforces the commitment Spectrum Brands makes to its industry partners and consumers of its pet products. [Spectrum Brands Pet LLC](#) will showcase how the quality of its products enriches the experience in the home and the lives of pets and pet parents alike. The theme will play out across its portfolio of pet brands, such as Tetra®, Nature's Miracle®, FURminator®, DreamBone®, GloFish® and others.

"We feel this recurring theme of quality reinforces the rewarding experience our brands work toward for finned and furry pets, as well as their pet owners. To be a true partner with our pet retailers, we want to do everything we can to equip them with attractive pet products they can offer their customers to help them create enjoyable and rewarding memories with their pets," said Stacey Harbour, Division Vice President, Pet Marketing, Spectrum Brands Pet LLC.

### Quality Products. Quality Experience. Quality of Life.

To demonstrate how Spectrum Brands Pet's offerings deliver quality products for a quality experience in the home, the booth will feature interactive product demonstrations and videos showing how the latest technologies create a clean, beautiful home and help pet retailers improve pet-keeping experiences for their shoppers.

- **Trust Nature's Miracle® Brand To Keep Your Nice Things Clean**

To continue its Trust the Miracle™ campaign, Nature's Miracle® brand will demonstrate how "Pet Parents Can Have Nice Things." No matter the mess, no matter the place, Nature's Miracle has new solutions to deliver your nice things from stains and odors created by your pets. The brand is pleased to announce a new partnership with Armor All, as well as refreshed package looks and custom bottles.

- **Lower the Volume with Whisper® IQ**

Attendees will be among the first to experience the revolutionary quiet technology of new Whisper IQ filters. At the booth, pet retailers and attendees can listen to the minimal sound emitted by Whisper IQ filters and compare it to the louder noises created by today's filters. A video will also illustrate the new filter's components so retailers get an inside look at all the product's inner workings and enhancements.

- **See the Clear Difference of Stay Clean™ Technology**

To give retailers a new recommendation when fish hobbyists want cleaner aquariums, the booth will feature an area dedicated to Stay Clean, a new innovation included in Whisper IQ filters and sold separately for use in Whisper Power filters. A large-scale version of a filter cartridge with a Stay Clean tablet will show retailers how the technology was integrated into filters. There will also be a time-lapse video demonstrating a side-by-side comparison from our case study of two identical aquariums — one with Stay Clean Technology and the other with a conventional carbon cartridge.

- **Instilling Grooming Confidence**

A strong grooming regimen can keep pesky pet hair out of the home and boost a pet owner's grooming confidence. FURminator® brand is proudly launching its newest tools and will have updated products to display. The FURminator® area details its Ultimate Hair Reduction System by laying out the grooming tasks pet parents should perform daily, weekly and monthly. Each activity is tied to a FURminator® product so visitors will know the proper grooming regimen and solutions to reduce fur in their homes. With FURminator® products, everyone can groom like a pro.

- **Introducing the Tetra® Goldfish Program**

The new Tetra® Goldfish Program includes new Goldfish Aquarium Kits, Goldfish Nutrition & Water Care, and an online Goldfish Information Center. Goldfish Aquarium Kits, available in 10-gallon and 20-gallon sizes, are tailored and appropriately sized to meet the specific needs of goldfish. Samples of goldfish-specific food and water care products are provided to optimize goldfish health and help consumers understand the products to look for at their retailers. To make it easy to educate customers about the program and keep them successful, the brand's YouTube page, [TetraFishProducts](#), has a how-to video that walks through the set-up process, step by step.

- **Give Them All Something To Drool Over**

Dingo®, SmartBones®, Better Belly®, Good 'n' Fun® and DreamBone® brands have teamed up to bring pet retailers across all channels up close and personal with their lines of fun and flavorful dog chews. This area focuses on the motivations of the shopper and how the product line appeals to nearly every type of dog owner and budget. In our Chews and Treats shop, visitors will be able to examine and interact with each line's products and packaging.

- **Dive into the GloFish® Gallery**

Pet retailers are invited to step into the GloFish Gallery, a darkened room that offers retailers a close-up look at the brilliant colors of GloFish fluorescent fish. New to this year's gallery are GloFish Sharks, which will join GloFish Tetras, GloFish Barbs, and GloFish Danios in this colorful display. One tank will be dedicated to GloFish Sharks to show off the Sunburst Orange® and Galactic Purple® colors. Attendees can also check out the latest GloFish decor and accessories, including new decor that reacts to blue and black lights for more color-changing fun.

- **Marineland® Modular Lighting – a brighter future for aquarium personalization**

Lighting plays an important role in the enjoyment of the fishkeeping hobby. That's why the Tetra® booth will highlight the robust customization and control options of Marineland Modular Lighting. Different arrangements of Marineland Modular Lighting will be displayed to help retailers understand the different configurations available to consumers.

#### **About Spectrum Brands Holdings, Inc.**

Spectrum Brands Pet LLC is an indirect subsidiary of 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](http://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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