FURminator® Brand Refresh Empowers Pet Owners to Take Grooming Into Their Own Hands

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ST. LOUIS, March 21, 2018 /PRNewswire/ -- Love your dogs and cats but not the shedding that comes with them? New enhancements to FURminator® brand pet deShedding and grooming solutions coming this year will make at-home grooming easier than ever, with new and improved product designs, packaging and marketing strategies designed to provide grooming confidence and communicate a complete, step-by-step grooming regimen catered to any dog or cat.

"The FURminator® deShedding Tool is one of the most sought-after pet shedding solutions on the market," said Stacey Harbour, Division Vice President of Pet Marketing, Spectrum Brands Pet LLC, maker of FURminator® products. "We're excited to enhance the experience of at-home grooming with a cohesive line of pet hair-reduction solutions that makes it easy for pet parents to determine the right steps and when to perform them."

The updated FURminator® line is centered on a new, step-by-step grooming regimen designed to simplify home pet care for DIY consumers: The FURminator Ultimate Hair Reduction System™. The four-part process –**brush** daily, **deShed** weekly, **bathe** monthly and **discard** as needed – is simple to perform with the right products, demonstrating to consumers that grooming is more than a one-tool job.

For years, the classic **FURminator® deShedding Tool** has safely and efficiently removed loose hair from the undercoat – where most shedding occurs – before pets shed. With regular use, the FURminator® deShedding Tool reduces loose hair from shedding up to 90 percent for dogs.

This year, the tool will see several upgrades designed to make removing loose hair from the undercoat more comfortable for both pets and their owners. The new Skin Guard and patented Curved Edge allow the tool to conform to the pet's natural shape to glide over the pet's skin when used as directed. The modern, comfort-grip handle fits ergonomically for easy use, and the updated FURejector® button allows for easy release of hair. And now, the new built-in Edge Guard makes it simple to protect the deShedding edge when the tool is stored. Finally, in a partnership with Reedsburg, Wis.-based Hankscraft, Inc., the new and improved FURminator® deShedding Tools are also now proudly assembled in the USA – an important feature for consumers who seek out products that support U.S. jobs.

Other highlights to the FURminator® lineup for 2018 include:

- New **FURminator® Bathing Brush**, designed to loosen pet hair for better penetration of FURminator® shampoos and conditioners.
- Improved grooming tools, including **FURminator® Dual Grooming** Brush, featuring metal bristles on one side and boar's hair bristles on the other to detangle and remove debris; **FURminator® Grooming Rake**, with rotating metal teeth to help remove loose hair from the undercoat; and **FURminator® Adjustable deMatting Tool**, with curved cutting edges to safely and easily remove matted hair.
- New **FURminator® Hair Collection Tool** quickly collects embedded pet hair for easy cleanup on clothing, furniture and fabrics.

Moving forward, all FURminator® packaging will also be updated to integrate The FURminator Ultimate Hair Reduction System™, educate consumers on the benefits of FURminator® products and deShedding and make it simple for shoppers to differentiate products at the shelf. New brand protection measures have also been introduced, making it easier for consumers to ensure they're purchasing authentic FURminator® products. Consumers prefer the new, modern packaging designs 2:1 over the current packaging (based on a consumer preference study conducted by a third party, February 2017).

The FURminator® brand team will support the line's improvements with a full marketing campaign over the next several months, including centralized in-store displays, video content, educational materials and social media advertising highlighting the brand's Shedlings® creatures – those pesky clumps of clingy fur that pop up everywhere in your home when you least expect them.

About FURminator® Products
If you live with pets, you live with pet hair. FURminator® professional-grade grooming solutions tame shed hair in the home by dramatically reducing loose pet hair before it takes over. Our full line of deShedding tools, grooming tools and hair solutions – all part of the FURminator Ultimate Hair Reduction System – give pet owners the confidence to tackle the at-home grooming process with a grooming regimen catered to any dog or cat. For more information, visit www.FURminator.com.

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.

About Hankscraft, Inc.
Since 1920, Reedsburg, Wis.-based Hankscraft, Inc. has designed, engineered and manufactured a diverse range of electronic and electromechanical products for customers worldwide. Its 300+ employees are committed to delivering value to customers every day. For more information, visit www.hankscraft.com.

Media Contact:
Connie Caldwell
(314) 683-2460
connie.caldwell@spectrumbrands.com

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