



Spectrum Brands Global Pet Care Division Highlights Heritage of Innovation Inside Every Product for 2019 Global Pet Expo Showcase

March 5, 2019

ST. LOUIS, March 5, 2019 /PRNewswire/ -- It's what's inside that counts for Spectrum Brands Global Pet Care division as the company showcases its commitment to making top-quality solutions for life with pets and highlights its latest products and marketing campaigns March 20-22 at the 2019 Global Pet Expo. The annual show, taking place at the Orange County Convention Center in Orlando, Fla., is the pet industry's largest trade event, featuring the newest pet products hitting the market. Visitors can find the Spectrum Brands Global Pet Care exhibit at booth #1419.

This year's theme – "Passion. Innovation. Superior Products." – underscores Spectrum Brands' commitment to delivering superior pet products that stem from a thorough understanding of life with pets and paving the way for new solutions. Spectrum Brands Global Pet Care will underscore its commitment to its industry partners and consumers by highlighting the passion and innovation at the heart of every Spectrum Brands pet product, and that theme will play out across its portfolio of companion animal and aquatics brands, including Tetra®, Nature's Miracle®, FURminator®, DreamBone®, GloFish® and others.

"As one of the world's leading pet care products companies, we're committed to enhancing the lives of pets and those who care for them," said Eric Kenney, Vice President Global Pet Care Marketing & Product Development at Spectrum Brands. "We deliver on that commitment by investing in exciting product innovation, maintaining high quality standards and continuing to build on our strong relationships with the retailers that consumers depend on."

Passion. Innovation. Superior Products.

Spectrum Brands Global Pet Care is driven to set a higher standard of living for pets of all kinds – and those who care for them. To illustrate how its range of product offerings originate from a steady combination of innovation and passion, the Spectrum Brands booth will feature product demonstrations, videos, interactive exhibits and new displays that highlight why Spectrum Brands products are staples in pet-owning homes.

- **The Recipe For Superior Chews**

When dogs are happy, their owners are happy. Dingo®, Good 'n' Fun®, Better Belly™, DreamBone® and SmartBones® products will bring pet retailers across all channels up close and personal with their lines of fun and flavorful rawhide and rawhide-free dog chews. Using interactive panels, this area will highlight the innovation, research and development, top-notch manufacturing process and global reach that go into each and every chew. Visitors can examine products from each line and see pure pet joy firsthand with a video from the new DreamBone® Deliciously Distracting™ campaign.

- **The Global Leader In Aquatic Innovations**

Tetra® aquatic nutrition, water care and aquarium products and technologies are designed to eliminate guesswork and provide instant access to expert care so consumers are successful. The Tetra area will pay homage to the brand's legacy of game-changing aquatics solutions that continue to be the cornerstones of successful fishkeeping, as well as unveil its newest innovation, the Tetra Connect WiFi-accessible aquarium kit. Each kit features Tetra Connect LED Lights and a Tetra Connect Feeder that consumers can control through the Tetra My Aquarium App on their smart devices. Tetra Connect technology will revolutionize the future of fishkeeping for consumers with the ability to automate environment essentials.

- **Bringing Color To Life**

Pet retailers are invited to experience a colorful array of GloFish® fluorescent fish shown in a darkened GloFish® Gallery room, as well as view a [GloFish mini-documentary](#) that recaps the rewarding aspects of fishkeeping. Visitors can also see the new GloFish 5-Gallon Aquarium Kits on display, as well as be part of the big reveal of a special surprise display dedicated to the new arrival of the ever-expanding GloFish family – announced for the first time at Global Pet Expo. Last, to inform retailers about Spectrum Brands' work with the non-profit group Well Aware, a [short video](#) will be shown about the Clean Water Initiative to help build life-saving water systems.

- **The Total Pet Mess Clean-Up Solution**

Accidents happen. But whatever pets do, you can trust Nature's Miracle® products to undo, with best-in-class solutions for any pet mess, big or small. This year's exhibit highlights the evolution of the brand, from what started as a preschool cleanup product to a full portfolio of solutions for life with pets, focusing on new products, high standards of quality and proven efficacy. Visitors can also see a video of the odor-elimination technology in Nature's Miracle® Stain & Odor Remover being put to the ultimate test with the best nose in the biz – then take a turn themselves with an interactive experience that will have them sniffing out carpet stains.

- **The Excitement Is Building**

The Marineland® display will introduce its Exhibit Series Integrated Aquariums, frameless modern glass aquariums with glass canopy covers and stands. Each kit comes complete with Wi-Fi-LED lighting with preset and custom effects that can be controlled remotely through the Marineland app. The newly designed Penguin® and Emperor® Power Filters will also be front and center to demonstrate the customization and innovation in media, flow control and quiet operation – retailers

can watch time-lapse videos to experience their superior performance. Also on display will be the brand's line of premium filtration products, including Magnum® Polishing Internal Filter and MagniFlow® Canister Filters. Last, visitors can see Marineland Fully Adjustable LED Lights for a hands-on perspective of the customization options and lighting control possibilities; the brand will also debut a new video to show how consumers light up with imagination when they can personalize the light and ambience of their aquariums.

- **Simplifying At-Home Grooming One Tool At A Time**

If you live with pets, you live with pet hair. The FURminator® exhibit will detail the brand's Ultimate Hair Reduction System™, a complete, step-by-step regimen designed to empower pet owners to take grooming into their own hands. Each step is tied to a FURminator® deShedding or grooming product to demonstrate to visitors that at-home grooming is more than a one-tool job. This area will tout the benefits of DIY grooming over a trip to the groomer and host a puppy primping station complete with FURminator pet pampering products, mirrors and accessories that show visitors how having expert tools lets you groom like a pro.

- **Balanced Nutrition For Birds And Small Animals**

The Wild Harvest™ area will highlight the brand's newly reformulated Advanced Nutrition diets for birds and small animals. Visitors can see the updated packaging firsthand and evaluate the benefits these premium daily diets have to offer.

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 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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