

GLOBAL PREVIEW

Leashes & Collars

Noteworthy details exhibitors are drawing retailers attention to within the leashes and collars category are weatherproof products and retractable leashes coupled with vivid colors and reflective options to enhance visibility and safety. Exhibitors are focusing on their booths with upgrades and size expansions or spent months leading up to Global Pet Expo (GPE) tweaking their booths to better reflect their values and increase product visibility.

Wigzi has a new complete weatherproof line featuring collars, harnesses and leashes. “We also recently partnered with WalkWhiz and can now offer their amazing Retractable Dog Leash with 360 Degree LED Follow Me Light to our current and future retailers,” said Wigzi’s Hannah Helgeson.

The New Products Showcase is one part of the show PetSafe is most looking forward to. “It will allow us to highlight our newest releases,” said Celeste Vlok with PetSafe. “We’ll have more than 20 new products to showcase, each offering unique features and benefits to improve the bond between pets and their parents,” Vlok said. “As for the harness category, we will be focusing on our current portfolio during GPE and we are looking forward to new releases in this category later in the year,” she said.

All Star Dogs is always looking to network with existing customers and form relationships with new buyers. “There always seem to be new faces which we’ve never encountered,” said All Star Dogs’ Elan Ovadia.

All Star Dogs is launching a license acquisition with the US Army and US Air Force. The new division includes licensed, branded products incorporating the armed forces marks with a portion of the proceeds from the sale of this product line going directly back to supporting our troops. The new subsidiary company, Army Pets, is debuting at GPE.

“We hope to see some new faces and see some regular ones,” Ovadia added. “We hope nobody misses us,” he said. “That’s the challenge with any tradeshow, is you want to be able to showcase your product line for every person there, but it’s physically impossible for some people to get in front of every sin-

“We’re in a society now where everything is impersonal. Everything a click away. This is a great opportunity to turn a click into a smile. In person, you have a better read on your customer,”

**Elan Ovadia,
All Star Dogs**

gle booth,” he added.

To prepare for GPE, the Wigzi team is inviting buyers, setting up meetings and preparing its new product showcase. As for the specific areas of the show Wigzi is looking forward to, the company identified three key areas of focus. “Getting the opportunity to reinforce our brand, develop more connections and of course sales,” Helgeson said.

The Harness Lead staff is excited to present their company this year in its newly designed 20 x 20 booth. “Complete with modern dog mannequins and large-screen TVs,” said Lisa Flynn with Harness Lead. Harness Lead will be showcasing new colors and packaging at this year’s GPE, along with multiple new reflective options and vibrant color blends.

“Preparation for a tradeshow like GPE is really a year-long endeavor,” said EzyDog’s Bryant Baxter. “We’ve done everything from building our booth to pre-show marketing to make sure this year is our best yet,” Baxter said. EzyDog’s highly anticipated denim range of accessories launched at the beginning of 2019 and will be displayed prominently at the show. By customer demand, its popular Zero Shock Leash is available in a 6-foot length, with both of these new products available at GPE.

“We are freshening up the booth with new designs and making sure we are ready to smile and talk,” said 2 Hound Design’s Alisha Navarro. “2 Hounds is taking safety to a whole new level,” Navarro said. “We are rolling out our brand new reflective Freedom No-Pull Harness and matching training leash just in time for GPE. It will be available in all sizes and in two colors, black and

red,” she said.

“West Paw has a lot of fun activities and events planned for the 2019 show,” said West Paw’s Spencer Williams. West Paw will showcase its most recent launch, its first-ever collection of leashes and collars called Jaunts and Strolls. “In addition to partnering with the sports bar at GPE and launching a new toy, West Paw is hosting a dog behavior event with international dog behaviorist and West Paw Export Manager, Rita Viel,” Williams said. “On March 21 Rita will give a presentation to specific guests who are interested in learning how to use play and rewards as training tools for dogs,” he said.

Wigzi’s top priority is to increase its visibility with influencers, bloggers and social media channels in correspondence with brand re-enforcement. “Our goal is to provide support to our current retailers and increase sales opportunities for all of us,” Helgeson said.

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“Our goals this year are two-fold; with our partnership with the Expo’s bar we hope to get in front of people who have never heard of us or have yet to commit to carrying our products to come over and say hi and talk about ways we can work together,” Williams said. “Having launched leashes and collars in 2018, we are excited to show them off to our retailers who haven’t seen them yet,” he said. “We know once they see the quality and thoughtful design that goes into making these products, they will want to share them with their customers. Most importantly our goal is to garner sales from new and existing partners. As the first show of the year, we rely on our presence at GPE to really set the year off right,” he added.

“Every year GPE gives our brand the opportunity to connect with our retail partners and our customers,” Vlok said. “Building relationships within the industry and fostering new connections is one of our priorities for this year’s event,” she said.