

# Pet Industry All-Stars

**Pet Business celebrates the best that the pet care category has to offer with the 15th-annual Industry Recognition Awards.**

It was another year of growth for the pet industry, which is expected to surpass the \$62-billion mark by the end of 2016, according to the American Pet Products Association. While much of this success can be attributed to the continued trend toward treating pets as valued members of the family, manufacturers have also played a key role by making pet ownership easier and more fun for consumers while giving pet stores the opportunity to stand out in a very competitive retail landscape by keeping assortments fresh and engaging.

With this in mind, each year *Pet Business* honors the industry's standout products with our Industry Recognition Awards (IRA). Now in their 15th year, the IRAs are selected by the *Pet Business* editors after scouring the industry for the most exciting and functional products on the market, as well as worthy candidates in categories such as best packaging redesign and best vendor website.

And the 2016 Industry Recognition Award winners are...



## DOG PRODUCTS

### DOG APPAREL

#### FIDO PET PRODUCTS AIRYVEST

An ultra-comfortable and light piece of apparel, the AiryVest, from Fido Pet Products ([fidopetproducts.com](http://fidopetproducts.com)), doesn't sacrifice fashion or function. It is reversible for additional style, and the jacket packs down into a compact pouch for storage and transportation. The AiryVest is ideal for use during fall, winter and spring weather.



### DOG APPAREL

#### RUBIE'S PET SHOP BOUTIQUE

#### 2016 PET COSTUME COLLECTION

With its 2016 collection, Rubie's Pet Shop Boutique ([rubies.com/petshop](http://rubies.com/petshop)) combined traditional favorites with exciting new designs, including a variety of costumes based on popular characters from the year's hottest movies, such as *Star Trek Beyond*, *Ghostbusters*, *Batman v Superman: Dawn of Justice* and *Captain America: Civil War*.



### DOG BEDS

#### ARLEE PET PRODUCTS ROVER REST, SLEEPY DOG & DOGGY DÉCOR BEDS

Exclusive to the pet specialty channel, Arlee Pet Products' ([arleepet.com](http://arleepet.com)) Sleepy Dog, Rover Rest and Doggy Décor bed collections each feature specific bed styles and constructions incorporating Thermatec self-warming technology and Ortholux orthopedic fill to fulfill the physiological needs of pets and the fashion sense of pet parents.



### DOG BEDS

#### PUP IQ LUXE PUP, SMART PUP & POSH PUP COLLECTIONS

Pup IQ ([pup-iq.com](http://pup-iq.com)), a new brand from the creators of BuddyRest Pet Products, introduced three American-made pet bed collections that emphasize durability and function. All of the beds are machine washable and feature double stitching, Kevlar Smart Thread, removable covers, extra-long u-shaped zippers and high-quality Cloud Fluff fill.



DOG/CAT FOOD LINES

**REDBARN PET PRODUCTS**  
**REDBARN NATURALS**

Redbarn Naturals, from Redbarn Pet Products (redbarninc.com), are premium, grain-free canned diets for dogs and cats that feature hand-selected wholesome ingredients, including fresh cuts of meat, fish and poultry and garden vegetables. They include no corn, wheat or soy, or artificial colors, flavors or preservatives.



DOG/CAT FOOD LINES

**GRIZZLY PET PRODUCTS**  
**GRIZZLY SUPER FOODS**

Grizzly Super Foods (grizzlypetproducts.com) are ultra-premium dog and cat diets that feature wild Alaskan salmon as the first and main ingredient. The result is extremely low-glycemic, high-protein foods that are grain free, gluten free, potato free and packed with 10 essential amino acids.



DOG/CAT IDENTIFICATION

**PLATINUM PETS**  
**PAWSITIVELY SAFE PET FINDER SYSTEM**

With Pawsitively Safe, the lost pet finder system from Platinum Pets (platinumpetsusa.com), pet owners create a secure online profile that is associated with a code displayed on the tag. When that code is entered into an internet browser, it provides direct links to call, text or email the owner.



DOG/CAT IDENTIFICATION

**SILIDOG**  
**THE SILENT PET TAG**

The Silent Pet Tag, from SiliDog (silidog.com), is a collection of 100-percent silicone pet tags that are silent, never fade, ultra-durable, customizable on both sides, donate to charity with every sale and even glow-in-the-dark. Created, shipped and founded in the U.S. by two master's students and a rescue dog.



Pet Business  
**2016**  
INDUSTRY  
RECOGNITION  
AWARD  
**WINNER**

**Tip-Proof Bowl**  
for Guinea Pigs and  
Other Small Pets

Now in 2 sizes and 4 colors!

info@mySTAYbowl.com | www.mySTAYbowl.com

DOG/CAT ORAL CARE

**PET KING BRANDS**

**ZYMOX ORATENE**

Pet King Brands (petkingbrands.com) combined its Zymox and Oratene oral care brands into a single co-branded Zymox Oratene Brushless Oral Care line that leverages the name recognition value of both established brands. While the products' patented formulation remains the same, the new packaging features vibrant graphics for greater shelf appeal.



DOG/CAT STAIN & ODOR REMOVAL PRODUCTS

**SKOUT'S HONOR**

**SKOUT'S HONOR ALL-NATURAL CLEANING PRODUCTS**

Skout's Honor (skoutshonor.com) is a line of green cleaning products that utilize the most modern and powerful green cleaning and deodorizing capabilities available without sacrificing safety or environmental responsibility. And for every product sold, the company donates one day's worth of meals to a shelter animal.

