



POOCHIEBOOTS LAUNCHES AT SUPERZOO 2016:

FUNCTION MEETS FASHION FOR STYLISH PAWS

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PoochieBoots is a boutique brand of high quality dog boots that provide protection from snow, ice, salt and toxic melting chemicals as well as extreme heat from hot pavement. PoochieBoots is the only dog boot with detachable interchangeable straps. The boots are comfortable, easy to put on and stay on, keep paws clean, and have styles that emulate the most fashionable shoe designers.

PoochieBoots was created by Karyn Pek in response to her dog Riley's need for paw protection during the harsh NYC winter of 2015. With her design background and love for shoes, Pek decided if her dog needed to wear boots for protection they should look good too. After not finding what she was looking for, she decided to solve the problem and create the perfect dog boot where function meets fashion. At PoochieBoots, every detail is carefully crafted and tested to ensure the highest comfort, fit and durability with a stylish flair from fleece lined boots for winter protection and summer-weight breathable mesh for hotter climates. The patent-pending detachable interchangeable PoochieStraps are a fashion statement giving each dog his or her own individual sense of style. Pek states, "SuperZoo is the most popular trade show for the pet retail industry and the perfect place to launch PoochieBoots, since it's THE place where independent pet store owners looking for new, high quality products that make a bold statement come to find the best resources...and PoochieBoots fits the bill."

PoochieBoots and PoochieStraps are fun and fabulous offering owners a way to protect their dogs' paws from the elements while at the same time showing off a flair for sensational styles. Pek feels strongly about giving back saying, "My dog Riley is fortunate to live the "Life of Riley" but so many other dogs don't, so \$2.00 from the sale of every set of boots is being donated to nonprofit shelters and rescue organizations."

PoochieBoots will be at SuperZoo Booth #3161 and in the New Products Showcase and will be introducing for the first time ever, the summer-weight Poochieboots and the “Vegas Collection” of audacious PoochieStraps.

ABOUT PoochieBoots

PoochiePoots LLC was created and founded in 2015 by Karyn Pek in NYC. Fashion meets function at PoochieBoots with high quality, dog boots for all seasons, fleece-lined for cold weather and breathable mesh for hot climates. PoochieBoots are super comfortable, provide protection from the elements, are easy to put on and stay on, and with the interchangeable PoochieStraps - the style options are endless.

PoochieBoots supports nonprofit shelters and animal rescue organizations. For more information visit: <https://www.poochieboots.com>, on Instagram @poochieboots or by calling Karyn Pek at (516) 724-0963.

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PHOTOS *(product shots available for publication and web use)*



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