



**FOR IMMEDIATE RELEASE**  
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## **Announcing the New Soggy Doggy Crate Mate®**

- *Soggy Doggy expands product line with new crate pad & travel bed.* -

*Visit us at SuperZoo 2016, Booth #3085*



**Larchmont, NY** - [Soggy Doggy](http://www.soggydoggy.com), the pet industry originator of “wet dog solutions”, has announced a new product offering, the Soggy Doggy Crate Mate®.

Now, customers can enjoy Soggy Doggy’s signature microfiber chenille solutions in this new crate pad and travel bed option.

“Our customers have been using our Soggy Doggy Doormat for years as a crate pad, and so it was only natural for us to expand our product line to meet this demand,” said Soggy Doggy CEO, Joanna Rein.

The Soggy Doggy Crate Mate’s velvety-soft chenille noodles massage, snuggle and support. The super-absorbent, durable fabric dries 5 times faster than a typical doormat or cotton towel. It remains odor and bacteria-free, and is machine washer/drier-friendly, making it a perfect addition to any crate.

Retailing from \$32.99 to \$59.99, the Soggy Doggy Crate Mate® is available in two colors, Beige and Dark Chocolate and four sizes, Small, Medium, Large and Extra Large. For more information, or to make a purchase, visit [www.SoggyDoggyDoormat.com](http://www.SoggyDoggyDoormat.com).

If you are a member of the media and would like more information, high-resolution images or to request a product sample please contact Kerry Sutherland, K. Sutherland PR, [Kerry@ksutherlandpr.com](mailto:Kerry@ksutherlandpr.com) or (949) 328-4895.

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## ***Meet Soggy Doggy***

*Soggy Doggy Productions LLC, is dedicated to bringing dog-lovers innovative, effective and fun wet-dog solutions. Based in Larchmont, NY (where the opportunities to test products vs. snow, sleet, rain, sprinklers and even Long Island Sound salt water seem endless), the company strives to design practical solutions to the silly annoyances of dog ownership.*

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