

SPUNKY PUP LAUNCHES WIDE ARRAY OF NEW INNOVATIVE PRODUCTS

MINNETONKA, MINNESOTA, JUNE 1, 2016 Spunky Pup, a division of Minnesota-based American Dog Toys, Inc. announces plans for large expansion to its innovative line of dog toys. President and Founder John Harty reports "We divide our products into four distinct groupings; Glow-in-the-Dark, Flashing & Squeaking, ALIEN FLEX, and Treat-holding. Every one of these categories is being significantly expanded, resulting in a terrific assortment of new, innovative, high-quality toys. "In the last two years, our product line has grown from 12 SKUs to over 60", Harty continued, "Cool and innovative items not found in other lines. The last thing we want to be is another 'me too' line."



Founded in 2011, American Dog Toys, Inc. has grown from a few high-quality, innovative products introduced at Super Zoo 2012, to one of the fastest-growing dog toy companies in America.

"I've been designing, marketing and selling consumer products for over 40 years", President John Harty reports, "The key to the success of our products is innovative, interactive merchandise with high-quality packaging."

In 2014 the Spunky Pup brand was introduced as a way to tie all of the American Dog Toys products together with a very distinctive look. "The Spunky Pup brand is quickly becoming a recognizable product line in the specialty store market." President John reported. "We have established a series of strategic partnerships with some of the world's most innovative dog toy companies, none more important than our arrangement with Alien Flex" Harty said, "The Alien Flex designers are some of the most talented in the world and we are thrilled to be their distribution partner for the United States and Canada. Specialty stores are hungry for a constant flow of new, innovative products and we aim to help satisfy that need."

New glow-in-the-dark tennis balls, cute, durable Furry Friends and a wide range of innovative ALIEN FLEX toys, including candy-scented rubber and bacon-flavored nylon toys; Spunky Pup is quickly becoming recognized as one of America's leading producers of unique, innovative dog toys designed for the specialty store market.

See all the new Spunky Pup products at Super Zoo booth 5268 and at P3 booth 1115

SpunkyPup.com



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