



**FOR IMMEDIATE RELEASE:** June 2016

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## WEST PAW DESIGN CELEBRATES 20 YEARS OF MAKING ECO-FRIENDLY PET PRODUCTS

**[BOZEMAN, MONTANA]**— Join West Paw Design as they celebrate manufacturing American made pet products for the past 20 years. Since 1996, West Paw Design has been designing and handcrafting eco-friendly pet product – all from their home in Montana. **On Tuesday, August 1<sup>st</sup> – Visit Booth # 8183 at 3 pm** to help them celebrate while learning more about the company, *Forbes* magazine called “one of the best!”.

In August 1996, Spencer Williams bought the company that is now known as West Paw Design. With the intention of creating something that “brings joy to people's lives.” *I grew up on a ranch and animals always had a special place in my heart - especially for stray dogs and cats.* – says Williams. So with less than five full-time employees, Spencer set out to conquer the world of pet toys, and twenty years later he has done just that, plus a whole lot more.



For over 10 years, West Paw Design has been a fixture at SuperZoo. *“SuperZoo is a place where we get to meet up with old friends while making new ones”* – Spencer Williams, Owner and President, West Paw Design. Continues Williams *“Every year we look forward to unveiling our new collection of pet products, and this year we are especially excited to celebrate this company milestone while at SuperZoo with many of our retail partners who have helped us along the way.”*

For additional information about West Paw Design please visit us at [www.WestPawDesign.com](http://www.WestPawDesign.com). To schedule an interview with Spencer Williams at SuperZoo, please contact Amy Schumann via email or 1.800.443.5567. For more information about SuperZoo 2016: [www.superzoo.org](http://www.superzoo.org).

**About West Paw Design:**

Since 1996, West Paw Design has manufactured safe, durable and eco-friendly pet toys and beds in Montana. Using recycled, organic and recyclable materials, West Paw Design continually incorporates eco-friendly strategies into its manufacturing process. In 2016, West Paw Design was named one of America’s Best Small Companies by *Forbes* magazine. West Paw Design is a founding member of the Pet Industry Sustainability Coalition, a certified B Corporation and the first Montana Benefit Corporation.

**About SuperZoo**

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: [www.superzoo.org](http://www.superzoo.org).

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