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26 Bars & a Band Launches Its Premier Custom Collection of Retractable Leashes

LOS ANGELES, California (March 10, 2014) – 26 Bars & a Band has garnered industry recognition and customer loyalty for its award-winning Avant Garde™ collection of retractable leashes, which have always set the bar with beautiful designs and craftsmanship. With the successful debut of its personalized Snapshot and Snap Case lines last year, 26 Bars & a Band turned its attention to taking customization to the next level. The premier Custom collection of retractable leashes and cases does just that by featuring new background and art colors for an array of fresh designs including dog breed silhouettes, famous U.S. states, inspired quotes, and iconic landmarks. With the launch of its Custom collection, 26 Bars & a Band gives both retailers and consumers the option to personalize styles according to their design preference.



The Custom collection will be available at the new wholesale price of \$12.50 for the small and \$15 for the medium—making it the most affordable series in our luxe line of retractable leashes. For retailers, 26 Bars & a Band offers a new layer of innovation for personalized Avant Garde retractable leashes with options to include a retailer's name, logo, motto, or regional landscapes. The individualized designs from the Custom collection will provide retailers a fun and unique way to distinguish their own brand and inspire shopping local with their customers.

President Sandi Kaneko adds, "Our Custom collection really speaks to personal style. In so many ways, our individual styles reflect how we feel about ourselves and the world around us. More importantly, our style carries over to our pets. Our approach with the Custom collection is a 'your style, your way' sensibility. We felt this could be achieved by offering a small batch of customized styles without compromising big design. We are excited about how the Custom collection will enhance our customers' individual style and its reflection on their dogs by offering big design at a small price."

The Custom collection raises the bar again in creating modern, beautiful, and personalized pet accessories tailored to suit a consumer's individual preference and style. For more information about the Custom collection or to view the complete line of Avant Garde retractable leashes, please visit www.26barsandaband.com.

26 Bars & a Band is a leading maker of modern pet accessories and widely regarded for its design, innovation, and customer focus. The company's pet accessory products have been featured on The Today Show and Elle magazine and have received industry awards including "Most Innovative Retractable Dog Leash" and "Product of the Year."