



FOR IMMEDIATE RELEASE:
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“ Dogs love to chew ”

but you don't want to risk your dog's health with chemical contamination. It is better to give healthy all-natural dog treats like our TruKnox Lil 'Pete Twists and Knots, distributed by Innovate Pets, Inc.

Loudon, TN - May 30, 2018 - Innovate Pets, Inc., a new pet treat manufacturer in Loudon, TN is launching new products called TruKnox Lil' Pete Twists or Knots. They are the First Rawhide FREE dog treats that ACTUALLY look and feel like rawhide but safe for dogs to chew and enjoy. We don't use any chemicals in our manufacturing process, and we have no microorganism effects in our products. Innovate Pets, Inc is launching these new products at SuperZoo in Las Vegas on June 26-28, 2018 at Booth # 2865 in the New Exhibitor Row.



Dogs have an innate instinct to bite, chew and nibble their food and treats. Pet owners are always looking for great treats that are affordable, chewy, nutritious and desirable. Our treats are all of those things, and they are a safe alternative to rawhide chews.

Truknox LiL' PETE Twists or Knots are

- made with REAL chicken and natural herbs.
- NO artificial colors or flavors.
- Soft & Chewy Texture that dog likes

You can connect to us at www.truknoxtreats.com or visit us at 210 Williamson Drive, Loudon, TN 37774 Tel. 865.408.7455 Email: info@innovatepets.com or come to see us at SuperZoo. For more information about SuperZoo 2018 : www.superzoo.org

About Innovate Pets, Inc.

- We are the newest company in the Innovate Group.
- We are a pet treat manufacturer with complete solutions for conceptualizing, formulating, engineering and manufacturing pet treats.
- Quality Control and Traceability are two key components in our process.
- Working with leading vendors in the pet industry to source the best and safest ingredients.

About SuperZoo

SuperZoo boasts the most buyer and exhibitor participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the seventh consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts around 18,000 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, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, and Aquatic Experience, held in Chicago.

SuperZoo 2018 will be held at the Mandalay Bay Convention Center in Las Vegas, June 26-28, 2018 with conference sessions June 25-27. For more information: www.superzoo.org.