



## **World's First Smart Pet Bed, Activity Tracker and Health and Nutrition App to Make SuperZoo Debut**

**WILMINGTON, N.C.** (June 1, 2018) – [Petrics, Inc.](#), a pet health technology company, will make its pet industry debut at SuperZoo in Las Vegas June 26 – 28 (booth 3771). The company will showcase its Smart Pet Bed, Activity Tracker and Pet Health and Nutrition App for the first time at SuperZoo. The Petrics ecosystem is designed to help pets live longer, healthier lives.

“Petrics is excited to have a presence at SuperZoo 2018 and introduce the pet industry to our company,” said Ed Hall, Petrics CEO. “We are on a mission to reinvent the way pet parents care for their pets. The overwhelming response we received following the Consumer Electronics Show validated the need for pet owners and the veterinarian community to have access to nutritional and behavioral data. We are passionate about filling this gap in pet wellness and care by bringing our pet health ecosystem to market.”

Pet obesity has become an epidemic in the United States with 56 percent of dogs and 60 percent of cats classified as overweight. With its Smart Pet Bed, Activity Tracker and Health and Nutrition App, Petrics provides owners with the ability to track their pets' activity and weight fluctuation, which is critical to helping pet parents understand their dog or cat's overall health and fitness levels. Veterinarians also benefit from the system's data collection, which can inform them if treatment plans are working or if adjustments are necessary.

Petrics unveiled components of its solution for pet health and wellness at the 2018 Consumer Electronics Show and was named a CES 2018 Innovation Awards Honoree in both the Smart Home and Tech for a Better World product categories. At SuperZoo 2018, Petrics will display its pet health ecosystem.

### **Smart Pet Bed + Climate Control**

The Petrics Smart Pet Bed tracks weight, rest and activity and offers climate control, all of which help pet owners ensure that their pets are achieving the optimal weight ranges and temperature for breed, age and other important characteristics.

The bed includes a built-in scale and is the first pet bed to offer thermostatic heating and cooling, allowing owners to automatically or manually adjust to the ideal temperature for each pet based on breed, environment and geographic location. Manual adjustment can be done through the Petrics Health and Nutrition App or with commands to popular smart home products.

The Petrics Smart Pet Bed is available in three sizes for small (up to 25 pounds), medium (up to 60 pounds) and large (up to 100 pounds) cats and dogs. It features a washable and replaceable

cover and durable, comfortable construction. The Smart Pet Bed retails for \$100-\$300, depending on the size and will be available late 2018.

### **Activity Tracker**

The Petrics Activity Tracker is a waterproof, wearable tracker that logs activity levels, rest levels and other health metrics to help identify optimal diet solutions based on caloric intake and associated burn rates. It syncs with popular smartphones and is one of the smallest collar communication devices on the market. It also features an unprecedented four-month battery life, making it ideal for pets and pet owners by removing the need to charge it weekly like other trackers.

The activity tracker easily attaches to any collar, from a small kitten to the largest of dogs. It interacts with the Petrics Smart Pet Bed and transfers performance data to the Health and Nutrition App.

### **Health and Nutrition App**

The [Petrics Health and Nutrition App](#) serves as a control center for all current and future products within the Petrics ecosystem. The App allows pet owners to monitor and track their pet's health and nutrition data, get food and diet recommendations and share findings with other family members, pet sitters and veterinarians. It is the first cat and dog diet and nutrition recommendation engine that offers healthier food options. The App offers a breakdown of over 15,000 foods and 17,000 ingredients, arming pet owners with valuable data to help them make informed decisions and quickly identify products that meet their pets' unique dietary needs.

The App is like having a personal pet care assistant, making life easier for pet owners by setting critical reminders like vet appointments, when to administer or reorder pet medications, application dates for flea and tick prevention and more. It also provides access to current and existing food recalls so pet parents can react quickly if they are impacted.

For more information visit [www.petricks.com](http://www.petricks.com).

### **About Petrics**

Petricks is a pet health technology company on a mission to help pets live longer. Petrics is dedicated to empowering pet owners with access to detailed health and nutrition information that is specifically tailored to their unique pets, so their furry loved ones can live healthier and happier lives.

Petricks' growing ecosystem of sophisticated pet products give owners the means to accurately monitor and act upon their pet's health and behavior, saving lives through early detection and intervention. Petrics healthcare platform helps pet owners better manage their pet's health, creating happier homes and healthier pets, so they can love their pets longer.

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