



FOR IMMEDIATE RELEASE
MEDIA CONTACT: Kerry Sutherland
kerry@ksutherlandpr.com
(775) 360-6101

Aussie Naturals® Launches New Line of All-Natural Denim Toys, Introducing Denim Tuffs

-Visit us at SuperZoo 2018, Booth #1973-

(Las Vegas, Nev.) June 26, 2018- [Aussie Naturals](http://AussieNaturals.com), a pet industry leader innovating all-natural, sustainable toys for over 15 years, is proud to introduce a new line to their eco-friendly line of dog toys at **SuperZoo 2018, Booth #1973: Aussie Naturals Denim Tuffs!**



Designed with 100% natural cotton denim material, each Denim Tuff toy is constructed with a total of eight layers, a top layer of tough all-natural denim and three layers of recycled enforcing fabric, each Tuff is bound together for strength and reinforcing for even the toughest of chewers.

Created with the goal of making a sensory experience for Fido, the Denim Tuffs are stuffed with all-natural coconut fibers to engage and enrich the playing experience with a soft, crunchy sound. Additionally, several toys in the Denim Tuff line come equipped with a discrete treat pocket to stuff with Fido's favorite treat and keep them engaged for hours.

Available in ten adorable, iconic Southwestern-inspired shapes and styles, the Denim Tuffs line comes in a variety of sizes, from small to extra-large, designed for all dogs, big and small! Aussie Naturals Denim Tuffs retail beginning at \$7.99.

Check out these new, all-natural denim dog toys and more at **SuperZoo 2018, Booth #1973!** If you are a member of the media and would like to request more information about this recent company acquisition, new product details, interview requests or product samples, contact Kerry Sutherland at K. Sutherland PR, (775) 360-6101 or Kerry@ksutherlandpr.com.

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About ABO Gear

For nearly 15 years, ABO Gear's pet product brands including: [Aussie Naturals](#), [Outback Jack](#) and [Wild Eats](#) have been best known for their sustainable, high quality products that include a diverse range of rescue tested dog toys made from eco-friendly, dog-safe materials; a variety of accessories including pet beds, apparel and travel products; and perhaps most popular, their all-natural, dog treat lines that include a variety of water buffalo horns and chews and a range of salmon based treats which are "Made in the USA". In February 2017, ABO Gear was acquired by Hyper Pet LLC, a pet industry powerhouse with more than 30 years of experience supplying high quality pet products with a strong reputation for innovation and customer service.