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Petix, Makers of WizSmart Dog Pads, CELEBRATES ONE YEAR IN THE USA BY IMPLEMENTING THE “WIZSMART GIVES BACK” INITIATIVE

New York, New York – Petix, manufacturer of WizSmart dog pads, celebrates its first year in the U.S.A. by implementing the **“WizSmart Gives Back” initiative** to support animal shelters and rescue groups located in and around New York City. As part of the initiative, Petix donated over 22,000 dogs pee pads for shelter pets, fosters and adopting families to use in helping ease the challenge of dog and puppy potty training.

Recipients of **the first annual WizSmart Gives Back initiative** include: The Humane Society of New York, Anarchy Rescue & Rehabilitation, Animal Haven, North Shore Animal League America, Posh Pets Rescue, Zani’s Furry Friends, Paw it Forward Pet Pantry and Rescue Dogs Rock. These organizations were selected with the guidance of the Mayor’s Alliance for NYC’s Animals. “It’s a great product, the dogs took to them right away”, says Michael Ripinsky, who, along with Gisella McSweeny, runs Zani’s Furry Friends in Central New Jersey. “Animal Haven is thrilled to receive doggy pads from WizSmart!” said Animal Haven’s Downtown Manhattan Shelter’s Tiffany Lacey.

“Creating a better dog pee pad has always been our mission,” says Krister Holm, General Manager of Petix Co., North America. “But at the heart of it all is our dedication to helping each dog and puppy in need of an indoor potty solution have a product that works for them and their caretakers. And by helping to eliminate unnecessary stress around potty training or convalescence, we hope to keep the focus on the positive impact that pets bring into the lives of others. We are proud of our product and appreciate the opportunity to give back to New York’s organizations that are working hard each day to help animals in need.”

HELPING TO SAVE THE PLANET ONE PEE PAD AT A TIME

WizSmart dog pads provide an all-in-one, premium dog and puppy pad option for dog owners requiring either a short or long term indoor potty solution that keeps both dog and home clean. These pads combine all the desired features of a dog pad, offering an eco-friendly, super absorbent, quick drying and leak proof alternative to other products. WizSmart pads also feature patented stay put adhesive tabs that can be used to secure the pad to the floor and the

wall at a 90° angle, creating a perfectly placed target for male dogs. “The superior absorbency and quick drying is a direct result of our unique blend of materials”, says Holm, “which includes materials from unused, reclaimed baby-diapers. Petix helps save over 80 million unused defective diapers from going to landfills every year. We also find that people are tired of constantly changing soggy pads. WizSmart works every time, for up to 24 hours, which means less plastic and less waste. Better for the environment!”

Located in over 200 retail stores in the Northeast, as well as in all 45 locations of **Kriser’s Natural Pet**, and the 44 stores of **Mud Bay**, the Pacific Northwest healthy pet food and supplies retailer, WizSmart has found a following with customers looking for a premium dog pad solution.

Doggie Do and Playtime Too, the long established and internationally renowned grooming salon in New York City, praises the pads’ super-absorbency. “When I was first approached by the sales rep of Wizsmart,” says Howard Binder, co-owner of Doggie-Do & Playtime Too! in New York, “I was very hesitant since my customers were so used to ‘wee wee’ pads. As with any new product, it is usually very difficult to get people to change from the familiar. After my demonstration of pouring a cup of water on a Wizsmart pad my customers were sold. Ever since, I have been re-ordering Wizsmart as they have been selling extremely well in Doggie Do and Playtime too.”

Petix will be exhibiting at SuperZoo 2018 in Booth # 6255 and providing demonstrations of its premium WizSmart dog Pads. The company will also debut its latest dog pad the **WizSmart XL super absorbent dog pad**. WizSmart XL will offer all of the same features and benefits of the original WizSmart dog pad, including the Patented 4 Stay Put Tabs, but provide a larger surface area to accommodate medium and large size dogs. WizSmart XL is expected to arrive in retail stores in the fall of 2018.

About Petix

Petix, a family-owned company, manufactures quality pet care products and accessories that promote the well-being of pets and their families. The company has distinguished itself within the industry through its dedication to operating more environmentally friendly manufacturing processes, utilizing ecologically correct raw materials and minimizing waste. Staying true to its founders’ commitment to quality and purpose, the company has achieved 40% market share in Brazil with hundreds of thousands of well-trained and confident pets utilizing their products. Continuing the company’s mission to improve the life of pets and their owners, in 2017 Petix launched its innovative WizSmart Dog Pads in the United States. For more information about Petix, visit the company’s website at www.petix.com.