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CHARM | COLLAR | LEASH

## CONCHA COLLAR SHOWCASES SPECIALTY LINE OF CUSTOMIZABLE PET COLLARS AT SUPERZOO 2019

*Highly Personalized And Beloved Pet Product On Display At Booth #6515*

**August 19, 2019 (Las Vegas, NV)** — [Concha Collar](#), a boutique customizable pet collar company, is proud to display its line of one-of-a-kind collars for dogs and cats alike at SuperZoo 2019, North America's leading pet industry trade show, taking place today through August 22, 2019 at the Mandalay Bay Convention Center in Las Vegas, Nevada. Unlike a traditional pet collar whose sole variety is by color or pattern, Concha Collars are custom designed by each pet owner with attachable, fashionable charms to build a highly personalized collar that represents their pet's personality or story. With an extensive charm collection and the ability to limitlessly interchange them along the face of a high-quality leather collar, Concha Collar is the one true customizable product that can express a pet's unique story.

"We are very excited to display Concha Collar at SuperZoo for the first time," said Cheryl Arts, Co-Founder of Concha Collar. "Our company's mission was to create a collar in which pet parents can affix meaningful charms to showcase their pet's interests, personality, or even pay tribute to a beloved former pet who has passed away. Similar in concept to the popular customizable charm jewelry worn by 'hoo-man' pet owners, such as those designed by PANDORA, Concha Collar is the first of its kind in the pet retail industry and we are proud to share our fun product with more pet parents and animal lovers around the world."

The first step in designing a Concha Collar is to choose a collar. Made of soft, genuine leather, collars are currently available in four colors (Aqua, Black, Pink, and Red), and in six varying sizes,

ranging from Mini, for teacups, puppies or kitties, to Extra Large, for Rottweilers and Pitbulls. The Mini size holds up to five charms whereas all other sized collars hold up to seven charms.

For personalization, pet owners then select from an extensive collection of one-of-a-kind charms designed personally by Concha Collar's co-founders. Featured among the collectible charms are a dog's favorite items, such as a squirrel or fire hydrant, themed charms for holidays or special occasions, 'bling' crystals, and additional fun designs. Charms are easily changeable, allowing for flexibility to create a new look for an occasion, holiday, or cause, yet are secure enough thanks to a unique screw-in technology providing the utmost pet safety.

Prices for the leather collar begin at \$20 USD, and the collectible charms begin at \$12 USD. Also available for pet owners are "Ready to Wear" collars that are pre-adorned with charms per a given theme, including Holiday, Wedding, Cowgirl, Designer and more, starting at \$68 USD.

Equally important to the Concha Collar co-founders as creating meaningful pet collars was a shared passion to help animals in need. With the Concha Cookies program, every Concha Collar purchase provides an animal in a rescue or shelter with a delicious treat - a commonly requested donation item by shelters nationwide.

Discover Concha Collar at [ConchaCollar.com](http://ConchaCollar.com).

Concha Collar is located at Booth #6515 during SuperZoo 2019.

#### **ABOUT CONCHA COLLAR**

Founded in 2017 by two women and best friends in St. Charles, Illinois, Concha Collar is the first-of-its-kind customizable pet collar that can be built with attachable charms to represent a pet's unique personality or story. Starting with an idea to honor the memory of co-founder Cheryl Arts' beloved dogs, Bogart and Johnson, Concha Collar has since blossomed into a truly unique pet collar business with plans to expand further into bracelets and leashes. Loved by pet parents and animal lovers alike, each Concha Collar purchase donates a treat to an animal in need at a shelter. Visit [ConchaCollar.com](http://ConchaCollar.com) for more information.