



**Media Contact:**  
Alyson Brodsky  
Matrix Partners  
312-648-9972 x33  
[abrodsky@matrix1.com](mailto:abrodsky@matrix1.com)

## NEW LOOK, SAME TRUSTED RECIPES

*PetGuard® Celebrates 40<sup>th</sup> Anniversary by Refreshing Its Packaging*

### SuperZoo Booth #1111

**PITTSBURGH, Pa.** – Since 1979, PetGuard has been successfully developing and marketing superior quality, natural pet products, including food, treats and supplements. Now the company, who was one of the first brands to offer consumers limited ingredient, all-natural and well-balanced diets made with real meat, no artificial preservatives and healthy grains, is thrilled to unveil a fresh, new look to every item in their extensive line. While the quality of PetGuard’s tried-and-true formulas remain the same, the brand hopes the new designs will help enhance their sales appeal as they gear up to make a splash in the pet specialty market.

PetGuard’s new packaging is inviting, bright and has a modern-day nostalgic feel. The designs offer stronger brand presence and visuals than the previous look, with a clean, contemporary style intended to appeal to Millennials, GenXers and Baby Boomers alike. Featuring real pets to help closely relate to the former packaging, pet parents will appreciate that PetGuard now has a cohesive look across all of their products. Even the logo has been updated, evoking a feel of heritage and emblazoned with a new mission statement that clearly reflects the brand’s guiding principles – “Your Pet Deserves the Best”.



“This brand identity revitalization is actually bringing PetGuard closer to its original roots. Now we can be equally proud of both our trusted formulas and the product presentation,” says Bill Shaner, Managing Partner and CEO of PetGuard. “We look forward to introducing the new packaging to pet specialty at SuperZoo. I think retailers and customers alike will appreciate the new color bands on our formulas that make it easy to both stock the shelves and to find the desired items. The new labels and packaging are clean, crisp, and will bring great shelf presence, along with a positive customer shopping experience.”

### About PetGuard

Since 1979, PetGuard® has been committed to guarding the health and happiness of dogs and cats by nourishing them with the finest quality, all-natural pet food. Before natural pet foods were commercially available, PetGuard created wholesome, natural foods with quality ingredients, free of artificial preservatives, artificial colors, sweeteners and by-products. Their balanced and complete entrees have remained consistent over time, focusing on the health of the pet, not the trends of market. In addition to foods, PetGuard is focused on the complete well-being of the pet, which includes providing quality supplements, natural pest control support and grooming products. To learn more, please visit [www.PetGuard.com](http://www.PetGuard.com).

###

**Media Note: Photos and management interviews are available upon request.**