



# BRAND CAPABILITIES

Pet Products From the Brands You Trust



**fetch**  
●●● FOR PETS  
INNOVATION UNLEASHED



## DEDICATED PET INDUSTRY LEADER

**Fetch has been the leading pet product manufacturer bringing** major CPG brands to the pet industry since 2008. We develop cross category pet product lines based on retail and market demand as well as industry trends.

**Fetch also provides private label development and manufacturing.** Working closely with retailers, brand teams and factories, we build cutting edge programs that raise the bar on quality, value and innovation.



# VALUE AND THE FETCH COMPETITIVE EDGE

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## **PASSIONATE**

We are passionate, driven and will tackle every opportunity that comes our way. We're up for the challenge.



## **DEDICATED**

We are dedicated to advancement with new products and brand innovations. Got a great idea-we have a solution to make it a reality.



## **RISK TAKERS**

We seek to inspire and revolutionize the growing pet industry and have a track record of success that we're proud of.



## **LEADERSHIP**

We're eager to deliver and our unparalleled support team and staff are there every step of the way. We've got this.



# PRODUCT CATEGORIES



**GROOMING**



**ORAL CARE**



**STAIN & ODOR**



**CONSUMABLES**



**HEALTH &  
WELLNESS**



**WASTE  
MANAGEMENT**



**TOYS**



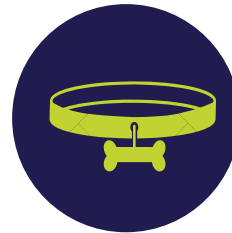
**APPAREL &  
ACCESSORIES**



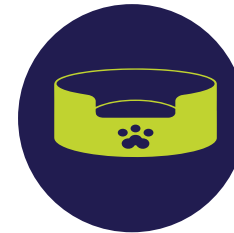
**FEEDING &  
FOOD STORAGE**



**SMALL  
ANIMAL**



**COLLARS &  
LEADS**



**BEDS**



# MANUFACTURING ON THE MAP

We have strong relationships with both domestic and international manufacturers that help us in creating bold, innovative products for consumers.

## Domestic- U.S.

- Idaho
- Louisiana
- Tennessee
- Texas
- Utah
- Wisconsin

## International

- Bangkok (Thailand)
- Hong Kong (China)
- Xiamen (China)
- Shenzhen (China)
- Shanghai (China)
- Taiwan
- Guangzhou (China)
- Ningbo (China)
- Tianjin (China)
- Yangzhou (China)
- Suzhou (China)
- Hangzhou (China)
- Changqing (China)
- Wuxi (China)



# KEY RETAIL PARTNERSHIPS

We have strong retail partners across the United States to deliver products to consumers in every key market and beyond. Here's a snapshot of our current retail partners delivering Fetch for Pets products to the masses and specialty shops.



# CONSUMER BRANDS

Our portfolio includes recognizable consumer brands like Burt's Bees, CHI, Arm & Hammer, Shout, Fresh Step and Glad. Additionally, we have breakout brands like TurboPUP and Petnostics both supported by superstar Sharks from ABC's Shark Tank.

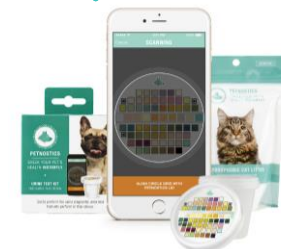
## BURT'S BEES Natural Pet Care



## BIOSILK® FOR DOGS



**PETNOSTICS**  
CHECK YOUR PET'S  
HEALTH INSTANTLY





# LICENSED ENTERTAINMENT BRANDS



DC  
COMICS™



# PRIVATE LABEL BRANDS



Whisker  
City™



MARTHA  
STEWART  
PETS™



Boots &  
Barkley™

Loving your pet from head to tail.™



Well & Good™



meijer



ALL  
LIVING  
THINGS



petshoppé™





**GROOMING**



# BURT'S BEES™

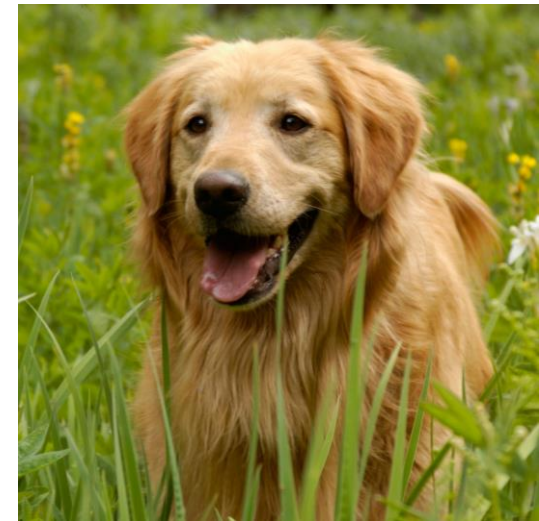
## Natural Pet Care

### DISCOVER NATURE'S BEST FOR PETS

Inspired by Burt's co-founder and avid dog lover, Burt Shavitz, it is with great excitement, that we bring the philosophy and spirit of Burt's Bees® to our pets with quality grooming products.

Our pets are part of the family and deserve the very best in natural care. The manufacturing, packaging, and distribution of Burt's Bees™ Natural Pet Care products adhere to the highest environmental standards and are made from safe, natural ingredients.

No Parabens or Phthalates • No Petrolatum  
No Synthetic Fragrances • No SLS





## SYSTEMATIC GROOMING SOLUTIONS

Farouk Systems, Inc. manufactures high quality CHI professional hair care products and tools. Farouk Systems pioneered Thermal Tool Technology and was the first company to incorporate Ceramic, Ionic and Far Infrared into hair tools. This same technology has been translated to pet grooming tools & solutions to provide the highest quality coat care.

# BIO SILK® FOR DOGS

## THE LUXURIOUS SILK-INFUSED BEAUTY BRAND FOR DOGS

Farouk Systems, Inc. manufactures high quality professional hair care products with major brands including BioSilk® and CHI®. BioSilk has been a staple in the human hair care space with its signature scent since the 1980's and was the first line of hair care products to contain silk. The same proprietary silk proteins are used in the BioSilk For Dogs grooming solutions to protect against heat, strengthen and moisturize the coat for an unparalleled shine.







Lookin' good, feelin' good! Keep your dog's coat shiny and smooth, and nourish healthy skin.

Our gentle grooming products leave fur looking, feeling and smelling great. For sensitive or irritated skin, try a medicated or hypoallergenic product.

GNC Pets grooming products are designed to go above and beyond the everyday shampoo. Enriched with high-quality ingredients, they thoroughly clean your dogs coat, while helping to relieve discomfort associated with irritating skin conditions.





**WASTE MANAGEMENT**





For Pets

### INNOVATION THAT WILL MAKE YOU GLAD

The Glad Products Company operates as a subsidiary of The Clorox Company and is best known for their plastic wrap, trash bags and food storage containers. The same Glad level strength and dependability has been applied to pet with specially designed training pads with activated carbon technology and waste management accessories.







### ALL OF YOUR KITTY CLEANUP ESSENTIALS

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products including Fresh Step cat litter. As a natural extension of the leading consumer brand, Fetch introduced a line of litter box maintenance and accessory products using innovative technology and design that make kitty clean up hassle free.



## SHOUT-WORTHY CLEANING SOLUTIONS

SC Johnson has been bringing trusted household brands to market for more than a century focused on a cleaner, healthier and better home for families. SHOUT® Pets brings the same stain-fighting power and versatility of SHOUT®, to products specially formulated for the messes left by your furry companions. SHOUT® for Pets provides pet parents with stain solutions to battle even the toughest of messes on a variety of surfaces including carpet, fabric and hard floors.







ORAL CARE





## THE STANDARD IN DENTAL CARE

For more than 165 years, people have chosen pure, versatile, effective, environmentally safe and economical ARM & HAMMER™ Baking Soda for baking and countless household & personal care uses.

ARM & HAMMER™ Baking Soda is real alternative to using harsh chemicals, which makes it great for use around food, kids, and pets. The ARM & HAMMER name is synonymous with dental health and that's exactly why it's become a leading dental brand in the pet space with a wide variety of products aiming to make it easier for pet parents to care for their canine companions.





## PET DENTAL CARE MADE EASY

Dental care is a key component of a healthy pet. Triple Pet® EZ Dog® and EZ Cat® products clean teeth, fight against plaque and tartar, freshen breath and improve oral health. Innovative products are designed by size of dog and specially for cats. All products are manufactured in the USA!

Triple Pet makes pet dental care a breeze with products that are effective, fast and easy to use.





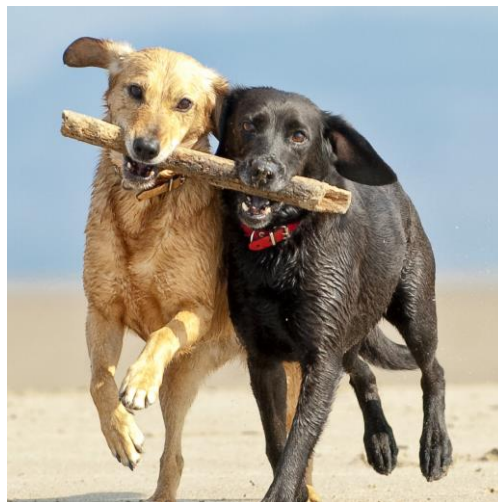
**CONSUMABLES**





In 2011, Kristina Guerrero was on a backcountry ski trip with her pooch, Dunkan (on left), when she realized he was just as hungry as she was. She fed him some of her own food, but worried it lacked the proper nutrition. The trip inspired her to create TurboPUP 'Complete K9 Meal Bars!' A premium, lightweight and compact meal on the go! Today, TurboPUP is still a woman run, small company, with some giant friends. In 2015, Kristina partnered with Daymond John on the hit show Shark Tank, to scale the company. As a Veteran, Kristina donates five percent of TurboPUP's profits to causes in support of our four legged best friends and our country's heroes.

With a focus on health, nutrition and premium ingredients, TurboPUP now offers K9 Superfood Snacks and K9 Jerky Treats.







**HEALTH & WELLNESS**





# VETMD™

## VET RECOMMENDED WELLNESS SOLUTIONS

With vet visits being the #1 expense for pet owners, Fetch recognized the need for medicated pet healthcare products that consumers can buy over the counter. VetMD is meant to bridge the gap between vet visits with medicated healthcare solutions formulated to relieve discomfort and nourish the body.

At a much lower cost than a vet visit, VetMD is a great alternative to treat common health conditions such as itchy and dry skin, hot spots, bacteria & fungal infections, dull coat, joint pain, allergies and more.





## PETNOSTICS

CHECK YOUR PET'S  
HEALTH **INSTANTLY**

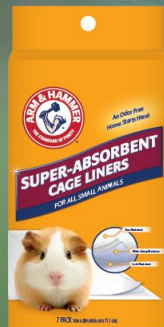
Petnostics helps pet parents keep their pets happy and healthy through a line of at-home urine test products. With results easily shareable to veterinarians and at a fraction of the cost of a vet visit, Petnostics makes healthy living easier for pet families. With Petnostics, a lifetime of love is only a scan away.





SMALL **ANIMAL**





## SO FRESH AND SO CLEAN

For more than 165 years, people have chosen pure, versatile, effective, environmentally safe and economical ARM & HAMMER™ Baking Soda for baking and countless household & personal care uses.

ARM & HAMMER™ Small Animal Care products bring a new freshness to the category. With baking soda infused natural paper bedding, grooming products and cage cleaner, our furry critters can keep a happier, healthier and odor free lifestyle.



**TOYS, APPAREL  
& ACCESSORIES**





# Kitty caps

**NO MORE SNAGS! NO MORE SCRATCHES!**

A safe and fashionable alternative to declawing, Kitty Caps prevent damage to furniture caused by cat's claws. Made from nontoxic, vinyl resin, they're safe and easy to apply. Kitty Caps fall off naturally as nails grow, approximately 4-8 weeks after application.







DC  
COMICS™







# AWARDS AND INDUSTRY RECOGNITION



2010 Hardlines Vendor of the Year – PetSmart

2011 Supply Chain VIP Vendor of the Year – Pet Business

2012 Industry Recognition Award for Arm & Hammer™ Advances Care line in the Dog Oral Care Category – Pet Business

2013 Industry Recognition Award for Burt's Bees™ Natural Pet Care in the Dog Shampoo/Conditioner category – Pet Business

2013 Best New Grooming Product, 2nd Place – SuperZoo Burt's Bees

2013 Best New Miscellaneous Product, 3rd Place – SuperZoo Shout

2014 Industry Recognition Award for Rock Your Fur™ Fluff up the Pup Cleansing Wipes in the Between-Bath Products Category – Pet Business

2015 Church & Dwight Licensee of the Year Award



# CONTACT US

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**Fetch for Pets!**

1400 Broadway 26th Floor  
New York, NY 10018

[sales@fetch4pets.com](mailto:sales@fetch4pets.com)  
[www.fetch4pets.com](http://www.fetch4pets.com)



