



"we go, where you go"

Contact Us Today!
973-844-9667
info@pupnpak.com

visit us on the web
www.pupnpak.com

If you're looking to increase sales you're barking up the right tree!

Pup'n'Pak gives dog owners an easy and fashionable way to carry their dog's food treats, toys and water supply for the day. Whether it's a mini day trip, fun at the beach, or a day at the park, Pup'n'Pak allows dog owners to easily store and transport their dog's food, water and treats for the day in an all-in-one feeder. The Pup'n'Pak effortlessly folds out and becomes an instant feeder for food on one side, and water on the other.



SRLP: \$14.95



Pink Paw Pak



SRLP: \$14.95



Blue Paw Pak

Product Highlights

- 10.5Wx6Hx2D
- Functional and fashionable
- Future custom contemporary designs applied by silk screen
- Easily identifiable by custom bone shape and embroidered logo
- Sturdy lightweight nylon shell
- Water repellent liner
- Easily washable
- Easily stored
- Detachable shoulder strap
- Holds dry or canned dog food
- Holds water and fits a 9 oz. water bottle

Marketing Strategy

- The right product at the right time for on-the-go dog owners
- Target audience women ages 20-60
- Ad campaign tagline (We Go Where You Go)
- Public relations agency hired: targeting celebrities, publications, television and website for higher visibility and to create a buzz
- Cross promotions with bottled water companies and dog food companies
- Marketing within the travel & hospitality industries
- Currently scheduling tradeshow

Facts

- Dog supplies & accessories showed the biggest gains in terms of average share of dollar volume per store.
- Dog products showed new strength in 2005 taking 4 of the top 10 fast growing products category.
- Transactions among dog owners (\$50.90) per visit 2005 versus (\$29.41) in 2004
- According to an APPMA (press release), Americans spent 32.4 billion dollars on their pets in 2004, which means pet-related spending has nearly doubled in the last 10 years.



open view