

Tap into the super-successful pet market.

**P**romopet (asi/79698) offers unique, practical products for a variety of pets. “We supply toys, treats and care and clean-up accessories for dogs and cats,” says sales and marketing coordinator Kimberly Damp. “We’re expanding into bird, fish and small horse-themed items. Many of our products are very practical for daily use, which is perfect for successful brand exposure.”

Damp believes pet products are an ideal category to invest in because they will always have an eager customer demographic. “Everyone loves pets! They make people smile and they’re part of the family,” she says. “Our products are perfect for branding and messaging. They give people the warm fuzzies – pets are cute and wonderful, so our items always receive a lot of interest.”

Damp adds that spending on pet products has increased every year. It was the only industry not hit by the recession. “This year, it’s a \$47.7 billion market, a 31% increase from five years ago,” she says. “These products are a valuable way to tap into the pet market and great for promoting brand loyalty.”



While many people believe pet products are limited to veterinarians, pet spas and groomers, Damp says almost any organization can benefit from using promotional pet items. “Pet products are powerful because of the emotional bond people have with their animals, and they’re great for all types of companies,” she says.

Pet promotions are also great for building team spirit, increasing community awareness programs, supporting causes and even as “smart gift” reminders from businesses such as restaurants, hotels and banks.

“Just like treats for children, when a bank teller sees a dog in a car, they can send an imprinted pet treat back to the customer,” Damp explains. “Pet toy promotions can help promote good health through exercising while play-

ing with a pet. Pet care items can give people time to enjoy quiet bonding with their pet, thereby often lowering blood pressure. No matter how they’re used, pet products make quite an impression and everyone loves receiving thoughtful and useful items for their furry companions.”

### Great Idea

Damp recalls one promotion that turned the customer into a repeat one. “A local apartment complex gave our dog-shape waste bag holders to dog-owning tenants,” she says. “It was a goodwill gift that was useful and it also helped keep the place clean. They’re currently on their fourth order because they’ve been so successful.”



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