

Pet Products Company to Offer Insurance

Policies will be offered at in-home parties.

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The Shure Pets company, a direct seller of pet products and accessories, is getting into the pet insurance business. Shure Pets has begun a partnership with Pets Best insurance to offer pet insurance via more than 1,300 pet consultants at in-home Shure Pets parties across the country.

Shure Pets parties already offer a variety of products, such as health and beauty aids, gifts, toys, treats, pet beds and apparel.

“More and more pet owners are starting to see that logic and are investing in pet insurance. We see a huge opportunity in offering pet insurance. The pet insurance industry in the United States is in its infancy stage, less than 1 percent of pet owners have insurance, so we wanted to be one of the first companies to offer this product to our customers,” said Shure Pets CEO Andrew Shure.

“This partnership with Shure Pets ... has the potential to provide insurance to tens of thousands of the most caring and enthusiastic pet families in the United States. This advertising partnership will provide special group discounts to all pet families associated with Shure Pets that log on to their site and order Pets Best Insurance,” said Dr. Jack Stephens, president and founder of Pets Best Insurance.

Pets Best Insurance is available through Shure Pets' website, www.shurepets.com.