

## ASPCA Licenses Brand for Pet Care Products

**The ASPCA says its new collections of pet products are what pets would ask for, if they could.**

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The ASPCA will introduce new branded pet products. (Stock photo) The American Society for the Prevention of Cruelty to Animals (ASPCA) has joined with Team Products International and Pet King Inc. to license its brand on two lines of pet care products. The ASPCA plans to provide products that embody the organization's 140 years of experience making cats and dogs feel safe, happy and loved.

The ASPCA's animal behaviorists and pet experts worked with product development specialists to create pet travel, safety, treats, toys and basic care items that help pet owners develop a closer bond with their animals. The ASPCA plans to market the products as "What they'd ask for, if they could."

Pet travel and safety products will be developed by Team Products International and initially will include 22 products. Products include no-spill travel water bowls, portable pet enclosures, light-up collars and leashes. The ASPCA's line of more than 50 toys, treats and basic pet care products will be manufactured by Pet King Inc.

"While pet product licensing is certainly an additional means for us to generate revenue for our life-saving programs, more importantly it is an opportunity for us to raise awareness of our work," said Ed Sayres, ASPCA president and CEO. "I am proud that the ASPCA has ventured into this field, and hope that the public will look on these products as tangible evidence of how they can help support our mission, while enhancing the human-animal bond."

For more information about the new lines of ASPCA-branded products, visit the ASPCA website.