



Joy Sutton of House of Pets in Farmington, N.M., visits with Jeff Bankert, the northeast regional sales representative for KollerCraft.

SuperZoo Pulls in Big Crowds

The trade show floor buzzes with activity during the annual Las Vegas event.

SuperZoo organizers were still tabulating the official attendance count at press time, but made it no secret they expected a record total: They estimated more than 10,000 people attended the three-day event at the Mandalay Bay Convention Center in Las Vegas.

It's a safe bet, too, based on exhibitor numbers. The World Pet Association Inc. (Monrovia, Calif.) said 692 exhibitors occupied 1,209 booths.

Official buyer and attendee numbers for SuperZoo will appear in an upcoming issue of PET AGE.

"WPA is thrilled to report the success of SuperZoo 2010," said Doug Poindexter, president of WPA. "We remain dedicated to providing the most valuable experience possible for our exhibitors and attendees and look forward to another great show in 2011."

Award-winning products, determined through electronic votes cast by buyers visiting the New Product Showcase on the first day of the show, included:

- **Overall Best in Show:** TetraFauna Viqarium by United Pet Group Aquatics (Blacksburg, Va.), first; Waterfall Globe Aquarium by United Pet Group Aquatics, second; and Co-Sleeper Brand Pet Bunk Bed by Arm's Reach Concepts (Oxnard, Calif.).
- **Aquatic Products:** Waterfall Globe Aquarium by United Pet Group.
- **Bird Products:** Kaytee Nature's Benefits by Kaytee/SuperPet (Chilton, Wis.).
- **Cat Products:** FroliCat Sway by Lucky Litter L.L.C. dba Brilliant Pet (Chicago).
- **Dog Products:** Cooling Dog Coat by TechNiche International (San Diego).
- **Reptile Products:** TetraFauna



Sarah Royer of Platinum Pets in Valencia, Calif., plays with a pet ferret that an exhibitor brought to SuperZoo.



Mark Miller (left), director of Ainsworth Specialty Brands, and Sean P. Lang, the company president, announced during SuperZoo that the company once known as Dad's Pet Care will now be called Ainsworth. It will be divided into three distinct divisions: Dad's Pet Care, Ainsworth Custom and Ainsworth Specialty Brands.

- **Small-Animal Products:** PetVille Roll-A-Coaster by JW Pet Co. Inc. (Teterboro, N.J.).
- **Miscellaneous Products:** Poultry Food + Water Dish by Lixit Corp. (Napa, Calif.).

SuperZoo University included classes on everything from Twitter to pet CPR. All were designed to help businesses large and small succeed in today's competitive retail market.

SuperGroom, a grooming contest held in conjunction with the trade show, attracted top grooming professionals

from the United States and Canada (see "Groomer's Super Show," page 55).

WPA also backed a charity fundraiser for the nonprofit groups Pets in the Classroom, administered by the Pet Care Trust (Bel Air, Md.), and the Canine Cancer Foundation (Phoenix). Sponsored by E.T. Horn Co. (La Mirada, Calif.), the first-year event raised more than \$13,000 to be split between the two organizations.

Elections

Three new directors were elected to the WPA board: Lisa Alley-Zarkades of E.T. Horn Co.; Vic Mason of VSI Pet Care Products, a division of Show-Me Animal Products (Liberty, Mo.); and Les Wilson of United Pet Group (Cincinnati).

Mike Lasky of Schiaffino, Lasky and Associates (Brooklyn, N.Y.), Lewis Sutton of PetAg Inc. (Hampshire, Ill.), Michael

Twain of Choo Choo Imports (Portland, Ore.), and Sher Dean Smart of JLA Pets (Roswell, Ga.) were re-elected as directors.

All of the association's officers were re-elected: Lasky, president; Ruth Jeffers of Jeffers Pet (Dothan, Ala.), first vice chair; Twain, second vice chair; Sutton, chief financial officer; and Jim Boschee of Chuck Latham Associates Inc. (Parker, Colo.), secretary.

Pet Fashion Week NY

Nearly 600 buyers flock to The Big Apple for a weekend of four-legged fashion.

Just a couple dozen companies exhibited at Pet Fashion Week NY, held Aug. 21-22—but the high buyer-to-exhibitor ratio and concentrated buyer base made the event a success, according to organizers.

Attendees from Spain, Hong Kong, Sweden, Italy and South America met with U.S. exhibitors and buyers for the fifth annual Pet Fashion Week NY, held at the Metropolitan Pavilion in New York City. Organizers report that nearly 600 pet industry buyers turned out for the event.

"Many of those who did attend stated strong sales numbers," according to Pet Fashion Week.

Nina Ottonson's Dog Tornado, a brain-teaser product that requires dogs to hunt for their treats, won the 2010 PFW Lifestyle Innovation Award. The winner was selected by a jury of industry insiders and seasoned pet toy professionals.

Students from New York's Fashion Institute of Technology had a role in the show, too. A design installation in the lobby featured designs by FIT students taking part in the school's pet products program. The nine featured pieces will travel to Pet Fashion Week Sao Paulo, scheduled for February 2011. The student designs, which emphasized fashion, ranged from alpaca-based garments to scarf-inspired harnesses.

For information on upcoming events, visit www.petfashionweek.com.

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