

Gift Fair Draws Pet Product Exhibitors

The New York International Gift Fair held its 157th semi-annual event from Aug. 15 to Aug. 20 in New York City. The event, which was held at the Jacob Javits Convention Center and The Show Piers on the Hudson, drew 2,900 exhibitors, including more than a dozen pet product companies.

Among the pet product companies in attendance was Harry Barker, a Charleston, S.C.-based manufacturer of pet accessories and treats. While at the show, the company introduced a new eco-friendly line called House of Barker that includes toys, blankets, beds and crate pads. According to company representatives, the new line incorporates fleece made from 100 percent certified recycled plastic bottles as well as low-impact dyes. In addition, no petrochemicals are used to manufacture the yarn for the products and the rope toys are 100 percent cotton.

Carol Perkins, president and founder of Harry Barker, said the House of Barker line is designed to appeal to the cash-strapped consumer, or as she put it, the "aspirational shopper." House of Barker products range from \$4 to \$70, compared to classic Harry Barker products, which range from \$8 to \$150.

The show also featured a few newcomers to the pet industry, such as ModProducts and Yep Yup.



A new company called Yep Yup debuted its line at the gift fair.

ModProducts of New York City displayed its new cat litter box, ModKat. The litter box features a sleek, modern design with an access point on the top of the box as opposed to the front of the box. The company also debuted a prototype of a more traditional cat litter box that would retail at a lower price point.

Yep Yup of Agoura Hills, Calif., made its debut with a line of stylized pet accessories and home décor products for pet owners. Each of Yep Yup's eight collections includes products in four categories: feeding, storage, collars/leashes and decorative home, which includes pet beds.

"Every item in a collection is designed to coordinate and bridge the gap between your

pet's products and your home," co-founder Gerardo Herrera said.

Yep Yup has also launched an iPhone and iPod application called Pet Dossier. The application allows pet owners to keep track of and share pet records.

Other pet product companies that exhibited at the show included Fab Dog Inc., Far Fetched Inc., Lani Dig Your Dog, Little Gifts, Moody Pet Inc., Mascot, Polka Dog Bakery, Retro Pup LLC, Taxi's Dog Bakery, and Up Country.

Dozens of other companies that attended the show displayed a variety of pet-themed products, such as The Illustrated Cat, a maker of cat art cards. ♦

NEWS Brief

The Pet Care Services Association (PCSA), a Colorado Springs, Colo.-based trade association with more than 3,100 business members, has named Joan Saunders as its new chief executive officer. Saunders, who is replacing Joseph Lyman, comes to PCSA from the Greater Colorado Springs Chamber of Commerce where she was named chief operating officer and chief financial officer in 2007. In the animal field, Saunders holds board positions with Pike's Peak Therapeutic Riding Center and the Humane Society of the Pike Peaks Region.



Joan Saunders