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## **Worldwise® Redesigns Their Petlinks® and SmartyKat® Brand Packaging and Introduces the TrustyPup™ Brand**

**San Rafael, CA (Mar. 10, 2014)** – Worldwise®, a leading consumer pet products company, has completed a makeover for their specialty and mass channel brands. Petlinks® and SmartyKat® have been reimagined to enhance their brand messages, create channel differentiation and complement the high quality, environmentally friendly products offered. Worldwise® also introduces TrustyPup™, a newly created dog brand for the mass channel that is a sister brand to SmartyKat®.

**Petlinks®** is well known for innovative, solution-based and environmentally responsible cat and dog products for the specialty channel. Petlinks® constantly evolves their product offerings with unique designs that connect in meaningful ways to how pets and people live and play together. The new brand identity emphasizes the connections of a pet family.

The updated branding features a prominent new logo, beautiful sepia tone photography and a streamlined aesthetic, but its cornerstone is the revamped Petlinks System. In consultation with veterinarians, pet experts and pet parents, Petlinks® identified six core needs that are divided into color-coded sub-needs. The System educates consumers about their pet's many needs and easily identifies the products that meet those needs.

The packaging also engages consumers with a sub-need specific behavior question. Addressing the universal challenges of pet ownership, these questions and answers offer consumers problem-solving advice, reinforcing Petlinks' reputation as a pet authority.

**SmartyKat®**, a trusted brand in the mass market for over 10 years, offers a variety of products including toys, scratchers, furniture, catnip, treats, litter accessories and grooming products. The brand is widely known for the SuperScratcher+®, the best selling cat scratcher in the nation, and their best selling catnip, SmartyKat® Certified Organic Catnip.

The new branding brings a fresh, modern approach to their distinctive purple packaging. The packaging continues to utilize stunning action photography while the updated logo displays a recognizable character icon. The new branding puts the refreshed CompleteNeeds® System front and center. This system demonstrates to consumers that SmartyKat® understands the core needs of their cats, and easily identifies the multiple products SmartyKat® offers meet their pet's varied needs.

The newly developed TrustyPup™ dog brand was created to partner with SmartyKat®. Like SmartyKat®, TrustyPup™ stands for the same innovative and eco-friendly standards, particularly in the launch of their home-décor inspired pet bedding collection. The name, logo and brand identity are intentionally matched with SmartyKat®, but TrustyPup™ displays its own dog-specific CompleteNeeds® System.

All Worldwide® brands are known for their environmental responsibility. The new branding developed for Petlinks®, SmartyKat® and TrustyPup™ prominently displays a seal informing consumers of the Satisfaction Guarantee and the Safe For Pets pledge, which states that each product meets or exceeds all applicable safety standards. Eco Advantages® further educate consumers about the environmentally responsible materials used in the product.

### **About the company**

The Petlinks®, SmartyKat® and TrustyPup™ brands are manufactured by Worldwide®, a leading consumer pet products company. By developing unique, high-quality products made from natural, recycled, reclaimed and certified organic material, and distributing them through the nation's largest retailers, Worldwide brands are changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products.