



Wahl Clipper's recent products (above) include the Lithium Ion Pet Clipper and No-Rinse Waterless Shampoo, while Loving Pets offers clean-ingredient items like Purrrfectly Natural Pet Treats (right).

will move from China to Tennessee, and Bill Converse, owner of CritterZone, will be hiring hundreds of new workers in the U.S.," Hassel says.

America First

Research shows the competitive advantage manufacturers and retailers can enjoy by making and carrying American-made products.

Four out of five shoppers in a July 2012 Perception Research Services International (PRS) survey said they notice "Made in USA" claims on packaging, while 76 percent of those shoppers said they're more likely to purchase a product after noticing the claim.

The reason? The shoppers reported a desire to help the economy, although the American-made products they would prefer to purchase — food, medicine and personal care items — suggest quality

and safety may be motivating factors, according to Teaneck, N.J.-based PRS.

The survey also tracked the impact of "Made in China" labels. Consumers notice them almost as much (76 percent versus 83 percent) as those touting "Made in USA." Fifty-seven percent of respondents said they're less likely to buy Chinese-made products, mostly because of concerns about safety and quality. Positive associations with "Made in China" are related to a better price, the survey revealed.

"It isn't always easy for pet companies to find parts or have their products made from materials sourced fully in the U.S. — I get that," Hassel says. "But I think if more and more companies would start doing it and educating their consumers about why they are, it would make a bigger impact on the industry overall." **PG**



New Products

Kibbles 'n Bits American Grill.

Available in Grilled USA Beef Steak flavor, this latest introduction from Kibbles 'n Bits



dog food features a unique blend of crunchy kibbles and real, meaty bits made with high-quality, lean beef steak, potatoes, vegetables and a touch of soft Wisconsin Cheddar cheese. www.kibblesnbits.com

Tidy Cats LightWeight 24/7 Performance.



This litter from Purina, set to hit store shelves nationwide in March, is 50 percent lighter than traditional scooping cat litter, but has the strength and performance for which the Tidy Cats brand is known. www.tidycats.com/LightWeight



Full Life For Pets' Trainer's Choice.

Real meat is the No. 1 ingredient in these bite-size dog treats that shorten the learning curve of training sessions. Containing 1½ calories each, they can be given repeatedly without worry of weight gain. This repeat rewarding is essential to locking in learning. The treats are moist to prevent crumbling, so they're easy to carry in, or grab from, a pocket or dispenser. Chicken and bacon flavors are available. **800-433-PETS; www.fulllifeforpets.com**

Loving Pets Gobble Stopper Slow Feeding Accessory.

A bone-shaped insert attaches by suction cup to any pet bowl to slow down fast-eating pups and reduce the risk of painful bloat caused by rapid eating and swallowing large amounts of air while eating. **866-599-PETS (7387); lovingpetsproducts.com**

