

**Ethical Products**  
**inc**



**2015 New Product Supplement**

*We Love Pets*

Scan to see more of Charlie loving the Play Strong™ toys!



Play Strong™  
Small Bone  
#54003 - 4.5"



Play Strong™  
Medium Bone  
#54004 - 5.5"



Play Strong™  
Trident  
#54007 - 6"

**EVERY PLAY STRONG™ TOY:**

- Floats in water
- Has openings to hold treats
- Comes with a 100% Lifetime Guarantee



Play Strong™  
"S" Bone  
#54006 - 12"



Play Strong™  
Small Ball  
#54000 - 2.5"



Play Strong™  
Medium Ball  
#54001 - 3.25"

Play Strong™  
Large Ball  
#54002 - 3.75"

**Play Strong™ Rubber**

- The virtually indestructible dog toy
- Made of strong TPR rubber for aggressive chewers

**PLAY STRONG™**

TEMS

NEW



Super Safe™ Fly Wheel  
#54009 - 4.5"



Super Safe™ Turkey Leg  
#54010 - 5"



Super Safe™ Ball  
#54008 - 2.5"



Super Safe™ Star  
#54011 - 5.3"



## Super Safe™ Silicone

- Phthalate & BPA Free and passes children's toy safety standards
- Soft silicone optimal for puppies and moderate chewers

# Super Safe™

## Lil' Spots™

A new Lil' Spots line extension of puppy and small dog toys with soft rubber and rope. Flexible and fun for teething and tug of war.



Lil' Spots™ Football  
#54022 - 7" Assorted



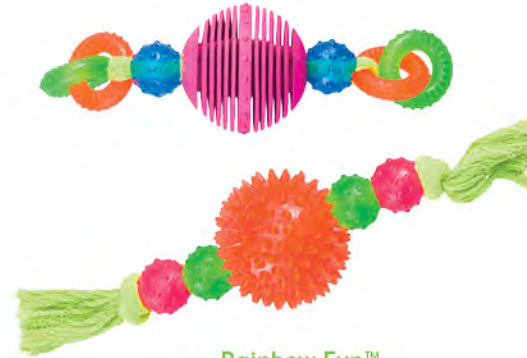
Lil' Spots™ Ring  
#54020 - 5.75" Assorted



Lil' Spots™ Heart  
#54019 - 5.75" Assorted



Lil' Spots™ Bone  
#54021 - 7" Assorted



### Rainbow Fun™

Puppy and small dog toy with fun rubber and rope shapes.  
#54023 - 11" Assorted



### Super Squeak™ Ropes

Cotton rope with squeakers woven inside. All SKUs come assorted four colors as shown.  
#4357 - 9" one squeaker  
#4358 - 14" two squeakers  
#4359 - 20" three squeakers

## Rubber & Rope Toys

- Lil' Spots™ line extension and Rainbow Fun™ toys for small dogs and puppies
- Super Squeak™ ropes with squeakers woven inside



Ciccio



### Roll-A-Treat™ Treat Dispensing Maze Ball

Flexible, translucent exterior with two dispenser holes and an interior maze that slows down snack time.

#4000 - 5" Assorted



SCAN TO SEE IT IN ACTION!



### Crunchables™

Molded plastic core with a rubber shell - the chew toy with a crunch!

#54087 - 2.5" Ball, Assorted

#54017 - 3.5" Ball, Assorted

#54018 - 5.5" Bone, Assorted



### Sensory Ball™

Multi-sensory rubber dog toy. Stimulates all 5 senses. Includes beef scent, bell and squeaker.

#54015 - 2.5" Assorted

#54016 - 3.25" Assorted

## A New Way to do Rubber

- Roll-A-Treat™ uses two different materials for a tough interior maze and a soft exterior ball
- Crunchables™ have a crunchy water bottle interior and Sensory Balls™ jingle



Dura-Fused™  
Leather Penguin  
#4431 - 8"



Dura-Fused™  
Leather Gecko  
#4430 - 8.5"



Dura-Fused™  
Leather Bone  
#4434 - 7"  
#4435 - 9"



Dura-Fused™ Leather  
Baseball Tug  
#4432 - 12"



Dura-Fused™ Leather  
Retriever  
#4437 - 15"



Dura-Fused™ Leather  
Bone Tug  
#4438 - 18"



**DURA-FUSED**  
Leather

**2 LAYER PROTECTION**  
Super durable leather and jute fabric fused together for added strength.

**SEAM PROTECTION**  
Double stitched seams with heavy duty thread add extra durability.

**MADE WITH REAL LEATHER**

**REAL LEATHER**

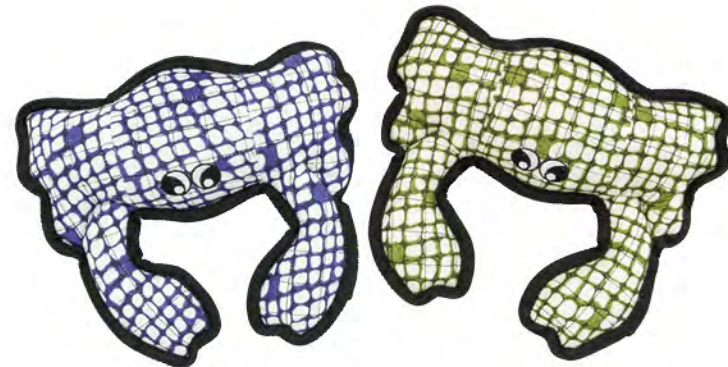
## Dura-Fused™ Leather

- New characters and tough rope tugs
- Double stitched and stuffed for strong seams





Beyond Tough™ Fish  
#54032 - 11.5" Assorted



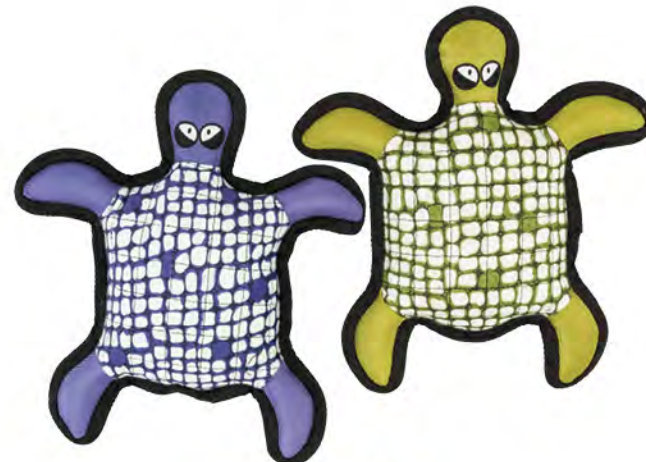
Beyond Tough™ Crab  
#54036 - 10.5" Assorted



Beyond Tough™ Whale  
#54035 - 12.5" Assorted



Beyond Tough™ Starfish  
#54033 - 12" Assorted



Beyond Tough™ Turtle  
#54034 - 11.5" Assorted

## Beyond Tough™ Quilted Felt & Nylon

- Multiple layers of fabric and overstuffed for strength
- Built to last with bigger dogs and aggressive chewers

# BEYOND TOUGH™

## Nursery Rhyme Singing Plush

Classic nursery rhyme dog toys. Each have a sound chip inside that plays each character's well-known song when squeezed.



Humpty Dumpty  
#54025 - 9"



Twinkle Twinkle Little Star  
#54027 - 9"



Bah Bah Black Sheep  
#54026 - 9"



Itsy Bitsy Spider  
#54028 - 10"



## Skinneez Squeak Off™

Stuffing free dog toys with on/off squeaker switch gives the owner control of the sound - use the switch to instantly go from sound to silence. Squeaker bladder continues to squeak even when punctured. Great for keeping playtime quiet when it counts.

#54037 - 18" Forest Assortment



TEMS

NEW

## New Sounds

- This year's new sounds: nursery rhyme jingles and on/off squeakers
- Quality, cuddly characters for every dog





### Soft Swirl Owl™

With crinkle paper and squeaker inside.  
#54029 - 9.5" Assorted



### Soft Swirl Fish™

With crinkle paper and squeaker inside.  
#54030 - 9.5" Assorted



### Nosy Hedgehogs™

#54031 - 10" Assorted



Lucky

## Plush Dog Toys

- Crinkle paper - the perfect addition to traditional squeaker plush
- Quality, cuddly characters for every dog

### Snap-N-Clean™ Pet Brushes

Brushes feature a removable plate that makes cleaning up after brushing a cat or dog easy. Snap on to brush, snap off to clean! Available in two sizes for short and long hair pets.

- #1050 - Small Brush, Short Hair Pets
- #1051 - Large Brush, Short Hair Pets
- #1052 - Small Brush, Long Hair Pets
- #1053 - Large Brush, Long Hair Pets
- #1054PW - 48 piece powerwing (12pcs per SKU)



## All New Pet Brushes & Dog Treats

- Snap-N-Clean™ brushes with a removable plate for easy cleaning
- Available in two sizes for short and long hair pets



**Kitty Fun Tubes™**  
#52000 - 3.25" Assorted 3-pack



**Kitty Fun Boppers™**  
Foam ball contains a flashing LED light that activates when tapped.  
#52001 - 4" Assorted



**Telescoping Kitty Teaser Wand™**  
Fiberglass teaser wand that expands to be over three feet long. Lure is replaceable with any toy that has a hanging loop.  
#52008 - 36" Assorted



**Pillow Puff Tabbies™ Circle**  
#52007 - 4.5"

**Pillow Puff Tabbies™**

Felt plush cat toy with ribbon tabs, crinkle lining, bell and catnip.  
Comes assorted green/purple and red/yellow per each SKU.



**Pillow Puff Tabbies™ Crescent**  
#52006 - 5"



**Pillow Puff Tabbies™ Bar**  
#52003 - 4"



**Pillow Puff Tabbies™ Wedge**  
#52005 - 5"



**Pillow Puff Tabbies™ Half Moon**  
#52002 - 6"



**Pillow Puff Tabbies™ "S"**  
#52004 - 6"

**New Cat Toys**

- Keep playtime stimulating with bouncy Kitty Fun Tubes™, Kitty Fun Boppers™ and multi-sensory Pillow Puff Tabbies™
- Telescoping teaser wand extends to be over 36" long and has a replaceable lure



Patent Pending



**Kitty Teeter Feeder™**

Interactive food and treat dispensing bowl for cats. Includes detachable suction cup for use on all surfaces. #2926 - 7"



SCAN TO SEE IT IN ACTION!



**Kitty Tug-N-Treat™**

Treat dispensing cat toy. Hooks onto any door knob. Features adjustable button inside tube for tension control. #2927 - 21"



SCAN TO SEE IT IN ACTION!

**Innovation in Food/Treat Dispensing**

- Kitty Teeter Feeder™ wobbles back and forth when cats interact with it, releasing food or treats slower than traditional feeding methods
- Kitty Tug-N-Treat™ hangs on any doorknob and releases treats when cats tug the pom pom

**Need cat treats too?**

Try our Feline Harvest treats.





### Pop-N-Serve™ Single Serve Double Diner

A double diner designed to reduce the mess of using single serve food containers. Fits most popular brands.

#6007 - Small

#6008 - Large

#6009PW - 40 piece powerwing  
(16pcs #6007, 24pcs #6008)



SCAN TO SEE  
IT IN ACTION!

All SKUs assorted:

Black

Pearl

Slate Blue

Merlot

Taupe



### Animal Instincts Slow Feed Bowl™

Slows down a dog's eating with a unique maze shape to reduce risk of bloat and indigestion.

#6003 - 10" Green

#6004 - 10" Purple

#6006 - 10" Blue



SCAN TO SEE  
IT IN ACTION!



### Colorful Rings™ Dish

Crisp white ceramic dish with non-skid, rubber ring around the base for easy cleaning.

#58500 - 5" Assorted

#58501 - 7" Assorted

## Simplify Dinnertime

- Colorful Rings™ dish stays put with a rubber ring base, and Pop-N-Serve™ double diners keep single serve food containers from sliding across the floor
- Slow down a speed eater and decrease indigestion with the Animal Instincts Slow Feed Bowl™



Kettle Creek Farms™  
8 new SKUs



Beastie Bars™  
3 new SKUs

See our treat brochure  
for more information!

## All New Dog Treats

- USA-made Kettle Creek Farms™ and Beastie Bar™ dog treats
- All natural, gluten free, antibiotic free

# Sleep Zone™



## Sleep Zone™ Bed Program

Our all new bed program features dozens of styles for cats and dogs of all sizes, as well as SKUs with memory foam and orthopedic support. The full selection of cuddlers, bolsters and crate pads can be found in our bed brochure.

## All New Spot® Beds

- A variety of fabrics, colors and styles to complement any home décor
- The program to fill all of your bedding needs

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[www.ethicalpet.com](http://www.ethicalpet.com)