



**Prebook Events for Fall & Winter Apparel and Holidays**

Three prebook events are taking place this quarter at Pet Palette Distribution and a discount is being offered for those retailers who choose to participate. The first is the Fall/Winter Apparel Prebook which kicked off on March 17th and ends on June 30th. It features hot new jackets, coats, and sweaters from GF Pet. This event also introduces jackets, coats, and pajamas from newly launched Australian brand FuzzYard.

Pet Palette Distribution is the exclusive national distributor for both brands and the event can be found on [wholesalepet.com](http://wholesalepet.com). Retailers who spend over \$389 will receive 5% off and free shipping, and over \$700 will receive 10% off and free shipping.

The Fall Holiday Prebook and the Winter Holiday Prebook events will follow, both of which include 17 top industry brands and hundreds of the hottest seasonal SKUs.

Both holiday prebook events will begin on May 3rd, Fall Holiday Prebook will end on July 25th and Winter Holiday Prebook will end on 8/29. Retailers will receive 5% off and free shipping when they spend a minimum of \$389 on the Fall Holiday Prebook and 10% off with free shipping when they spend over \$750. For the Winter Holiday Prebook, retailers will receive 5% off and free shipping after they spend \$389 and 10% off with free shipping over \$750. None of the three prebook events can be combined with each other or additional discounts, and all will be found on [wholesalepet.com](http://wholesalepet.com). 🐾

**NEW BRAND** *Launches*



*See who we're adding to the mix in the coming months!*



**FUZZYARD**

Since 2003, Australian brand FuzzYard has been manufacturing premium pet products that are now sold in more than 10,000 stores globally. Pet Palette Distribution will carry over 300 of their top every day toy and apparel products as well as a large amount of seasonal items to feature in various assortments throughout the remainder of year. You can expect to see this brand become available in mid-May



**HAUTE DIGGITY DOG**

Haute Diggity Dog was launched in 2004 as the original parody, plush dog toy company and currently has several best-selling lines including the popular Starbarks, Chewy Vuiton, White Paw, and LickCroix Barking Water collections. Over 100 every day SKUs are currently available through Pet Palette Distribution, including designer place mats and feeding bowl sets. The brand will also be featured in upcoming seasonal assortments.



**YEOWWWW! CATNIP**

USA-made and stuffed with only the finest, organically grown catnip, Yeowww! toys are made using only non-bleed vegetable-based dyes and are handmade. Only the leaves and flower tops of the plants are used in Yeowww! Catnip, making it one of the strongest blends on the market. Pure Catnip is now available and over 50 best-selling toy SKUs are expected to arrive in May. Additional seasonal products will be featured in holiday assortments. 🐾

# NEW PRODUCT Showcase



## EZYDOG

Retailers can expect to see nearly 60 new products hit the Pet Palette Distribution website from EzyDog towards the end of April. These include multiple sizes and colors of the Quick Fit

Harness, Doubleup Collar, Luca & Luca Lite Leashes, and Zero Shock Lite Leashes.

EzyDog is a manufacturer of award-winning and innovative dog gear and accessories that are renowned for being reliable, stylish, and comfortable. The brand encompasses the rugged outdoor lifestyle dogs love along with the comfort and style pet owners prefer. They are the manufacturer of the Original Shock Absorbing Leash that combines the latest in sports technology with durability.



## GLANDEX

The supplement line that was created by veterinarians to support pet anal gland health is now available in a tuna flavored feline recipe and also new beef liver flavored soft chews and

powder for dogs. Glandex contains probiotics and enzymes that promote healthy gut microflora, healthy inflammatory response, and normal histamine levels.

Typical results are seen in three to five weeks and 100% satisfaction is guaranteed. This patented formula contains a unique fiber blend, omega fatty acids, probiotics, and digestive enzymes to support digestion, immunity, and seasonal allergies. Gluten-free with no corn, soy, or wheat.



## WONDERCIDE

Several new items from plant-powered pest control brand Wondercide are being added to our offerings over the course of the next couple of months. Newly launched fruit fly traps and a floor

display for 16 oz. Flea, Tick & Mosquito Spray bottles are already available. Flea & Tick Spot On for Cats + Dogs, Flea & Tick Shampoo for Cats + Dogs, and Flea & Tick Collars for Cats + Dogs are expected to arrive in the first week of May.

Wondercide products protect pets, families, and homes with safe and effective plant-based products that are made in the USA and holistic-vet approved. Safe for dogs and cats of all ages.



**PET PALETTE**  
DISTRIBUTION

# NEWS

## What's New?

### Global Pet Expo & New Hire



## GLOBAL PET EXPO 2022

Pet Palette Distribution unveiled more than just a new name and logo at the March trade show in Orlando, Florida – products from five newly launched brands were on display: SodaPup, SnugArooz, Plato Pet Treats, Haute Diggity Dog, and FuzzYard. The last two of which were officially launched at the show.

The team was thrilled to have SodaPup Founder and President, Adam Baker and FuzzYard CEO Stu McIntosh join them in greeting customers and educating them about products at the Pet Palette Distribution booth all three days.

Partner brand, Puppy Cake, received Boutique Best in Show 2nd Place for their Birthday Cake Flavored Puppy Scoops Ice Cream Mix.

A total of over 50 top industry brands participated in the Pet Palette Distribution Show Specials which ran from March 23 - April 6.



## NEW HIRE - CHERYL BAILEY

*Northeast Territory Sales Rep.*

Cheryl Baily brings 15 years of industry experience with her to the growing Pet Palette Distribution sales team, including time as a Regional Sales Manager on the manufacturer side and Inside Sales Key Accounts Manager in distribution. Her accomplished background will be an asset for the accounts she will service in the Northeast Territory of the US, which includes CT, MA, ME, NH, NY, RI, and VT.

“It’s an exciting time to start this next chapter with Pet Palette Distribution,” said Bailey. “I’m looking forward to helping our retailers keep a fresh assortment of new products at the best prices, and I’m delighted for the opportunity to call on customers I’ve worked with in past endeavors.” 🐾





# PET PALETTE DISTRIBUTION

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Low minimums, fast shipping,  
top-notch customer service.

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[petpalettedistribution.com](http://petpalettedistribution.com)

## UPCOMING *Pet Holidays*

### APRIL

National Heart Worm Awareness Month • National Pet First Aid Awareness Month • Prevention of Cruelty of Animals Month • Canine Fitness Month

**3-9th:** International Pooper Scooper Week **4th:** World Stray Animal Day **10th:** National Hug Your Dog Day  
**11th:** National Pet Day & Celebrate Shelter Pets Day **17-23rd:** Animal Cruelty Week **19th:** National Cat Lady Day  
**22nd:** Earth Day **24th:** National Pet Parents Day **30th:** Adopt a Shelter Pet Day

### MAY

National Pet Month • National Foster Care Month • Pet Cancer Awareness Month • Chip Your Pet Month • Responsible Animal Guardian Month

**1-7th:** National Pet Week **1st:** National Purebred Dog Day & Mayday for Mutts **3rd:** National Specially-Abled Pets Day  
**4th:** Star Wars Day **8th:** Mother's Day **14th:** National Dog Mom's Day & International Chihuahua Appreciation Day  
**20th:** National Rescue Dog Day **21st:** World Dog Day **31st:** Memorial Day

### JUNE

National Pet Preparedness Month • National Micro-chipping Month • Adopt a Shelter Cat Month • National Foster a Pet Month • Pride Month

**4th:** Hug Your Cat Day & International Corgi Day **5-11th:** Pet Appreciation Week **8th:** Best Friend Day  
**14th:** World Pet Memorial Day **12-18th:** Animal Rights Awareness Week **19th:** Juneteenth **20th:** Father's Day  
**20-24th:** Take Your Pet to Work Week **20th:** Take Your Cat to Work Day **24th:** Take Your Dog to Work Day