



## **Phelps Pet Unveiled New Private Brand Collection at Global Pet Expo New Line Targets Smaller Retailers & Entrepreneurial Start-Up Brands.**

ROCKFORD, IL: March 1, 2020/ Phelps Pet Products unveiled its full lineup of mouth-watering dog treat recipes during the Global Pet Expo in Orlando February 26-28, 2020. A pet industry leader for over 50 years, Phelps is offering 14 of its most popular recipes including USDA Certified Organic chicken and turkey jerky, Marine Stewardship Council certified salmon, and even Plant-Based meatless beef bites.

“The products all are made in the USA in custom-labeled packaging with low minimums, short lead-times, and no long-term commitments,” said Phelps Pet Products CEO Rick Ruffolo. “We designed the line so smaller retailers and entrepreneurial brands can create and expand their branded dog treat items without the risk of over-investing in product development, certifications, packaging, or inventory.”

“This Phelps Private Brand program is a great choice for e-commerce brands who thrive on their ability to be nimble and responsive to customer preferences,” said Treena Labode, Phelps Director of Strategic Accounts.

Made exclusively in the USA to avoid the risk of supply chain interruptions from China or other foreign countries, the Phelps Private Brand Collection will be available to ship to customers beginning April 2020. You also can learn more about the program by reaching out to the Company at [www.phelpspet.com](http://www.phelpspet.com)

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**ABOUT PHELPS:** Founded in 1966 - Phelps Pet Products is based in Rockford, Illinois and features both industry-leading dog treat contract manufacturing private label services, as well as innovative branded products including Pet MD, Callie’s Kitchen, and Glad Wags dog treats. Phelps is the ‘behind-the-scenes’ partner to some of the industry’s largest and most innovative brands, and its products can be found in over 30,000 retail stores throughout North America including USDA certified organic meat-based jerky treats and Marine Stewardship Council certified seafood treats, as well as a wide variety of proteins and limited ingredient recipe treats.

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