

Previously, the program rewarded only those customers who booked shipments online.

BRAND WIDTH: As part of a new "Brand Width" strategy, **OurPet's Co.** of Fairport Harbor, Ohio, has redesigned its logo and refocused its corporate message to highlight



OurPet's new logo is designed to convey a strong business-to-business message to retailers, whereas the previous, more-colorful logo was designed to communicate with consumers.

the company's diverse offerings of pet products. The new logo, which features a subtle two-colored design, is meant to communicate to retailers that OurPet's can be their "single reliable source for a wide variety of leading edge products," according to the company. This refocused corporate message is also reflected in the tag line: "Inspired by pets, driven by innovation."

CHICKEN FEED: Stella & Chewy's of Muskego, Wis., reported it donated 200 pounds of freeze-dried chicken (worth \$15,000) to the **Ritchie County Humane Society** in Harrisville, W.Va. A fire destroyed one of the shelter's buildings, killing 60 cats and dogs and burning the shelter's supplies. The chicken will help feed the estimated 40 animals that survived the Jan. 13 blaze.

costuming and accessorizing, according to CHA.

MIDTOWN MIAMI: Luxury pet boutique **Dog Bar** plans to open a third location in the **Miami** area in April. The 2,462-square-foot retail space is located in Miami's massive 56-acre mixed-use development called **Midtown Miami**. Once open, shop owners **Steve and Michele Cohen** plan to host a number of educational seminars on topics such as canine health and wellness and holistic medicines.

NEW OWNERS: Sisters **Beverly Vicari** and **Ruth Kiser** purchased **K9 Confections**, a manufacturer of dog and cat treats, on Dec. 4, 2009. The sisters said they plan to continue founder **Jennifer Wilner's** vision of creating healthy, all-natural treats for pets. Vicari and Kiser have moved production from Edison, N.J., to Howell, N.J., and are focusing on expanding the company's dealer network nationwide.

HOT COUTURE: **Ginger Pet House**, a pet boutique located in Independence, Ohio, took first place in the Best Couture category of the 2009 Best of Cleveland Hot List contest hosted by **Fox 8 News**. **Ginger Pet House**, which is a subsidiary of **Rymac Services Inc.**, was selected as the category's winner for the second year in a row. Winners are voted on by members of the public.

BEST BLUEBERRIES: The **U.S. High-bush Blueberry Council** named two dog treats among the winners of its 2009 Best New Product Awards. Representing the pet

direct to shoppers' homes, teamed up with the **Gwinnett Humane Society** to help feed homeless pets during the holiday season. The **Pet Garage** planned to donate a portion of its delivery fee to the **Gwinnett Humane Society** for every home delivery made during December 2009 and January 2010. In addition, shoppers had the option to purchase an extra bag of food to be donated and delivered to the nonprofit organization.

YAPPY HOUR: **Piglet's Pantry** dog bakery and **The Wine Den**, both of Mt. Dora, Fla., surpassed their goal of raising \$2,500 for the **Humane Society of Lake County** in 2009. The two businesses raised \$3,359 by co-hosting monthly **Yappy Hour** cocktail events for dogs and their owners. The goal for 2010 is to raise \$5,000.

MVP CONTEST: **Bissell Homecare Inc.** of Grand Rapids, Mich., launched its third annual **Most Valuable Pet Contest** in January. The contest invites the public to submit photos of their furry friends for a chance to have their pet featured on the packaging of **Bissell's Pet Hair Eraser** vacuum, among other prizes. The contest was slated to run until March 25.

WELL READ: Organic pet supplements made by **Cranimals** of Vancouver, British Columbia, Canada, are featured in a recently published book entitled "30 Days Without Kibble." The book, written by **Eva Blais**, offers dog owners recipes and tips for making their own dog food. **Cranimals** is featured throughout the book in

worth of fabric to nine local animal shelters during the holiday season. The shelters are using the fabric as blankets, dog coats and animal beds, according to the company. **Draper Knitting** is the parent company of **Draper Therapies**, which produces therapeutic products for humans, equines and canines.

PIONEER SPIRIT: The **Pioneer Valley Water Garden & Koi Club** will present the **Fifth Annual New**

