



MEDIA ANNOUNCEMENT

Market leader in pet tech and innovation changes name, reflecting focus on brands and innovative products

Australia and New Zealand – March 2024 -- With a 33-year history of helping people protect and care for their pets, Radio Systems Corporation® and Radio Systems Australia is changing its name to **PetSafe Brands™**. The name change celebrates its position as the world leader in pet supplies as the company has consistently outperformed the market year over year.

From its roots as a startup company selling pet fences in Knoxville, Tennessee, PetSafe Brands™ has expanded its presence with offices in Ireland, China, Vietnam, and Australia, where its head office is located on the Gold Coast. The Australian office oversees operations in both the Australian and New Zealand markets, having been established in 2012 and playing a crucial role in the company's regional expansion. PetSafe Brands™ employs sales, marketing, customer care, supply chain, and finance specialists in Australia, contributing to both the local economy and the pet care industry. Globally, the company holds over 800 patents, enabling it to sell one PetSafe Brands product every second, providing families worldwide with the means to ensure the happiness, health, and training of their pets. PetSafe Brands is owned by Clayton, Dubilier & Rice (CD&R) and serves as a flagship company in their portfolio.

PetSafe Brands™ is a leader in the categories they compete in; pet fence and safety technology, pet waste, water and feed, training and more. The company prides itself on being a retail partner of choice by providing ground-breaking innovations in each category. Together, these strategies have led to record growth, consistently beating market averages year-over-year resulting in PetSafe Brand products becoming some of the most globally recognised pet products sold today.

PetSafe Brands™ CEO Rob Candelino says, "*We are enormously proud of our 33-year history and the millions and millions of pets we have helped protect all over the world. With the rollout of our new ambitious Strategic Plan, our new company Purpose and our new company Values, we felt it was also the right time to update our corporate name to better reflect that we are home to some of the most influential brands in our industry*", adding "*But PetSafe Brands, to us, is much more than just a name change. It reflects a new energy in our company and a strong conviction that our unique combination of world-class technologies, a massive amount of IP, the best teammates in the business and our stable of beautiful, consumer-facing brands positions us incredibly well for another 33 years of growth and success*".

PetSafe Brands™ stands at the forefront of category innovation with groundbreaking advancements that redefine modern pet care. Their integration of AI into forthcoming products and innovations will usher in a new era of pet care and safety. Additionally, they revolutionised pet hydration with the invention of the **first pumplex fountain**, showcasing their commitment to convenience and efficiency. Furthermore,



their development of a 100% all-natural, high-performance litter underscores their dedication to people who want a sustainable cat litter and fewer chemicals in their homes.

From the many product innovations of PetSafe Brands™, some of the newer technologies include:

- Introducing the first pumpless fountain
- Introduction of a 100% all-natural, high-performance cat litter
- Introduced the world's smallest Bark Collar
- Introducing more cat households to the world's most popular self-cleaning litter boxes through the ScoopFree® line

PetSafe Brands™ CMO Molly Landman says, *"Pets are some of the most important members of our families. So, we are doubling our efforts to reach new consumers to show them how our portfolio of PetSafe Brands keeps their pets happy, safe, and healthy. As the leader in the pet supplies category, our investment in the safest, most technologically advanced innovations, our strategic partnerships with retailers, and our commitment to driving growth through new marketing channels ensures more homes can have access to the best solutions for their pets."*

PetSafe Brands™ Director AU and NZ, Kevin Jorgensen says, *"The decision to rename our company to PetSafe Brands™ marks an exciting chapter in our company's journey. It underscores our commitment to innovation and reflects our evolution as a leader in the pet care industry. This name change not only symbolises our dedication to providing top-quality products but also highlights our focus on enhancing the bond between pets and their owners in Australia, New Zealand and globally."*

PetSafe Brands™ Marketing Manager AU and NZ, Sarah Ambler says, *"We have some of the highest rates of pet ownership in the world here in Australia and New Zealand. Pets are our family and our new company name and values reflect that. We are excited to continue our commitment to unleashing freedom for pet parents by keeping their pets happy, healthy and safe in Australia, New Zealand and globally."*

About PetSafe Brands™

PetSafe® is the largest manufacturer of hard pet goods for dogs and cats. Founded in 1991 as Radio Systems Corporation, PetSafe Brands™ has grown into a global corporation selling in over 52 countries. Our brands include Invisible Fence Brand®, Kurgo®, PetSafe™ SportDOG® and Premier Pet®. We are driven by innovation and technology to improve the lives of people, pets, and our communities. Our portfolio includes trusted and industry-leading electronic containment & training systems, waste management products, fountains, pet doors, automatic feeders and more. The PetSafe Brands™ corporate office is based in Knoxville, TN, with regional offices worldwide, and is owned by Clayton Dubilier & Rice, LLC.

-end-

For media inquiries or product reviews, please contact Amanda Kuhn, PR and Media, at amanda@missymischief.com, 0410 570 993.

For international wire release and logo click [HERE](#)