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## Neater Feeder® Keeps Messy Pet's Eating Habits Contained

*New medium size Neater Feeder unveiled at  
Chicago's International Home + Housewares Show*

*Booth #N7141, Clean + Contain Section*

**MALVERN, PA (March 6, 2011)** – Take the mess out of mealtime, and keep the family pet's kibble and water off household floors and walls with the Neater Feeder. For the second year, Neater Pet Brands is proud to showcase their one-of-a-kind solution, the Neater Feeder, to thousands of homegood professionals at the International Home + Housewares Show. And joining the Neater Pet Brand this year is the *new* medium size Neater Feeder, perfect for Beagle, Jack Russell or Cocker Spaniel households.

During the three day McCormick Place event, the Neater Feeder team will be educating attendees on the benefits of improving their pet's eating conditions, for a healthier, more sanitary environment and cleaner, drier floors and walls.



The super-functional feeding solution features a raised backsplash that outlines the product's perimeter to protect nearby walls and household furnishings from spills and splatters that commonly occur during mealtime. Meanwhile, a dual reservoir extends from the pocketed food dishes to separate spilled food from spilled water, just like a colander would. Meaning, no more picking up soggy kibble or cleaning wet floors. And a tidier eating area can help prevent pests that are attracted your pet's messes.

To further support a healthier mealtime, the Neater Feeder is elevated on non-skid rubber treads to support better digestion. Optional leg extensions are also available for larger breeds, prone to digestion issues and joint problems. The kick-proof, spill-proof Neater Feeder is the only feeding system that serves the needs of pets *and* their home-owning parents.

Available in small, medium and large variations, the Neater Feeder is appropriately sized for dogs small and large, up to 100-plus pounds. And now the Neater Feeder is feline friendly too, thanks to the *new* cat sized Neater Feeder addition. Made in the U.S. from recyclable plastic, the Neater Feeder is easy to clean and is dishwasher safe. Visit the helpful Neater Feeder team at Home + Housewares booth #N7141 in the Clean + Contain section for more information or a demo on the handy hardware that is helping keep households across America clean.

### **About Neater Pet Brands, LLC**

Headquartered in Malvern, PA, Neater Pet Brands, LLC is the exclusive manufacturer and worldwide distributor of Neater Feeder, a revolutionary new pet feeder. The Neater Feeder's spill-proof and kick-proof design keeps spilled water and food contained, protects floors and walls, and provides a more sanitary and comfortable dining environment for your four-legged friend. Neater Pet Brands' mission is to bring innovative products to market that enhance the joys of pet ownership by making pet care easier and making pets' lives better. The company is committed to partnering with and supporting groups and organizations that benefit both pets and humans alike. Look for more exciting Neater Pet Brands, LLC problem-solving products coming soon at [NeaterFeeder.com](http://NeaterFeeder.com) or [Facebook](https://www.facebook.com/NeaterFeeder).

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**Media Note: Interviews & Product Samples are available.**