

# Dog Rocks USA Distribution LLC USA Launch

Submitted by: Dog Rocks UK Distribution Ltd

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April 2012.

Dog Rocks Announce USA Distribution

Dog Rocks USA (<http://www.dogrocksus.com>) Distribution Ltd & Dog Rocks Distribution LLC are delighted to announce their launch into the USA

Dog Rocks are an exciting and proven 100% NATURAL product used to help prevent urine burn patches appearing on your lawn, shrubs and box hedge as a result of dog, bitch and pet urine.

Dog Rocks have been available in Australasia for 11 years and Europe for 7 years where they have sold over 1 million Rocks.

"Its taken us 6 years to get ourselves into the position where we can realistically service the American market in terms of stock levels & cash flow and we are now ready to roll and having attended Globex 2012 we have some really exciting contracts underway and sales are beginning to snowball, just as they did in the UK, really exciting times" enthused Carina Evans from their HQ in the UK.

Dog Rocks (<http://www.dogrocksus.com>) Distribution LLC's staffed distribution office & warehouse is based in Wellington Florida; sales enquiries can be directed towards our HQ, contact details below.

Dog Rocks are sold through vet, pet and garden centre wholesalers and distributors both online and to retailers in these markets. With most of the biggest names in the UK and European pet market, Dog Rocks are confident that the product will sell in volume USA wide.

To access our sales brochure & find out how the company has been performing please follow the link below:

[http://www.flippingbrochures.co.uk/Dog\\_Rocks/](http://www.flippingbrochures.co.uk/Dog_Rocks/)

2012 trade shows: please do come and visit our booth to discuss orders and distribution:

Interzoo 2012 Germany 17th – 20th May 2012

AVMA Vet Convention USA 3rd – 7th August 2012

Super Zoo USA 11th – 13th September 2012

- 100% Natural; no change to the pH balance of the dog's urine
- Dog Rocks span 3 markets, the vet, pet and garden centre markets
- Repeat product which has to be changed every 2 months
- Small pack size with a workable RRP of £12.49
- Dog Rocks are an hassle free solution to a distressing problem and are the market leader in preventing & curing pet urine lawn, shrub & box hedge burn.

ENDS

Notes to Editor

Each pack of Dog Rocks (<http://www.dogrocksus.com>) is accompanied by an instruction leaflet and diary reminder sticker.

- Wash the Dog Rocks thoroughly under running water to remove any dust.
- Place your entire pack of Dog Rocks in your dog's water bowl, if you have more than one water bowl, you will need another whole pack of Dog Rocks, and each water supply should have one entire pack of Dog Rocks in it.
- Replace your Dog Rocks every 2 months and for best results, refresh the water at night every two to three days and top up at night in between.
- Dog Rocks are not uniform size and differ from pack to pack in content because they are entirely natural. The weight of each pack is however the same and therefore the efficacy is consistent.

Dog Rocks SSP \$16.99/E14.99/£12.49 per pack - each pack lasts 2 months.

Dog Rocks are available through all major wholesalers in the vet, pet and garden centre markets. To consumers Dog Rocks are available through vet practices, pet and garden centre retailers as well as online. Some of our customers include Pets At Home, Kennelgate Stores, Jollyes, Pampurred Pets, Pets City, Pet Supermarket, Pets Corner, Wyevale Garden Centres, Dobbies, Hillier Garden Centres, Nottcutts Garden Centres and Poplar Nurseries.

For more information go to: <http://www.dogrocks.co.uk>

For further media information, images and interviews please log onto the "trade" area of our website and enter the following information or contact us direct:

Username: tradearea

Password: drtrade2012

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"They really work!" – Freya Ireland, Wiltshire  
"Flying off the Shelves, good retail margins, improved sales year on year." Julie, Pedigree Wholesale  
"Great solution and an easy sell for practices too" John Kay, National Veterinary Services.