



FOR IMMEDIATE RELEASE

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Planet Dog Introduces a Rugged New Challenge for Dogs: the Orbee-Tuff® GuRu Ball

(Westbrook, ME) February 15, 2018 - [Planet Dog](#), a pet industry leader in durable, eco-friendly toy design is proud to introduce the GuRu Ball. GuRu is one of the newest, ultra-durable additions to Planet Dog's line of interactive dog toys and will officially be launching at Global Pet Expo at the Orange County Convention Center in Orlando, Florida!



GuRu features five different openings in which to hide treats—including the newest product line from Planet Dog, Planet Dog Treats! Once treats are buried, dogs will have to chew and squeeze to release them. This toy is designed to dispense treats only after the dog applies enough pressure to pop them out. The texture of the GuRu Ball is gentle on dog's gums, allowing them to furiously work to get a strong enough grip to release their treats. The Ball scores a five out of five on the Planet Dog Durability Scale, guaranteeing endless hours of play for even the toughest, most energetic chewers.

The puzzle treat dispensing nature of the toy also activates and encourages mental stimulation in dogs. The openings can be filled with kibble, bully sticks, carrots, apples, new Planet Dog Treats, peanut butter, or whatever treat your dog loves most.

As with all Planet Dog toys, GuRu is made with Planet Dog's Signature Orbee-Tuff® material. This means it is made in the USA, durable, completely non-toxic, buoyant, and as safe for humans (even



babies) as it is for dogs. The GuRu is 100% guaranteed and recyclable. To clean the GuRu Ball, simply wash in a dishwasher on the top shelf.

The GuRu Ball measures four inches in diameter and is available for \$18.95. For more information about these new products, or to request an interview or media sample, please contact Kerry Sutherland at Kerry@ksutherlandpr.com or (775) 360-6101.

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About Planet Dog

Since 1997, Planet Dog has been a leader in eco-friendly and durable design in the pet industry, consistently developing and innovating a multitude of premium products “made for dogs, by dog lovers.” The company’s socially responsible, values-based position in the market brings people and dogs together for fun and mutual support unlike any other brand. And beyond innovating quality dog products, the company’s “Planet Dog Foundation” provides necessary funding for the training, placement and support of dogs helping people in need. For more information, visit www.PlanetDog.com.