

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

# WEST PAW

Bozeman, MT

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Feast Mat™ - available in two designs and three colors. **\$27.95**

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Feast Mat™ & Creamy Treat ISO Kit: **\$10.95 - \$27.95**

### WHY DID WEST PAW GET INTO THE PET INDUSTRY?

West Paw's purpose is to innovate to unleash joy between people and pets in pursuit of a healthier world. Since 1996, it has really been about building positive impacts in the community—we wanted to create jobs by choosing to manufacture domestically and sustainably in our home state of Montana.

### HOW DOES WEST PAW SUPPORT RETAILERS?

We are focused on providing an exceptional retailer experience. Whether that's advising customers on their assortment, providing educational resources, marketing and POP collateral, or providing an industry-leading guarantee. We want our retailers to be very confident they're selling a product that their customers will love and come back for more.

### WHAT'S NEW?

The Feast Mat™ is a dual-sided lick mat and slow feeder. Thoughtfully designed with durability, versatility, and enrichment in mind, one side encourages paced eating and a dog's foraging instinct. The second side is designed as a lick mat, great for spreading softer foods like West Paw's Creamy Dog Treats.

### WHAT MAKES THIS PRODUCT LINE SPECIAL?

The Feast Mat™ is a great solution that can help occupy bored dogs, enhance their everyday feeding experience, and can even calm an anxious dog. Thoughtfully designed to be non-slip, easy to clean, flexible, durable, and sustainably made with award-winning Seaflex®, made with recycled ocean-bound plastic.



**FOR MAXIMUM BENEFIT, SHARE THIS WITH YOUR SALES STAFF**

# West Paw



SEAFLEX®

# FEAST MAT™

Made with Recycled Ocean-Bound Plastic



Two-Sided

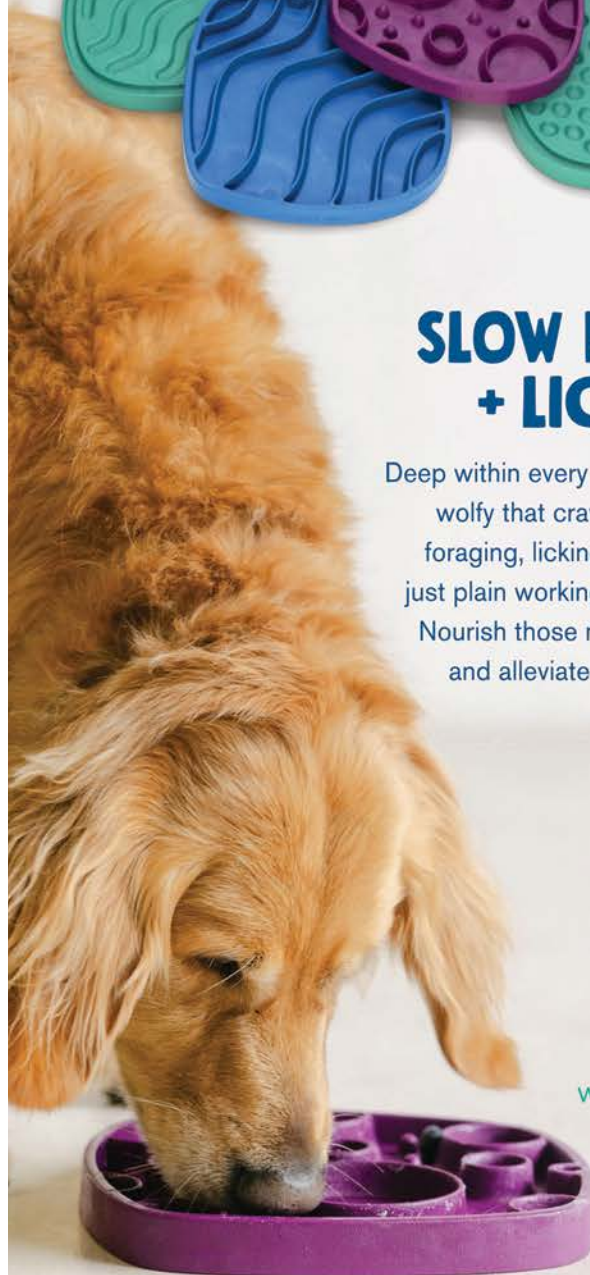
## SLOW FEEDER + LICK MAT

Deep within every dog is an inner wolfy that craves wild eating, foraging, licking, nibbling, and just plain working for their food. Nourish those natural instincts and alleviate stress with the Feast Mat™.

ORDER TODAY



westpaw.com



Encourages Foraging + Food Exploration



Two Sided Enrichment Variety



Boredom-Busting Mental Stimulation



Reduces Stress + Anxiety



Engages Picky Eaters + Slows Feeding