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Corky's Reflective Wear Wins Pet Independent Innovation Award for Clothing Product of the Year

Annual Awards Program Recognizes Top Companies, Services and Products Within the Global Pet Industry



Making the World Safer for Pets and Their Owners

The Pet Independent Innovation Awards program, the industry's most robust recognition platform for the innovators and leaders of the pet industry, has announced the winners of their 2019 Awards and Cranston, RI based Corky's Reflective Wear was named the "Clothing Product of the Year."

Corky's Reflective Wear products are reflective to 1,000 Feet, weatherproof, functional and stylish. Dog Jackets and Extenders, Overcollars™, Leashes and Ladies Vests. The products are made with MiraFab™, Corky's proprietary fiber that is wind resistant, repels water, is a fast drying micro polar fleece, breathable, maintains body temperature, 3-layer bonded interlock, machine washable and easy to care for and has 3M Scotchlite™ 360° enhanced visibility tape that can be seen up to 1,000 feet!

"Never has safety for pets and their owners been as important as it is today. Most people walk their dogs early in the morning or in the evening. The dangers of low light, low visibility, distracted driving and poorly lighted roads during these times is at its highest," explains Top Dog Alan Jacober. The facts are both frightening and astounding:

- Every 88 minutes a pedestrian is hit by a car and killed
- Every 4 minutes a pedestrian is hit by a car and injured
- 81% of these accidents occur between 6 pm and 6 am ~ NHTSA Traffic Safety Facts 2017 Data

Corky's began with two simple questions. Shouldn't you and your dog both be Safe from dusk til dawn? And, shouldn't you both look good, too?

The **Overcollar™** is an incredibly innovative, simple, practical solution to a common safety problem. Regular collars are often hidden by hair or fur and can't be seen. This goes "over-the-collar" in seconds providing a high level of visibility and an added level of safety for both the dog and its walker.

'**Sportswear for dogs**' describes the line of jackets that have a great look, technical and functional features and are the safest, highest visibility protection for dogs and their owners on their walks. (Complete with a built-in Overcollar™ for added safety.) And, another very innovative creation is a **Jacket Extender** is available that adds up to 5" for 'dogs who need a little extra room!'

Reflective Leashes have all of the safety elements as the rest of the line with 'LeashSafe' for quick-hold safety to easily control your dog in crowded areas, crossing a busy street or in high stress situations.

Ladies Training Vests combine fashion and function for year-round safety *plus* weatherproof properties, 2 zippered pockets, a cell phone pocket AND a large zippered pocket in the back for treats or storage.

Corky's Reflective Wear's line is available in many pet specialty stores across the US in 6 colors: *Lab Black, Healer Blue, Hunter Green, Doggone Red, Oh My Orange and Precious Pink* from XXS - XL.

The Pet Independent Innovation Awards Pets are irreplaceable family members and consumers are, therefore, willing to pay for quality products that improve the health and well-being of their furry companions. The pet care industry has continued to grow, reaching unprecedented heights with shoppers anticipated to spend more than \$87 billion by 2024 in the U.S. alone while the global pet market is expected to reach \$202 billion by 2025. As the evolving pet industry landscape continues to grow, consumers are bombarded with new and innovative pet products and services. The mission of the annual Pet Independent Innovation Awards program is to honor innovation and recognize the excellence, hard work and success in a range of pet care industry categories.

"As the pet industry continues to grow, we are seeing an evolving shift in how we treat and care for our pets," said Bryan Vaughn, Managing Director of the Pet Independent Innovation Awards. "We see the pet market focused not just on growth, but on creating tangible value for their products to help give our pets a better life. Our 2019 Pet Independent Innovation Award winners deliver on that focus, providing true value with new and innovative technology. The winners were chosen by a group of judges who are senior-level marketing and pet products professionals who have personally worked within the pet product space.

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