



## Petsmart Solicits Innovative Pet Product Ideas

**Consumers who submit new and unique pet product ideas to Edison Nation's Live Product Search could see their product on Petsmart shelves in the future.**

*By the SmallAnimalChannel News Division*

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Do you have the next great product idea for small animal pets or any other pet? If so, Petsmart wants to hear from you.

Petsmart is on the hunt for innovative pet product ideas from consumers. The Phoenix-based pet specialty retailer has tapped Edison Nation of Charlotte, North Carolina, to help screen concepts for a broad range of pet products.

"By working with Edison Nation, we're able to get a really big outreach to pet parents," said Petsmart spokeswoman Jessica White. "We're always looking for new ways to help pets live happy, healthy lives."

Pet owners and inventors alike who think they have a unique concept for a pet product can pitch their idea to Edison Nation through its "Live Product Search."

Some product categories to consider include innovations in toys, travel and stay-at-home crates, gates and pens, collars and leashes, beds, grooming tools, waste management, and upscale automatic water feeders. Products may be geared toward dogs, cats, birds, fish, reptiles and small animals.

If a product concept is chosen, the person who submitted the idea will receive a \$2,500 advance on royalties, a percentage of sales for up to 20 years and an opportunity to have his or her product on Petsmart shelves.

The fee to submit an idea is \$25. The search ends November 30, 2009.

This is the second time Petsmart has teamed up with Edison Nation. The two companies worked together earlier this year to launch a search for interactive pet toys.

Mary Dickson, an Edison Nation spokeswoman, said 58 top concepts were presented to Petsmart a few months ago. She said the retailer is still deliberating which, if any, will be chosen.

In general, Dickson said Live Product Searches solicit several hundred to several thousand submissions.

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