

For Immediate Release

Allure Pet Products, LLC Announces Company Name Change to Huggle Group, LLC to Reflect Its Commitment to "Embrace Every Paw"

Allure Pet Products, LLC is excited to announce its official name change to Huggle Group, LLC, in a move that celebrates the diversity and importance of all pets. This change is effective immediately and symbolizes the company's evolving focus and standards in the pet product industry.

With a legacy deeply rooted in catering to the unique needs of pets, Huggle Group, LLC reinforces its dedication to meeting the distinct play needs of pets, the well-being and happiness of all animals. "Our foundational belief is that every pet is deserving of well-designed and produced play toys, irrespective of their size, breed, or species," remarked Juliann Krauss, Co-Founder and Managing Partner of Huggle Group. "The transition to Huggle Group, alongside our guiding principle 'Embracing Every Paw,' truly represents our dedication to delivering exceptional products to a wide range of pets."

This rebranding strategy reflects both the evolution of the company as well as its vision for the future. Along with the name change, a new corporate logo has been introduced, and the company's website and marketing materials have been updated to reflect this new identity.

Huggle Group, LLC has consistently adhered to two guiding principles: to be a company that's easy to do business with, and to introduce the most distinctive products to the market. Bob Flynn, Co-Founder and Director of Sales commented "In 2023 Huggle Group made a significant commitment by expanding our cat line to complement our already popular dog toy collection. This expansion aligns with our commitment to cater to all pets, ensuring that our feline friends are not left out of the fun and innovation Huggle Group is known for. Our dedication to excellence and creativity was recently recognized at 2023 SuperZoo, where our innovative PlayKat cat toy received an honorable mention. With growth and expansion, Huggle Group continues to maintain a personal touch in all its business dealings, backed by one of the most reliable supply chains in the pet category.

Huggle Group is a privately owned, independent manufacturer of pet toys. Headquartered in Denville, New Jersey with warehouse operations in Carlisle, Pennsylvania, Huggle Group works with distributors, major retailers, and independent pet boutiques worldwide. For more information about Huggle Group, LLC and their range of products, please visit our website at www.HuggleGroup.com.