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Purina Pet Gear Products Launch At Walmart, Others

by [Tanya Irwin](#), Friday, July 29, 2011, 4:40 PM

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The oneCare Co. is licensing the Purina brand to use on a line of pet gear products, which are now available nationwide at Walmart, Meijer and Albertson's.

The company is promoting the product line on Facebook and via word-of-mouth marketing, according to a oneCare Co. spokesperson. Included is a demonstrational video showing how well the training pads absorb liquid.

The Facebook page, <http://www.facebook.com/purinapetgear>, also includes an offer, called the DryStep Challenge, which invites consumers to try the product for one week, and if they aren't satisfied, oneCare will refund the purchase price of one pack.

"We are working with pet bloggers as key influencers for this challenge," says the spokesperson. "We also are a product spotlight on Walmart.com and have on-shelf/in-pack messaging about the Dry Step Challenge."

The line includes products such as training pads and household cleaners, including a pet stain and odor eliminator. The new line can be seen in its entirety at its recently launched Facebook page.

The Purina Pet Gear Ultra Dry Training Pads feature an exclusive DryStep cover designed to prevent leaks and pawprints from tracking through the house. The pad features an innovative top layer that contains thousands of microfunnels to quickly channel liquid into the middle, where it's rapidly absorbed and locked away. The leak-proof backing also protects floors and carpets.

Alpharetta, Ga.-based oneCARE Co., founded in 2007 has a stable of 500 products including laundry, pet and cleaning consumer product categories. St. Louis-based Nestlé Purina PetCare Co. is part of Swiss-based Nestlé S.A.

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