**New Season, New Solutions: What’s Fresh from Superior Pet Goods in 2025**

At Superior Pet Goods, product development never stands still. Over the past 12 months, we’ve introduced a number of exciting new releases across key categories—each one created to meet the evolving needs of pets, their people, and our retail partners.

We’re constantly looking for ways to help our partners succeed by offering not just great products, but value that stands out in a crowded market—solutions that won’t break the bank but will always deliver on quality.

Since our last in-person trade night in October 2024, we've kept the momentum going, delivering stylish, practical, and high-quality additions that are already earning praise from customers. Here's a look at what’s new and what’s next.

**Highlights from the Past 12 Months**

From crate solutions to creature comforts, here’s what hit the shelves throughout 2024:

* **Ortho Dog Haven** – A premium orthopaedic bed with a lowered entry and support for older dogs or those who need little more support.
* **Ortho Dog Lounger** – Refreshed with new colour and fabric options to suit any home.
* **Cat Range Expansion:**
	+ **Cat Tunnels in Dove & Aspen** – These popular long-pile sensory tunnels are available in soft, stylish tones.
	+ **Calming Pet Dome-** hideaway haven for cats and small animals.
	+ **2-in-1 Cat Fun Centre –** Compact, stylish, and entertaining.
* **Crate Range Expansion**:
	+ *Dual Door Training Crate* – Flexible, practical, and easy to use.
	+ *Tough Crate Mat Ripstop* – Water-resistant and built to last.
	+ *Canvas Crate Mat* – A durable, everyday essential.
	+ *Urban Crate Cover* – Water resistant, stylish and easy to fit.
	+ *Crate Mat Toppers* – Slip on comfort to compliment the Tough Crate Mat ripstop. Water-resistant, easy fit fully washable.
* **Curl Up Cloud in Sable** – Our beloved sensory bed now in a delicious, netural tone for added sophistication.

**What’s Landed Since November 2024**

The months following our last trade night have been especially productive:

* **Orthopaedic Memory Rest** – Now available in *Puppacino* and *Arctic*, this bed combines form, function, and full-body support.
* **Harley Dog Bed – 3 New Colours**: *Puppacino*, *Sage*, and *Latte* for a refreshed, on-trend palette.
* **Water-Resistant Blankets** – Two new tones: *Latte* and *Dove Grey* offer versatile, stay-dry options for any pet space.
* **Ortho Dog Mat in Puppacino** – Supportive, water-resistant, and now in this stylish, neutral tone.

**What’s Coming Next?**

We’re not done yet. Behind the scenes, we’re working hard to bring even more innovation and choice to market. Expect:

* More beds powered by our signature **Hugzzz memory foam**
* A fresh take on **raised bed design**
* A few surprises we can’t wait to share

As always, our focus remains on delivering **quality, choice, and value**—so you can offer your customers pet products that truly make a difference.

**Let’s talk about how we can help you refresh your range in 2025.**