

FOR IMMEDIATE RELEASE
CONTACT:
Natalie Hennessy
562.505.2373
Natalie.Hennessy@PetPlay.com



P.L.A.Y. Expands its Pawprint to the European Union *Award-winning Pet Products Unleashed in the EU*

SAN FRANCISCO, CA (February 1, 2016) - P.L.A.Y. (Pet Lifestyle and You), creator and designer of award-winning eco-chic pet bedding and toys, now has a new fulfilment center in the Netherlands. With distribution centers strategically placed in Hong Kong, California and New Jersey, and now the EU, P.L.A.Y.'s human and furry customers alike will enjoy quicker delivery times at lower costs.

“For years, distributors and stores in the EU have been asking us how to get their hands on P.L.A.Y. products. Our new fulfilment center will now allow us to service our existing distributors and untapped markets in the EU with greater efficiency”, says Will Chen, P.L.A.Y.'s Co-Founder and Managing Director. “We look forward to continuing to expand our pawprint around the world, while leaving tails wagging and wallets intact.”



This exciting announcement comes at the heels of P.L.A.Y.'s five year anniversary celebrating its commitment to manufacture products that are not only comfy for pets, but stylish for owners AND better for our planet. If you are a distributor or store interested in stocking P.L.A.Y. products in the EU, please email info@petplay.com.



About P.L.A.Y.

P.L.A.Y. (Pet Lifestyle and You) is a San Francisco-based company creating and designing stylish and eco-friendly pet bedding and toys. Inspired by Momo, the Chief Pug Officer, as well as our office dogs, P.L.A.Y. strives to create pet products that are unique and tailored to discerning pet parents who are not only looking for products that are great for their dog and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspective. To view P.L.A.Y.'s complete line of award-winning products, visit www.PetPLAY.com. Come see us at Global Pet Expo, SuperZoo and Interzoo in 2016.

About Seabourne Group

Seabourne is a logistics services company that provides a wide range of logistics services tailored to customers' requirements. The company's services include express courier delivery, freight, specialist solutions, and supply chain services. At Seabourne, customer service relationships are personal in nature, which makes the company stand out. For more information, visit <http://nl-en.seabourne-group.com>.

###