

# Home Products for Furry Family Members

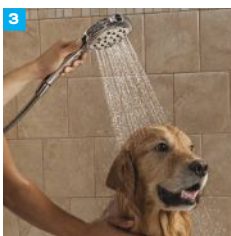
Expect the pet-friendly design trend to continue in 2015

**Americans love Fluffy and Fido.** According to recent research by the American Pet Products Association, 68% of U.S. households have at least one pet, and pet industry spending for 2014 was estimated at \$58 billion. Both Houzz and the National Association of Home Builders have reported home design trends that incorporate pet needs, and Moen found that 47% of American pet owners bathe their pets at home, while only 6% go to a groomer. Not surprisingly, this pet love has extended into the remodeling industry. “The pet industry was not hit during the recession,”

says Jeanne Caples, founder of Bathtubs for Pets. “People were staying home and spending more time with their pets,” resulting in more requests for in-home products.

MTI Baths developed its Jentle Pet product because of the trend. “We actually saw this direction developing back in 2006,” says marketing director Michael Kornowa. “More and more homeowners are building in dedicated spaces for their pets.”

Recognizing the trend, manufacturers are responding by offering more products.



## 1. PAMPERED PUP

MTI Baths' Jentle Pet provides a soothing way keep dogs clean. The tubs are available in two sizes to accommodate larger or smaller pets, and can be ordered as a soaking tub or a whirlpool configuration. Installation is the same as any bathtub, and an electrical hook-up is required for the whirlpool. Choose from 12 tub colors and three hardware finishes to fit a variety of home decor styles.

The tub itself has an extra layer of insulation, reducing the sound of falling water, which can scare dogs. Massage jets, part of the whirlpool option, are therapeutic for older dogs with arthritis or animals recovering from injuries. The tub's non-porous cast acrylic surface is stain-, mildew-, and scratch-resistant. [mtibaths.com](http://mtibaths.com)

## 2. DOOR CONTROL

Lowe's Iris home control system includes an upgraded PetSafe doggy door, which can be installed in almost any door or wall. The door measures 16 inches long by 11 inches wide and comes in white, but can be painted to match existing decor. Only pets wearing a special Iris "smartkey" on their collar can go in and out; up to five pets can be

programmed to use the door. [lowes.com](http://lowes.com)

## 3. TWIST AND SHOWER

Handheld showerheads make bathing pets easier. Twist by Moen has four different spray patterns: full coverage spray; heavy mist spray; soft, heavy rinse; and strong, focused spray. Users can switch between these with one hand by swiveling the showerhead around the handle and pushing the Soft Grip thumb pad, all while keeping one hand on the pet. Choose from chrome, brushed nickel, and oil-rubbed bronze finishes. [moen.com](http://moen.com)

## 4. CLASSY CLEANING

Bathtubs for Pets offers a professional-grade bathing station at home. The tub's developer, Forever Stainless Steel, has served the pet service industry for 15 years with 14-gauge stainless steel stand-alone bath tubs for animals. The tubs can be installed anywhere there is a water hook-up. A hair-catching system stops hair and debris before they clog pipes, and non-slip mats provide comfort while the pet stands in the tub. This stand-alone option works for both single-family and multifamily homes. [foreverstainlesssteel.com](http://foreverstainlesssteel.com)