



**B**  
**PETS**

**Fearlessly Independent**



# Declare Your Victory



You weren't born to sit still and neither was your dog. That's why we developed the New Balance Pets line—to allow you to get outside and move together. From racing in the park to recovering at home, all our products are designed to help bring out the inner athlete in all of us.

Let us help you make excellent happen.





Always **EVOLVING**. Always **PUSHING**. Always **IMPROVING**.



# We Got Now



**When the going gets tough, the tough get going.**



Worn by  
anyone



# New Balance Wag Tag



Know even more about your customers with the New Balance Wag Tag. Not only will this tag allow your customers peace of mind should they ever get separated, it also allows you to target them with products and promotions directly related to them. Increasing your overall profitability and customer retention.

NFC Scanable



Bluetooth Enabled

Lights visible up to  
1/2 mile away

QR code located on  
the back for recovery



# Hiking Pass



Hiking Leash & Harness

Angela Helmuth

*Vice President of Operations*

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