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In Pasadena, a Design Studio Inspired by Mini Muses Sleepypod Introduces Jewelry-grade Pendants For Pets and Children

September 12, 2012—Pasadena, Calif.— Sleepypod, a pet products company known for its innovative pet products, today introduces Sleepypod Pendants inspired by and for pets and children.

“Pets and children are integral parts of our lives and the inspiration of everything we create in the Sleepypod design studio,” says Michael Leung, a product designer and Sleepypod owner. “Safety is the foremost factor in our minds when we create products, so when we set out to design identification tags for our studio pets we chose stainless steel and gold as the base metals because they are hypoallergenic and do not harbor germs.

“In the process of creating the pet identification tags, our studio kids went crazy over the whimsical designs and wanted to either wear the pendants as jewelry or use them as charms for their bags,” Leung continues.

“Consequently, the end result is jewelry-grade pendants for pets and children that can be engraved for pet identification or engraved with a child’s name, commemorative date, or even a special message.”

Sleepypod Pendants are made of jewelry-grade, 100% stainless steel or 18k gold-plated, 100% stainless steel. The pendants are available in small and medium sizes in six shapes: Sheep, Chick, Lion, Whale, Elephant, and Stegosaur.



Uses

- Pet identification tag
- Pet carrier identification tag
- Jewelry for children (and big kids, too)
- Charm for purse, bag or tote
- Key ring charm

Features

- Sleepypod pendants are thicker than standard tags
- Stainless steel and gold are hypoallergenic
- Stainless steel and gold do not harbor germs because they are non-porous
- Stainless steel and gold are easy to clean and maintain because they do not absorb dirt
- Stainless steel and gold resist fading and do not oxidize or change color over time
- Stainless steel and gold will not corrode, rust or stain

Specifications

- Sizes: small, medium
- Shapes available 18k gold-plated, stainless steel: Sheep, Chick, and Lion
- Shapes available in stainless steel: Whale, Elephant, and Stegosaur



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Pricing:

- 18k gold-plated, stainless steel-small (Sheep, Chick, Lion): \$25.99
- 18k gold-plated, stainless steel-medium (Sheep, Chick, Lion): \$26.99
- Stainless steel-small (Whale, Elephant, Stegosaur): \$22.99
- Stainless steel-medium (Whale, Elephant, Stegosaur): 23.99



Dimensions

- Chick-small, 23.1x27.4mm 0.91x1.08"
- Chick-medium, 28.2x33.4mm 1.11x1.31"
- Elephant-small, 30.2x26.6mm 1.19x1.04"
- Elephant-medium, 37.7x33.2mm 1.48x1.31"
- Lion-small, 24.9x24.9mm 0.98x0.98"
- Lion-medium, 31.8x32.0mm 1.25x1.25"
- Sheep-small, 29.5x17.8mm 1.16x0.70"
- Sheep-medium, 36.5x21.2mm 1.43x0.84"
- Stegosaur-small, 29.4x25.6mm 1.16x1.00"
- Stegosaur-medium, 38.1x31.3mm 1.50x1.24"
- Whale-small, 24.8x25.8mm 0.97x1.02"
- Whale-medium, 32.0x33.2mm 1.26x1.31"

Availability

Sleepypod Pendants will be available for consumer purchase in Sleepypod's online store beginning October 9, 2012. Visit <http://sleepypod/shop/>

About Sleepypod Products

Bold and functional, Sleepypod products are clever enough to have won a slew of awards and stacks of praise from veterinarians, pet industry experts and media, even earning a spot in the *Metropolitan Home* "Design 100" alongside iconic products like the iPhone and the Smartcar. Thoughtful design features transform ordinary pet products from insipid to inspired.

Busy pet-owner lifestyles demand pet products that are not only versatile but also exceptional enough to baby the pets that mean so much to us. Sleepypod understands the importance of pets in their owners' lives and that's why we take pet safety seriously. From the crash-testing of the Sleepypod line of pet carriers to meet the standard set for child safety restraints to the use of FDA food grade, BPA-free silicone in the Yummy Travel Bowls, Sleepypod devotes careful and caring attention to every detail in each product.

Product Awards and Honors

- **Crater Dot:** *Cat Fancy* Editors' Choice (2010), *Pet Business* Editors' Choice (2010), *Pet Business* Industry
- **Sleepypod:** *Susie Homemaker* Seal of Approval (2011), *Doggie Aficionado* Reader "Best of" (2010), *Bark Buckle Up* Pet Safe Choice (2009), *Cat Fancy* Editors' Choice (2007), *Pet Product News* Editors' Choice (2007)
- **Sleepypod Air:** *Modern Dog* Staff Pick Award (Spring 2011), *Cat Fancy* Editors' Choice (2010), *Dog Fancy* Editors' Choice (2010), *Pet Business* Industry Recognition Award (2010) Recognition Award (2009)
- **Sleepypod Atom:** *Cat Fancy* Editors' Choice (2011), *Pet Product News* Editors' Choice (2011)
- **Sleepypod Mini:** *Cat Fancy* Editors' Choice (2008), *Metropolitan Home* Design 100 (June 2008)
- **Yummy Travel Bowls:** *Dog Fancy* Editors' Choice (2011), *Pet Product News* Editors' Choice (2011)

Contact Information

For more information about Sleepypod and its products, contact Jane Skuta at press@sleepypod.com or (213) 341-1088 ext. 5.