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Sleepypod Presents “Behind the Design of a Crash Test Dog” Video

In a new video, Sleepypod provides a peek at the design process of its in-house crash test dogs, how they evolved, and how bumps and bruises help create safer pet products.

Pasadena, Calif.—October 17, 2013—Sleepypod®, a Pasadena-based company known for re-inventing pet products through innovative design, today presents a new video, “Behind the Design of a Crash Test Dog.” The short video provides a glimpse into the design process of Sleepypod’s in-house crash test dogs, how they evolved, and how their bumps and bruises help create safer pet products. “Behind the Design of a Crash Test Dog” may be viewed at Sleepypod’s YouTube video channel, <http://www.youtube.com/sleepypod>.

“At Sleepypod, we created our own crash test dogs for the purpose of researching and developing pet product designs to ensure that they meet Sleepypod’s high standards for safety,” says Michael Leung, a Sleepypod co-owner and product designer. “As you’ll see in our new video, ‘Behind the Design of a Crash Test Dog,’ the bumps and bruises our crash test dogs endure provide important data for analysis towards refinement of safe Sleepypod pet carrier and dog harness designs.”

“Behind the Design of a Crash Test Dog” features two Sleepypod crash test dog designs:

- **MAX** is the first Sleepypod crash test dog. Small in size for the purpose of testing pet carriers as pet safety restraints, MAX 1 weighs 12 pounds and MAX 2 weighs 6 pounds. Both crash test dogs are centrally weighted for more accurate testing.
- **DUKE** resembles a medium-sized German shepherd. DUKE weighs 75-pounds and is also centrally weighted for more accurate testing.



About Sleepypod

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 safety is our priority. To protect the joy of driving with pets, Sleepypod crash tested its entire line of dog harnesses and pet carriers at the standard set for child safety restraints. From the FDA food-grade, BPA-free silicone in Yummy Travel Bowls to the 100 percent organic Little Germs line of cleansers, Sleepypod devotes careful and caring attention to every detail in each product. 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. For more information about Sleepypod, go to <http://sleepypod.com>.

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