

**New Holistic Grooming Company**

CHICAGO, Ill.—M&J Dog Essentials, a new grooming company, has introduced its debut line of high-end dog grooming products. The line takes a holistic approach to keeping man's best friend happy, healthy and beautiful. Each product contains all-natural ingredients and is free of sulfates, parabens and other potentially harmful chemicals. It is made in the United States



with botanical ingredients sourced from around the world. The products are PH balanced specifically for dogs and scented with custom-blended essential oils that provide soothing aromatherapy. Products come in eco-friendly PCR bottles and bags made from sustainable materials and are displayed in cases constructed from post-industrial recycled wood.

The grooming system includes Nutrient Infusion Pre-Shampoo Treatment, Purely Clean Conditioning Shampoo and Show Dog Shine Conditioning Serum.

For more information, visit [www.mjdog.com](http://www.mjdog.com).

**CASCO Redesign**

CORONA, Calif.—CASCO has completed its corporate rebranding efforts, which are accompanied by a new suite of corporate logos, a new visual identity and the tag-line: "You dream it, we build it"



The company decided to undergo the rebranding after its recent acquisition by North American Pet Products (NAPP) to express its dedication to historical successes while capitalizing on new growth initiatives. The two companies feel strongly that the new logo conveyed this. The rebranding will yield growth opportunities as CASCO continues to expand the scope of its product offerings across the supply network spectrum.

"We wanted to create a cohesive and complete package that will allow us to retain the goodwill we have earned with our customers and partners. We are confident the look emphasizes our dedicated approach to providing solution driven fixtures that increase revenue," said Craig Dewalt, vice president of sales for CASCO.

CASCO will continue to operate as a division of NAPP, which acquired CASCO at the start of 2010. ZooQuality, NAPP's brand of commercial habitats has been absorbed into the CASCO division. For more information, visit [www.casco-group.com](http://www.casco-group.com).



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