



## MEDIA RELEASE

### **MPG Brands Announces Rebranding Initiative**

*Global Pet Multibrand Company Introduces Fresh and Dynamic Look  
Reflecting Their Vision in an Evolving Marketplace*

February 12, 2024

New York, NY -- [MPG Brands](#), a global, multibrand consumer goods company rooted in the pet industry, is excited to announce the launch of its new branding initiative, emphasizing its commitment to leveraging its vertically integrated infrastructure to build innovative brands.

The branding refresh includes a redesigned logo, an updated color palette, and a new website that articulates its values and operating philosophy.

"We are delighted to introduce our new branding to the pet industry. The enhanced brand identity reflects our continued focus on offering premium, unique, and essential toys that are built to fit a specific purpose for pets and their families," said Menno Kloppers, president, MPG Brands.

MPG Brands encourages customers and partners to explore their redesigned website that features their various brands and experience the fresh and dynamic look that reflects the company's vision in an evolving marketplace.

#### **About MPG brands**

MPG Brands is a global, multibrand consumer goods company rooted in the pet industry. They build brands from the ground up with the goal of strengthening the bonds between pets and their owners. Their overarching goal is to design and deliver innovative pet products with a purpose. Visit: [mpgbrands.com](https://mpgbrands.com).

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