



Pet Factory at a Glance

Pet Factory is the largest domestic producer of 100% American born and raised beefhide chews as well as one of the largest suppliers of top quality globally sourced rawhide chews.

Known for being the largest manufacturer of all American beefhides, Pet Factory's main manufacturing facility and warehouse is located just outside of Chicago, Illinois. Our state of the art facility in Mundelein is GFSI SQF 2000 certified to give customers and consumers alike the peace of mind that their product is produced under optimum safety and quality conditions.

Pet Factory's goal is to provide your dog with a great, safe, and satisfying chew that your dog will love.

THE ORIGINAL NATURAL

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THE ORIGINAL NATURAL

By: **Pet** 
Factory®



OVER 3 BILLION CHEWS SOLD
Pet Factory was founded in 1989 and
has been privately owned ever since.

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Facts and Benefits of Rawhide

- ◆ The Primary reason that pet owners purchase rawhide dog chews for their dog is for the comfort their pet derives from chewing and to keep the dog busy, preferably unsupervised.
- ◆ For over 60% of dog owners, rawhide is a planned purchase.
- ◆ Size and durability are cited as the two leading considerations in purchasing rawhide dog chews.
- ◆ The chewing action helps keep dog's teeth gum clean and strong.
- ◆ Rawhide, a single ingredient chew collaborates with Pet Food Industry trends for Clean Labels and Little Processing.
- ◆ Rawhide is safe for dogs and satisfies their natural instinct to chew.



Is Rawhide Digestible?




- ◆ Absolutely, rawhide is proven to be 99% digestible.
- ◆ An Independent 3rd party certified lab confirms that rawhide is 99.2% digestible.
- ◆ Analysis was performed by calculating "Pepsin digestible protein" at the maximum and minimum concentration.


Test	Result	Completed:
QD252 - Protein - Combustion		07/27/2016
AOAC 990.03; AOAC 992.15 * Protein	95.00 %	
QD320 - Pepsin Digestible Protein 0.2%		07/28/2016
AOAC 971.09 Pepsin (0.2%) Digestible Protein	99.5 %	
QD01Y - Pepsin Digestible Protein 0.0002%		07/28/2016
AOAC 971.09 Pepsin (0.0002%) Digestible Protein	99.2 %	


*The test result is covered by our current A2LA accreditation.

Respectfully Submitted,
Eurofins Scientific Inc.


David Gross
Support Services Manager

Results shown in this report relate solely to the item submitted for analysis.
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 Biological Testing
Cert:3329:01

 Chemical Testing
Cert:2927:01

2017 Pet Food Industry Trends

- ◆ **Clean Labels**– Greater emphasis will be placed on clean labels. This is why LID claims, paleo diet, organic, and gently processed products such as raw, freeze dried and oven baked will clearly become mainstream, as will local and artisanal offerings.
- ◆ **Little Processing**–The food industry is centering on minimally processed and more-natural foods, and we expect to see similar for pet food.
- ◆ **Packaging Innovation**– Overall, increased focus on well-designed packaging will continue to be a big trend. Clear packaging or clear windows are the way to go, pet parents want to see what their feeding their best friends.
- ◆ **Humanization**–The gap between pet food and human food will continue to narrow as pet owners value pet nutrition as high as their own needs.

Find more info on these trends by visiting

www.Petfoodindustry.com