

PetSmart Calls for Innovative Dog Owners

Creative thinkers get a chance to present their pet product ideas for possible production.

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Pet-supply retailer PetSmart has teamed up with Edison Nation, a leading product search coordinator, to entice anyone with a new pet product idea to submit their proposal for consideration to be manufactured.

Interested parties have until July 9 to submit their ideas to Edisonnation.com. Individuals whose ideas are chosen for PetSmart's Live Product Search or any product search hosted through Edison Nation receive a \$2,500 advance payment and a percentage of product sales for up to 20 years.

There is no limit to the number of ideas that may be entered by participants or selected by PetSmart for the program. Proposed products can encompass just about anything for domestic pets. The entry fee is \$25 per idea, which covers Edison Nation's screening process. PetSmart urges people to think outside traditional product types. In essence, the sky's the limit on what new pet product innovations an entrant can conjure up.

"We specifically hope to discover interactive pet toys and products that help keep house pets of all ages, shapes and sizes entertained by their pet parents or while they are temporarily away," says Bruce Richardson, PetSmart spokesman. "There's a huge demand for products that will keep pets happy, occupied and distracted from possibly more destructive behavior."