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## **Big Shrimpy, manufacturer of earth-friendly pet products, joins King County's LinkUp program**

Big Shrimpy, a Seattle-based company which produces a line of stylish and environmentally friendly pet products, is the newest member of the LinkUp program. LinkUp was developed by King County to encourage businesses to use more recycled materials in the products they make.

Big Shrimpy manufactures two lines of pet beds for dogs and cats as well as a line of travel blankets. The pet beds pair soft fleece with nylon packcloth and are filled with fleece pieces salvaged from local clothing and outdoor gear manufacturers. Since 2002, the company recycled more than 18,000 pounds of nylon fleece, keeping these fabric scraps out of the landfill.

Big Shrimpy products use high-quality materials that are also odor- and water-resistant. The "Original" bed line features a zip-off outer shell that allows a pet owner to easily replace the outer covering instead of discarding the entire bed. The "Reversible Nest" bed line allows the owner to flip the bed inside-out to double the lifespan of the product. In these ways, the company hopes to reduce the cycle of "throw away and buy another" – a common fate for pet products.

Big Shrimpy also manufactures water-resistant travel blankets that protect the car seat when transporting a pet. The blankets are made of ripstop nylon on one side and fleece on the other. The product also doubles as a picnic blanket. Like the pet beds, the travel blankets are machine washable and dryable, and are available in a selection of colors.

Big Shrimpy has dealers in Washington, Oregon and California as well as online. The products can also be purchased at [www.bigshrimpy.com](http://www.bigshrimpy.com).

Shrimpy is the nickname of company owners Bruce and Cici Kelling's dog, Maggie. Several years ago, unhappy with the quality of pet beds on the market, the couple set out to design their own pet bed using recycled materials. Their first product, the Big Shrimpy Original Bed, was such a success that they decided to apply their philosophy of "love your pet, love your planet" to create other pet products, as well.

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The LinkUp team is working with Big Shrimpy to redesign its marketing materials, including product hang tags, and will help introduce the products to prospective customers and distributors.

LinkUp was launched three years ago to encourage manufacturers to incorporate more recycled materials into their products. The program, sponsored by the King County Solid Waste Division, offers free, customized technical and promotional support to eligible businesses.

LinkUp works with four to six new businesses each year. For more information about the LinkUp program, contact Kris Beatty at 206-296-3740 or visit <http://dnr.metrokc.gov/linkup>.

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