

AS REPORTED IN PET PRODUCT NEWS,
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Big Shrimpy Lands Recycling Support

Big Shrimpy, a Seattle-based manufacturer of pet beds and blankets, recently linked up with the King County Solid Waste Division's Link Up program.



The Link Up program promotes use of recycled materials in manufactured products in an effort to reduce King County's landfill load.

Since its founding in 2002, Big Shrimpy has recycled 18,000 pounds of nylon fleece scraps salvaged from local clothing and outdoor gear manufacturers.

The company uses the fleece as filling for its Original bed line with zip-off outer shells and its Nest bed line. The Nests can be flipped inside-out to double the lifespan, the company said.

"Our goal is to have the majority of our profits coming from recycled products," said company co-owner Cici Kelling. "But we don't want to limit our ability to be a sustainable, economically feasible business by restricting ourselves."

Under the program, Big

Shrimpy is receiving free marketing assistance through Link Up subcontractors.

The program has provided Big Shrimpy with a new logo, slogan ("Love your pet, love your planet") and redesigned marketing materials, including product hang tags.

The Link Up program also provides technical support, such as feasibility studies for the use of recycled materials in new products. Kelling said Big Shrimpy may seek additional support from the program, such as helping the company look into incorporating recycled materials into a line of pet bowls.

More immediately, Big Shrimpy plans to launch Nests large enough for 60- to 70-pound dogs and washable beds, Kelling said. The current beds are sized for cats and smaller dogs. The company said it is also working on broadening its distribution beyond the West Coast.