



## Popware™ for Pets Introduces KlipScoops for Portion Control

**Dexas creates a new pet feeding scoop that is both a measuring cup and a sturdy bag clip, which delivers fresher food in a healthy portion size.**

**COPPELL, TX**—December 19, 2012 – As people bond more tightly with their pets, they tend to see the pet as another member of the family. Unfortunately, this bonding process can also lead to poor snacking and over-feeding behaviors, adding to an increase in pet obesity.

According to a report in *Modern Dog* magazine, over 30% of adult dogs in North America are either overweight or obese. A study done by Purina found that dogs considered to be even moderately overweight during their lifetimes experienced a 15% reduction in life span. Similar to humans, weight problems in dogs can predispose them to joint problems, diabetes, even respiratory issues and heart disease.

Popware™ for Pets from Dexas has created a solution that can be used everyday to **reinforce the feeding of proper portion sizes to every size of pet.**

The **KlipScoop™** is a 3-in-1 pet food tool: a dry food scoop, a collapsible measuring cup and a sturdy bag clip. When collapsed, the KlipScoop clamps to the top of a food bag and lies flat against the side of the bag. With the bag tightly closed, the food stays fresh and the tempting smells stay inside the bag. At feeding time, the KlipScoop pops open and becomes a precise measuring cup for scooping the correct portion size of dry food every time.



2 cups

1 cup

½ cup

Here are the specifics of the new KlipScoop from Popware for Pets:

- *Materials: polypropylene handle, TPE collapsible cup and non-slip edges, stainless steel spring, BPA-free*
- *Size: ½ cup, 1-cup and 2-cups (approx. 7 3/4 in long x 4 in wide, 1-cup size)*
- *Available colors: lime green, purple and pink cups, handle and clip are brown*
- *Dishwasher safe*
- *Safe for pet food contact*

According to recommendations from the ASPCA, all dogs should be fed twice daily, by dividing in half the pet's recommended daily portion size. Pet owners should consult with their veterinarian to determine the best feeding schedule as well as types and amounts of foods for their pet's body size, nutritional needs and energy output.

**Popware for Pets by Dexas** is an entire line of innovative, collapsible pet bowls and accessories that can be used at home and on the go. Based on popular, collapsible kitchen tools designed and manufactured by Dexas, Popware for Pets products are the unique solution to pet feeding and watering needs, while being easily collapsible, washable and portable. The Popware for Pets line is available in stores and online at Petco, PetSmart, Bed Bath & Beyond, The Container Store, Cabela's and many other pet boutiques and specialty retailers.

Founded in 1969, Dexas International Ltd. manufactures and markets pet and office products, as well as kitchen tools, gadgets and cutting boards which stimulate culinary creativity and healthier eating at home.

For more information, visit <http://www.popwareforpets.com> or <http://www.dexas.com> for innovative products for the kitchen, office and pets. Follow Popware for Pets on [Facebook](#)

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**Reference:** *Modern Dog* magazine.com, ASPCA.org, Popware for Pets.com, Dexas.com