

Crate Expectations

For over two decades Precision Pet Products has maintained a strong foothold in the pet industry by manufacturing some of the best products in the market.

By Nell Miller

In 1985, when Dave Link first began his career in pet product manufacturing, the pet industry had just begun to take off. At the time, Link was a successful salesman, and he was offered a job at a company called Precision Wire Products. "In order to get me to come work for the company," Link explains, "they offered to partner with me and create another company that would make dog crates. So I sold dog cages on the weekends and wire products during the week." Now, two decades later, Link is the president of Precision Pet Products, an established, respected and successful pet product manufacturing company.

In the late 1980s, Link saw the pet industry continuing to grow, and he adapted his business to go with the trend. "By about 1987, we phased out the wire products and began to concentrate on the cages," he says. "In the early '90s, when the prices started becoming more competitive, we formed a partnership with a wire product manufacturing company in Taiwan and were able to introduce a new item at a lower price point to remain competitive. Then, in 1999, we bought both sets of partners out and changed our business plan to grow aggressively. We consolidated all operations and moved our production to China." Since then, Precision has experienced continued success. "We've been fortunate to be in an industry that's grown every year since we started the business," says Link.

Product Evolution

Precision's philosophy is that no design is ever done. "Some of the cages that we designed back in 1985 still look the same, but there are small changes that have been made over the years. For example, if we can find a way to make the cage stronger or we can use a coating that lasts longer, we will," explains Link.

With their crates, Precision focuses on producing a high-



Dave Link



quality product at a good value. "A wire crate is a tool—used for puppy training, for example—so that end of our product line is about providing a good value to the consumer."

Recently, the company has introduced new, more stylish product lines into the market, including more fashion-oriented beds. The SnooZZy Tuffet, for example, is a designer floor pillow for pets. It's available in cranber-



ry, almond and chestnut colors and is made of elegant suede fabric with decorative cording. Also new are the SnooZZy Convertible Comfort beds with reversible styling and an adjustable shape. With convenient corner ties, these beds come in pink, sky blue and caramel and can be used as a bumper bed, flat bed or any variation in between.

Retailer Aid

To help retailers choose a selection for their stores, Precision employs an on-the-road sales staff. "For us to be successful, our customer has to be successful," says Link, "so we don't want a retailer to put all of our products in their store if those products aren't going to sell. We also spend a lot on marketing, including package design, POP displays and signs that are available for download on our website. The goal is to help the retailer sell our product."

In the future, Precision plans to come out with updated product lines and to continue making sure their products are available at price points that'll be successful in the marketplace. "Over time, even through a couple of recessions, we've been able to grow every year," says Link. "The pet business is a very good industry to be in." **PB**