

# pupbox

At Petco, helping pet parents improve the health and wellbeing of their pets while deepening their bond is at the very core of our mission. Combining Petco's breadth of product and service offerings with PupBox's highly customizable subscription box takes the guess work away from pet parents and provides everything they need to raise a healthy, happy, puppy.

Navigating through everything new puppies need, and how to keep them healthy and happy as they grow, can be challenging. Each PupBox is handcrafted based on the pup's age and physical characteristics, and conveniently delivered to your front door each month. The box changes based on the pup's growth and development, introducing you to new products, training and fun themes along the way. Each box includes the following:

## Training Guides

We let you know what's going on with your puppy and what you should be doing to keep up.

## Toys

Teething toys, plush toys, rope toys, interactive toys and tough toys are rotated based on your pup's development.

## Accessories

From grooming goodies to training essentials, we get you the accessories you need when you need them.

## Treats and Chews

Meaty training treats and all natural chews are sourced in the U.S.



## PupBox's History

PupBox was co-founded by Ben and Ariel Zvaifler in 2014 after they adopted a new Goldendoodle puppy, Maggie. As first-time puppy parents, Ben and Ariel struggled to find products and training information suited for Maggie's constantly changing needs. They started PupBox to help puppy parents, like themselves, navigate the many joys and challenges of puppyhood.

After success as an early stage start-up, the San Diego-based company appeared on ABC's Shark Tank in November 2016, where they secured funding from investor Robert Herjavec. In November 2017, Petco announced that they had acquired PupBox, and the brand continues to scale as part of the Petco ecosystem.

For information on PupBox visit: [petco.com/pupbox](https://petco.com/pupbox)

and connect with PupBox on social media:  



## Media contacts

Lisa Stark, (858) 453-7845 x22-2558 or [lisa.stark@petco.com](mailto:lisa.stark@petco.com)

Megan Oxford, (858) 453-7845 x22-3314 or [megan.oxford@petco.com](mailto:megan.oxford@petco.com)