



FOR IMMEDIATE RELEASE

Contact: Jane Skuta
(213) 341-1088, ext. 5
press@sleepypod.com

Clickit Utility is Now Shipping

Revolutionary three-point pet safety harness design by Sleepypod is similar in concept to the three-point seatbelt federally required in all automobiles.

Pasadena, Calif.—September 19, 2013—Sleepypod®, a Pasadena-based pet products company recognized for reinventing pet products through innovative design, today announces that Clickit™ Utility, its dog safety harness that is the first harness design to incorporate three points of attachment to safely restrain a pet in a vehicle, is now shipping.

Clickit Utility dog safety harness is similar in concept to the three-point seatbelt federally required in all vehicles. It was crash tested in a frontal crash at the Federal Motor Vehicle Safety Standard (FMVSS) No. 213 for child safety restraints. Clickit Utility passed the 30 m.p.h. test by keeping the crash test dog on the vehicle's rear seat for the duration of the crash while maintaining the original position of the crash test dog. View crash test footage of Clickit Utility's three-point design that is intended for use in the rear passenger seat at <http://www.youtube.com/watch?v=WbFAIJPANoM>. Typical pet safety harnesses are one-point in design. View crash test footage of a typical one-point safety harness at http://www.youtube.com/watch?v=_iTNW4idZLA. Crash testing was performed at two facilities: at an independent, third party accredited lab, and also at a National Highway Traffic Safety Administration approved crash test facility.

Straps enclosed in Clickit Utility's broad, padded vest hug the upper torso of a dog to absorb forward movement, while belts anchor the lower torso and reduce forward and lateral movement. The three-point design that secures the dog in its space diminishes the opportunity for collision with parts of the vehicle and passengers, and reduces the chance for traumatic injuries associated with one-point dog safety harness designs that either catapult a dog's upper torso forward into anything in its path like front seats, passengers, and even windows, or submarine the dog meaning to catapult the dog's lower torso forward into anything in its path. Unlike traditional one-point dog safety harnesses, Clickit Utility's unique three-point design reduces damaging forces and keeps the upper and lower torso controlled and restrained.

Upon impact, breakaway slide buckles and shoulder adjustment straps are designed to break or slide to decrease damaging forces by decelerating the force while the dog remains restrained by the primary harness structure. The harness structure's primary seat belt webbing and hardware absorb the shifted and decelerated force. In combination, the wide-webbed harness structure and vest promote even distribution of force across the dog's chest to lessen the chance of injury. A combination of tethers and shoulder belts create a synergistic effect to hold the dog securely in the car seat during an impact. All critical safety components were static tensile tested and determined Clickit Utility's strength classification to be superior strength.





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For greater functionality, Clickit Utility is also designed to secure a dog in the cargo area of a sports utility vehicle in two-point application by attaching to cargo anchors. Accredited crash test facilities do not test for human safety in the cargo area of a vehicle. In lieu, Sleepypod crash tested Clickit Utility's two-point application at the FMVSS No. 213 standard. The two-point application also passed the 30 m.p.h. frontal crash test in a rear passenger seat which has more opportunity for collision with fixed objects and other passengers than in a vehicle cargo area's generous space.

Pet Passenger Restraint System

Sleepypod dog harnesses and pet carriers use Pet Passenger Restraint System™ (PPRS) Technology. PPRS is a safety system designed to securely fasten pets in automobile seats during a sudden stop or collision. Each PPRS is put through stringent safety tests to include static material tensile testing and dynamic crash testing. Sleepypod PPRS offers a significantly safer way to travel for pet and human passengers alike. PPRS is part of the Sleepypod Safety Program that requires each Sleepypod product meet the highest standards for safety in order to reduce pet exposure to possible hazards.

Features

- Three-point design for use in rear passenger seat secures a dog's upper and lower torsos
- Three-point design is adjustable to two-point anchor usage for use in vehicle cargo area
- Broad cushioned vest
- Strength tested, automotive grade materials and hardware
- Can be used as a walking harness
- Easy clean vest is made of luggage-grade, ballistic nylon
- Four sizes address a broad range of dog sizes and shapes

Specifications

- Available colors: Jet Black, Strawberry Red, and Orange Dream
- Four sizes: dimensions, weight, and recommendations may be found at <http://sleepypod.com/clickit>

Pricing

Manufacturer suggested retail prices: XS \$89.99, S \$93.99, M \$96.99, and L \$99.99.

About Sleepypod

Busy pet-owner lifestyles demand pet products that are not only versatile but also exceptional enough to baby the pets that mean so much to us. Sleepypod understands the importance of pets in their owners' lives and that's why safety is our priority. To protect the joy of driving with pets, Sleepypod crash tested its entire line of dog harnesses and pet carriers at the standard set for child safety restraints. From the FDA food-grade, BPA-free silicone in Yummy Travel Bowls to the 100 percent organic Little Germs line of cleansers, Sleepypod devotes careful and caring attention to every detail in each product. Bold and functional, Sleepypod products are clever enough to have won a slew of awards and stacks of praise from veterinarians, pet industry experts and media, even earning a spot in the *Metropolitan Home* "Design 100" alongside iconic products like the iPhone and the Smartcar. Thoughtful design features transform ordinary pet products from insipid to inspired. For more information about Sleepypod, go to <http://sleepypod.com>.

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