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Nylabone Celebrates 70-Year Birthday with Eco-Friendly Packaging Upgrade

NEPTUNE CITY, N.J.--(BUSINESS WIRE)-- Nylabone®, an iconic brand in the Central Garden & Pet portfolio, is celebrating its 70th birthday with a bold commitment to sustainability. To mark this milestone, the brand has unveiled a refreshed packaging design that embodies its core brand promise: “Trusted Chew Toys with Heart and Purpose™.”

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250121774260/en/>



The updated packaging not only applies a fresh, modern look but also significantly reduces the brand's environmental footprint. By adopting recyclable paper materials and eliminating most plastic blister designs, Nylabone is cutting its annual plastic use by more than 40 tons. This and other sustainability initiatives have earned Nylabone recognition as one of the Pet Sustainability Coalition Top Performers of 2024-2025.

“As we celebrate 70-year long legacy of chewing excellence, we’re also looking

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(Photo: Business Wire)

toward the future—and that includes continuing to create top-quality products that best serve dogs, pet parents, *and* our planet,” said Glen S. Axelrod, President and CEO of Nylabone Products. “Through the new packaging design and its structure, we’re aligning our actions with our heart and purpose, creating a healthier planet for generations to come.”

Supporting this “Trusted Chew Toys with Heart and Purpose™” brand promise, a heart shape is carried throughout the packaging to connect with pet parents’ love for their dogs and symbolize the brand’s enduring dedication to promoting healthy chewing habits and celebrating the love between pets and their families. It also provides clear guidance to help pet parents find the perfect chew toy based on their dog’s unique needs and wants. Aspects that are further celebrated on the packaging include the chew toys’ flavor infusions, functional textures and shapes, and material varieties to accommodate dogs’ different chewing styles.

This eco-friendly update builds on the brand’s ongoing efforts to reduce waste. In 2024, Nylabone revamped the packaging for its Healthy Edibles® and Nutri Dent® chew treats, resulting in annual savings of 37,000 pounds of paper.

The new chew toy packaging will hit store shelves in spring 2025, reinforcing Nylabone’s commitment to innovation, sustainability, and it’s 70-years legacy of excellence.

About Nylabone

Nylabone®, a leader in healthy chewing since 1955, and #1 Dog Chew Toy, crafts high-quality chew toys, tasty chew treats, exciting play toys, and innovative dental solutions. A family-founded company, Nylabone has a history of helping pet parents take the best possible care of their dogs. Nylabone is committed to developing world-class solutions for destructive chewing, separation anxiety, dental health, and more, helping dogs live fuller, happier lives. Recommended by veterinarians, Nylabone products encourage a positive relationship between humans and their furry best friends. To put it simply, Nylabone Chews Best™! For more information, visit www.nylabone.com. Nylabone is a brand owned by TFH Publications, Inc. TFH Publications, Inc. is a subsidiary of California-based Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) and has been a leader in responsible animal care for over 70 years.

About Central Garden & Pet

Central Garden & Pet (NASDAQ: CENT) (NASDAQ: CENTA) understands that home is central to life and has proudly nurtured happy and healthy homes for over 40 years. With fiscal 2024 net sales of \$3.2 billion, Central is on a mission to lead the future of the pet and garden industries. The Company’s innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier, and communities grow stronger. Central is home to a leading portfolio of more than 65 high-quality brands including Amdro®, Aqueon®, Cadet®, C&S®, Farnam®, Ferry-Morse®, Four Paws®, Kaytee®, Nylabone® and Pennington®, strong manufacturing and distribution capabilities, and a passionate, entrepreneurial growth culture. Central is based in Walnut Creek, California, with 6,450 employees primarily across North America. Visit www.central.com to learn more.

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