



NEWS RELEASE

Contact: Charles Larsen, Larsen Innovations, 714-369-8033,
charlie@LarsenInnovations.com

Date: September 2, 2008

V-Squared™ Kennel Now Available in 12-Pack Pallets

Huntington Beach, Calif. — Larsen Innovations announced today that their V-Squared Kennel System is now available for purchase in pallet quantities of 12 complete kennels as well as full container load shipments.

According to the company, since introducing the kennel system at FenceTech in Las Vegas they have added customers across the United States and even in Europe. Larsen Innovations' president Charlie Larsen said, "Having inventory is a big advantage to a contractor for consumers that need a safe place for their new \$2000 puppy 'now.' Our new 12-pack is a way for a contractor to enter the premium kennel business with a relatively modest inventory investment."



V-Squared kennels showing unobtrusive wire framing system.



Kennels can be purchased, by the container in bulk packages, or in pallets of mixed panels that comprise a total of 12 complete kennels (48 panels).

Larsen continued, "Even more important than inventory, the key to success in this market is to differentiate from the low price point chain store products in ways that are meaningful to

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your target market. Also recognize that your target market is pet parents, *not* pet owners. According to the experts there is a revolutionary shift in the relationship we as a culture have with companion animals. Pets are becoming much more important, in part due to demographic shifts to more empty nesters and single households, many of whom turn to pets for companionship. Increasingly there is a willingness to spend money to care for them in ways that was unheard of just a few years ago. This is something that companies in the pet supply industry recognize and cater to. Offerings like freshly baked dog biscuits, strollers, doggie daycare, pet insurance and writing them into their wills all demonstrate this shifting and growing market.”

Larsen continued, “For a fence contractor to simply offer a heavier version of the chain store’s kennel doesn’t differentiate enough to make a distinction in this market. Contractors should also keep in mind that in a soft residential market, a kennel is actually a great low cost alternative for customers that can’t swing the price of fencing the entire yard immediately. Offering a kennel that will be a welcome addition to their landscaping well into the future rather than a temporary throw away version just make good economic sense.”

Larsen Innovations brings more than 30 years experience in the fence industry and offers temporary fence systems and kennels based upon their proprietary panel design as well as other specialty items for the fence industry. For more information visit www.LarsenInnovations.com or contact them at 714-369-8033

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