

Cardinal To Offer Sneak Peek Of New Brand At Impact Unleashed



BOULDER, CO – For Immediate Release – Attendees at the Pet Sustainability Coalition’s (PSC) 2019 Impact Unleashed Summit, held here October 10-11, will get to preview a new brand from Cardinal Pet Care, **ONLY Healthy Source™** dog treats. One of the brand’s key products, **ONLY Healthy Source Roasted Tenderloin Chicken Bites**, which is made with cage-free USA-grown poultry and contains 95% meat, will be featured in the conference’s Sustainable Showcase.

The ONLY Healthy Source name reflects the brand’s focus on offering ONLY the healthiest sources of nutrition, as well as its targeted distribution ONLY through the independent retail channel, explained Cardinal Pet Care president Tony de Vos. A founding member of the PSC, Cardinal developed ONLY Healthy Source as part of its mission to provide healthy products containing the finest quality ingredients.



“There’s greater concern today not only with a product’s ingredients, but also about transparency regarding the product’s sourcing and manufacturing,” de Vos said. “The PSC and its Impact Unleashed Summit are vital in helping all of us in the pet industry meet these challenges and solve today’s complex sustainability issues. This conference gives us the opportunity to learn from excellent speakers and workshops, as well as to exchange ideas with our industry peers.”



De Vos will be attending the Impact Unleashed Summit with other members of Cardinal’s Green Team, including director of marketing Tom Wien and brand manager Kerissa Kelly-Slatten. “The more the pet supply industry works together, the better all of us will become at implementing green practices and bringing eco-friendly products to the marketplace,” de Vos believes. “This is becoming more crucial every day, as new and disturbing revelations come out about the state of our planet -- underscoring the need to act now.”

As a company “Devoted To Pets, People & The Planet,” Cardinal Pet Care became an industry pioneer in the sustainability movement back in 2009, when it converted to solar power at its Azusa, CA corporate headquarters and manufacturing facility – a move that greatly reduced its carbon footprint. Since that time, the company has switched to solar power in its warehouse and distribution buildings and implemented many other green practices, including overhauling its energy system, recycling grey water and installing cool roofs.

For more information about the Impact Unleashed Summit, visit <https://impactunleashed.petsustainability.org>

For more information about ONLY Healthy Source brand, visit <https://onlyhealthysourcepet.com/>

Cardinal Pet Care is a solar-powered company “Devoted to Pets, People and Planet.” In addition to providing pets with the highest quality products, Cardinal is dedicated to the environmental directive of Reduce, Reuse, Recycle and Pre-cycle whenever

possible. Demonstrating its commitment to the environment, Cardinal has solar-powered corporate offices, warehouses and manufacturing facilities in Azusa, CA. www.cardinalpet.com