



**PETS+**  
PETSPLUSMAG.COM

## P.L.A.Y. Debuts New Spiked! by P.L.A.Y. Collection



ARTICLE BY: **PETS+ STAFF** 04 SEPTEMBER 2018



**(PRESS RELEASE)** SAN FRANCISCO, CA - **P.L.A.Y. (Pet Lifestyle And You)** announces its new collaboration with Biff the Dog, a character-based brand with a PAWS-itively lovable vibe, to create our **SPIKED! by P.L.A.Y. Collection**. Since Biff the Dog is known for sporting his signature plush spiked collar, his sub-brand pays tribute to this feature. Now pets of all sizes, ages and breeds can unleash their inner Biff with this adorable array of spiked plush products, including eco-friendly beds, toys and collars.

Dreams do come true! Your furry friends can rest easy knowing they are curled up in a comfy **SPIKED! by P.L.A.Y. Rainbow Bed** that not only supports them, but celebrates unconditional love. After lounging in style, your pet will fall head over paws for these two lovable **Biff Sr.** and **Biff Jr.** fuzzy toys at playtime! Adorned with Biff's signature plush spikes, these two eco-friendly plush toys will become your pet's new best friends with their supersized squeakers for hours of enjoyment and you'll find added fun with Biff Sr.'s sliding hind limbs perfect for tugging! Take your love for Biff on-the-go and spread the love around town with a **SPIKED! by P.L.A.Y. Plush Collar** available in small, medium and large sizes. Whether your furry friend is a princess, a tough guy or an old softie, he or she will love making a PAWSitive statement with this showstopping accessory! Ideal for any free-spirited pet, this collection brings nothing but good vibes into your home, while adding a splash of color to your furry friend's life.

"P.L.A.Y. is very excited to partner with Biff the Dog, especially since his message of universal love and acceptance aligns with our belief in helping animals of all breeds and sizes," said Will Chen, Founder and Managing Director at P.L.A.Y. Pet Lifestyle and You. "By leveraging our experience and success in delivering high-quality and sustainable products to pet parents, we were able to bring this unique **SPIKED! by P.L.A.Y.** collection to market. We hope this is just the beginning of our adventure together, as we see a lot of creative opportunities to expand this line down the road."

Pet parents can shop the Spiked! by P.L.A.Y. line at [PetPLAY.com](http://PetPLAY.com) and in local boutiques. Prices range from \$11.90 for a small plush collar to \$17.90 for a large plush collar, \$8.90 for Biff Jr. and \$15.90 for Biff Sr. plush toys and \$59.00 for the Rainbow Bed (available in one size only). For more information call 1-855-300-PLAY [7529].

