Muddy Outdoors Launches Muddy Pet

In 2027, Muddy is once again expanding its product assortment, this time with the launch of an all-new pet product line, delivering a variety of items that cater to the needs of working dogs, as well as pets and their owners. Recognizing that dogs of every type are more than companions—they're part of the family, the adventure and, for many, the hunting team—the new Muddy Pet lineup features a wide range of purpose-driven essentials that have pups and their people covered from the car to the field and everywhere in between. Included in the launch are kennels, kennel covers, kennel pads, collars, leashes, and harnesses, as well as a variety of everyday toys, dog-training essentials, and more, all prioritizing comfort, durability, and convenience, while delivering the practical functionality and high-quality constructions the brand is renowned for.

These and other key product displays for the GSM Outdoors brand family will be located at booth #12669 at the Venetian Expo, Level 2.