



**Superior
Pet Goods**
we love our pets too.

2020

Product Catalogue



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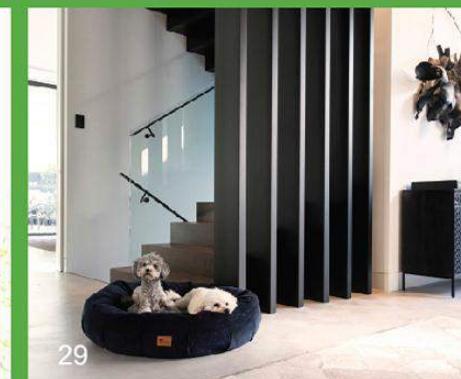
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Our Story

A proudly Australian family business, Superior Pet Goods have been designing, importing and manufacturing pet bedding and accessories for the Australian market and beyond since bounding onto the scene in 2009. Everyday our love of pets unites us at our HQ in Mordialloc, Victoria. Here is where we can be found doing what we do best - bringing innovative pet products to market that offer the very best in pet comfort and support the well-being of Australian pets and families whilst maintaining a soft impact on the environment.

We're a small bunch with big ambitions, some of us have two-legs and some of us have four! We're well known for our range of durable outdoor steel raised bedding and mats, and we're constantly adding to our range to service the ever-changing needs of the Australian pet market. Keeping pet comfort affordable and accessible all whilst offering top-notch customer service is our aim.

As a wholesale only business we do not sell directly to the public so as not to compete with our valued retail and other industry professional customers. No matter where you are in Australia or worldwide, we can supply your retail store or pet industry business with our quality products either directly or via one of our regional distributors.

Contact us at any stage with any questions you may have or to place an order. For pricing, product codes, barcodes and so forth please refer to our price list or login to your wholesale account via our website.

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Ripstop Dog Lounger

Our Ripstop Dog Lounger has all the indoor finesse you'd expect from a modern pet bed, with all the outdoor functionality you need. It's perfect for any deck or poolside patio. It can easily transition inside to any living space. From townhouse to the beach house and everywhere in between, any pooch can become the envy of the pack sitting pretty on this stylish Lounger. Our soft walled bed is constructed from a water-repellent ripstop canvas that is tear-resistant and ideal for dogs that are tough on their bed! The fabric is breathable and offers warmth in colder weather. It's full to the brim with our unique blend of PET fibre filling (made from recycled plastic bottles and Australian made Dunlop foam treated with Ultra-Fresh). Designed to offer your dog the perfect combination of comfort and stability, using sustainable materials. It's brilliant at retaining its loft, ensuring year-round contentment. Cleaning is effortless, wipe down with a damp cloth when required, or zip off the cover for easy machine washing and tumble drying. The zippered inner bolsters can also be machine washed if needed.

Some of the reasons why we love this bed:

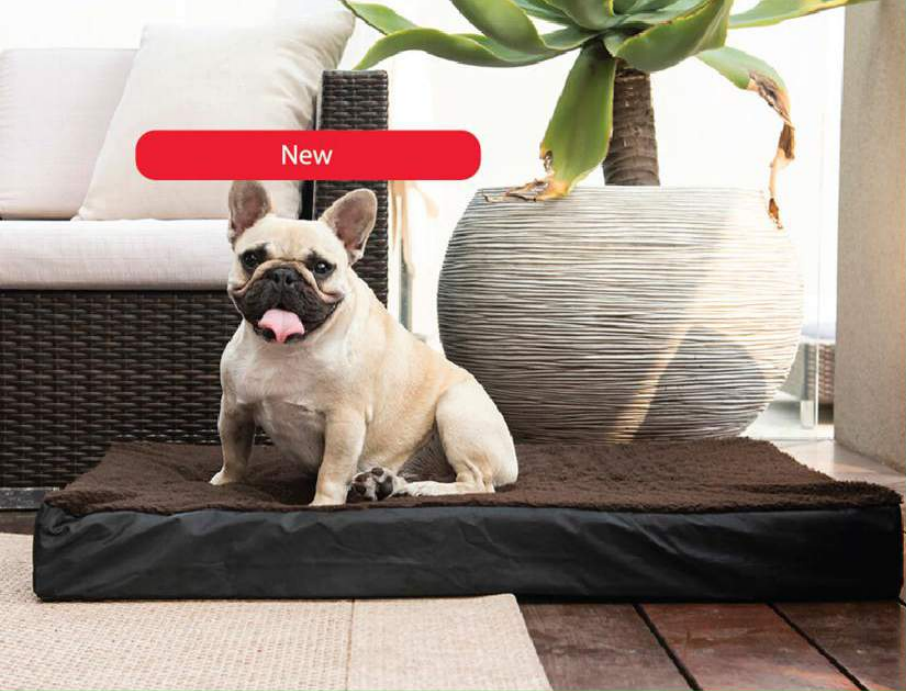
- Tear-resistant
- Water-repellent
- Super strong
- Mould-resistant
- Non-slip base
- Suitable for homes with allergies
- Assembled in Australia
- Available in 2 generous sizes

Size Guide

	Complete Bed			
	L	W	H	cm
Large	116	88	23	
Small	87	67	23	

	Sleeping Area		
	L	W	cm
Large	87	60	
Small	60	40	





*Convuluted foam
for support*



Ortho Mat

The Ortho Mat is an orthopedic pet bed that features a practical and stylish machine washable cover that is water-resistant, with a mock lambswool top for your pet's ultimate comfort. It encases a 100mm high convoluted orthopedic Australian foam insert designed to relieve pressure points and to prolong the health of your pet's hips and joints. It's lightweight and allows for added airflow, which is ideal for less mobile pets. The foam is treated with Ultra-Fresh antimicrobial treatment, which helps control dust mites and other household bugs that trigger allergies and asthma. It helps keep the foam fresher and cleaner for longer by controlling unwanted odours caused by bacterial growth. The mat is versatile and can be used indoors, inside a kennel or crate, and is especially suited to older or injured pets and those who suffer from hip dysplasia or arthritis. It's also suited to pets who overheat or feel the cold.

Some of the reasons why we love this bed:

- Offers orthopedic support
- Water-repellent cover
- Durable
- Mould-resistant
- Zippered cover for easy washing
- Suitable for homes with allergies
- Assembled in Australia
- Available in 3 sizes

Size Guide

	Complete Bed			cm
	L	W	H	
Jumbo	110	81	10	
Large	102	70.5	10	
Medium	93	55	10	



Raised Dog Beds & Covers



Why choose a Superior Raised Dog Bed?

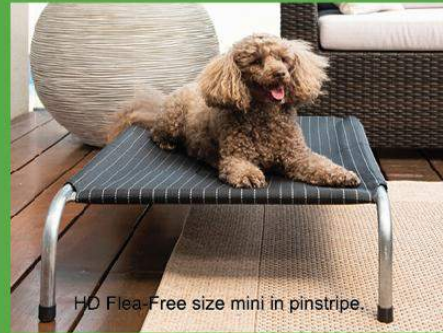
- Provides firm even support
- Air circulation prevents 'woofy' odours
- Lightweight, yet durable construction
- Hygienic, easy to clean
- Environmentally friendly
- Replaceable covers



HD Flea-Free size jumbo in black.



Canvas/Twill size mini in camo.



HD Flea-Free size mini in pinstripe.

AUSTRALIA'S FAVOURITE RAISED DOG BED

Since 2009 we've been manufacturing our leading raised dog bed. With its fully welded 1.2mm thick steel tube that's galvanised to prevent rusting from the inside out, this frame was designed for the Australian climate and is built to last. It features end caps to ensure it doesn't slip and slide on the ground, which also prevents wear and tear. Available in five sizes to cater for all breeds, big and small. Choose from a selection of cover options fashioned from durable fabrics including the old faithful (and original) hessian, flea-free shade cloth, water-resistant twilled canvas, and heavy-duty flea-free Textilene. We're proud to say that our raised dog beds are assembled in Australia. The cover can be replaced at any stage with any from our range. Our mats are sized to fit on top of this bed for dogs that require more padding or warmth.

Hessian/Jute



Canvas/Twill



Heavy Duty Flea-Free



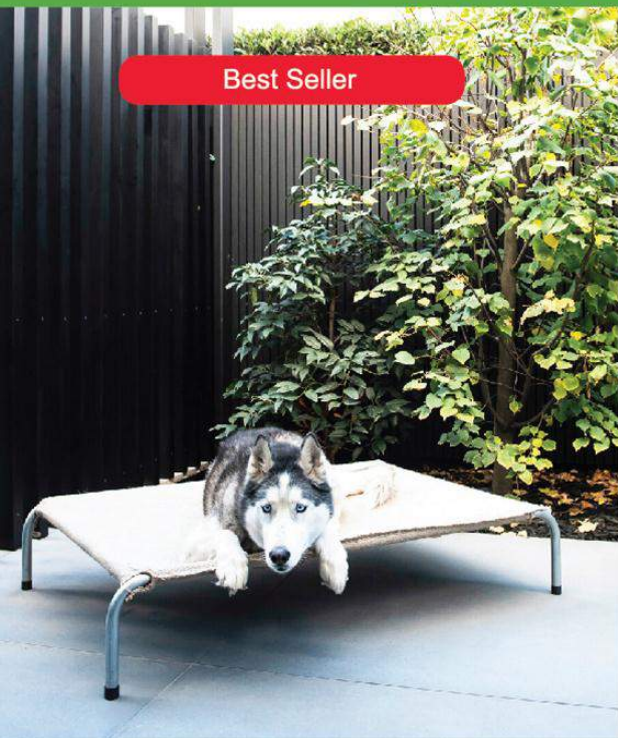
Original Flea-Free



Rustproof	✓	✓	✓	✓
Fitted VELCRO® Tabs	✓	✓	✓	✓
Water-Repellent		✓		
Flea-Repellent	✓	✓	✓	✓
Dirt-Resistant			✓	✓
Indoor/Outdoor Use	✓	✓	✓	✓
Colour Options		✓	✓	
Recyclable Frame	✓	✓	✓	✓
Biodegradable Cover	✓			
Machine Washable		✓	✓	✓
Five Sizes	✓	✓	✓	✓

Full product details and care instructions available at superiorpetgoods.com.au/raised-dog-beds

Best Seller



Hessian/Jute Dog Bed

Our hardwearing galvanised steel frame fitted with a natural hessian cover. The 100% biodegradable cover has been upgraded. It is now constructed from higher-grade natural fibres found in the jute plant, making it more durable. The old faithful hessian cover will withstand the harshest environments and hold its own even when exposed to moisture and the elements. The cover has a natural stretch, which allows dogs the comfort to nest. If it ever gives too much, some time in the sun will return its shape. The cover now comes with VELCRO® tabs for easy fitting and tightening.

We love this bed because it's:

- Naturally hypoallergenic
- Low maintenance
- Not treated with nasty chemicals

Replacement covers available



Canvas/Twill Dog Bed

Our durable galvanised steel frame with a water-repelling cover is available in black or cloaked in camouflage print. The cover is manufactured from a lightweight twilled canvas. Its high thread count, tightly woven construction and PVC backing make it both water and wind-resistant. Of course, it's fully washable too, allowing you to maintain a hygienic environment for your pet and family. The cover is fitted with VELCRO® tabs and sits perfectly on the frame to ensure absolute pet comfort.

We love this bed because it's:

- Extra durable (suitable for heavy scratchers)
- Water-resistant
- Low maintenance

Replacement covers available



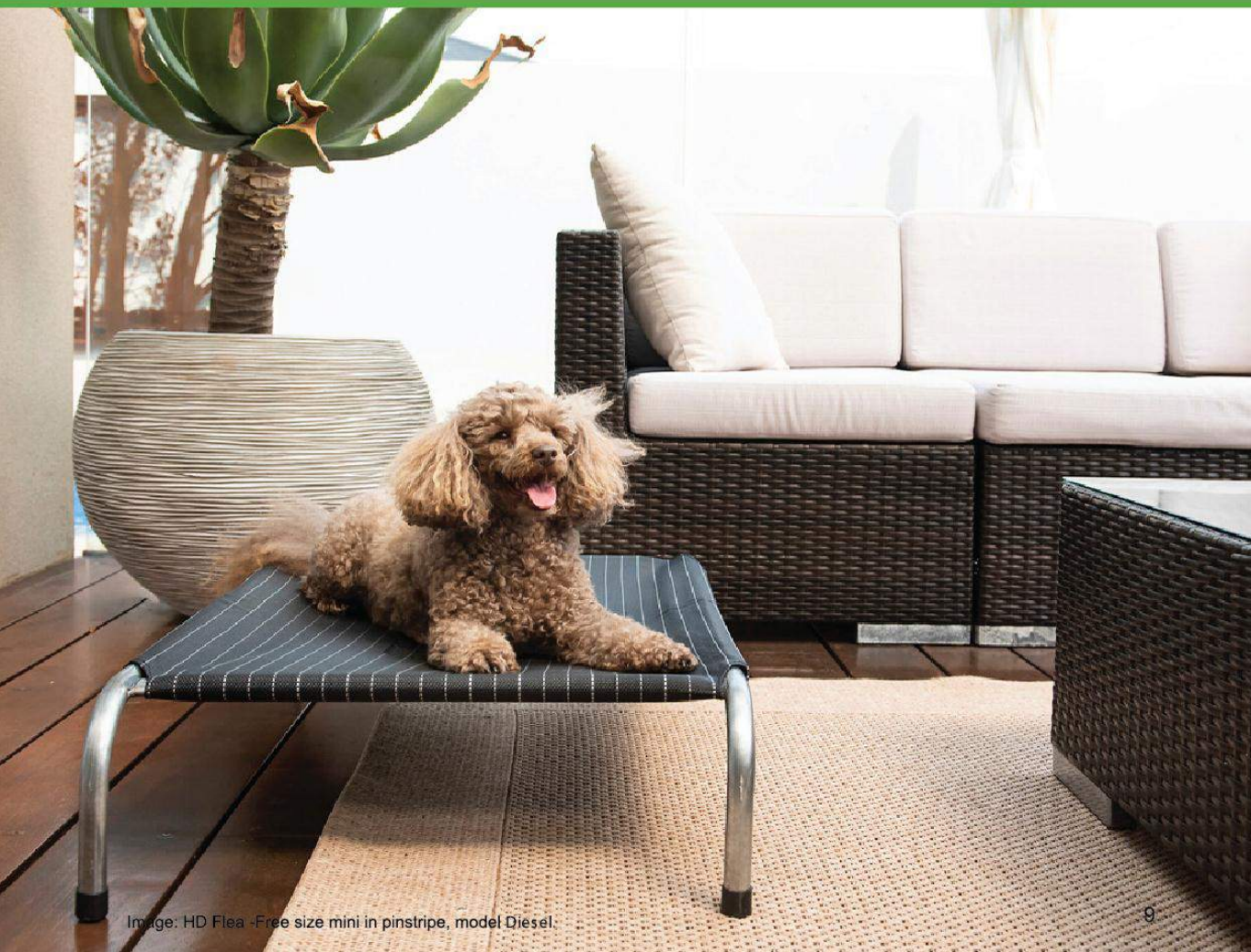
Heavy Duty Flea-Free Dog Bed

Our dependable galvanised steel frame with an extra durable flea-free cover. Available in black, grey & white stripe and pinstripe. This cover was made to withstand harsh environments from poly-coated Textilene shade cloth, known for its ultra-durability. Any dog will love the open-weave and breathable fabric which is sag resistant. You'll like its high resistance to tears and mildew and its longevity. The seams are sewn, then heat-welded for extra-strength, making this cover ideal for rougher dogs. The cover is fitted with VELCRO® tabs and is washable.

We love this bed because it's:

- Tear-resistant
- Super strong
- Low maintenance

Replacement covers available



Original Flea-Free Dog Bed

Our well-built steel frame with a flea-repelling cover is made from the very best flea-resistant shade cloth, which is both lightweight and breathable. Its VELCRO® tabs allow easy fitting and tightening. Air flows freely through the material, making it the ideal outdoor dog bedding option. Its fabric weave means it's dirt, tear and mildew resistant, and super easy to maintain. The perfect bed if you want to keep your dog comfortable all year round.

We love this bed because it's:

- Dirt-resistant
- Mildew free
- Low maintenance

Replacement covers available



Superior Raised Bed Size Guide

	Complete Bed (including legs)				Sleeping Area			Weight Guidelines	
	L	W	H	cm	L	W	cm	Max.	kg
Jumbo	118	78	24		Jumbo	110	78	Jumbo	100
Large	112	69	22		Large	100	69	Large	80
Medium	106	54	22		Medium	94	54	Medium	70
Small	82	69	19		Small	70	69	Small	60
Mini	82	54	18		Mini	70	54	Mini	60



Image: HD Flea -Free size jumbo in black, model Schuey.



Full product details and care instructions available at superiorpetgoods.com.au/raised-dog-beds

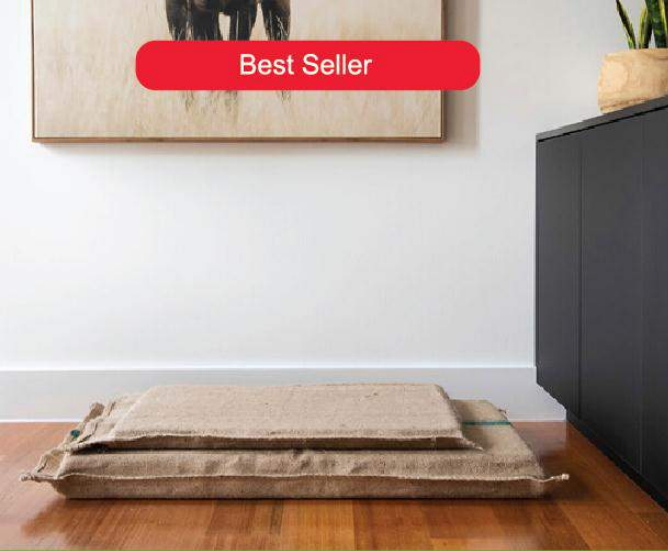
Dog Mats



Multipurpose Dog Mats

Our selection of dog mats features the comfiest Australian made Dunlop foam. They have many uses, easily portable they can be used in kennels, crates, travelling, camping, and more. Use them on top of our raised beds for added comfort and warmth.

Best Seller



Hessian Mat

A practical and naturally hypoallergenic mat for any pet, inside the 100% biodegradable cover is a thick piece of foam that has been treated to control dust mites and other household bugs that trigger allergies and asthma, as well as bad odours and mould. Traditionally used in kennels and crates as it can hold its own when exposed to moisture and the elements, this mat is versatile and can be used indoors and outdoors.

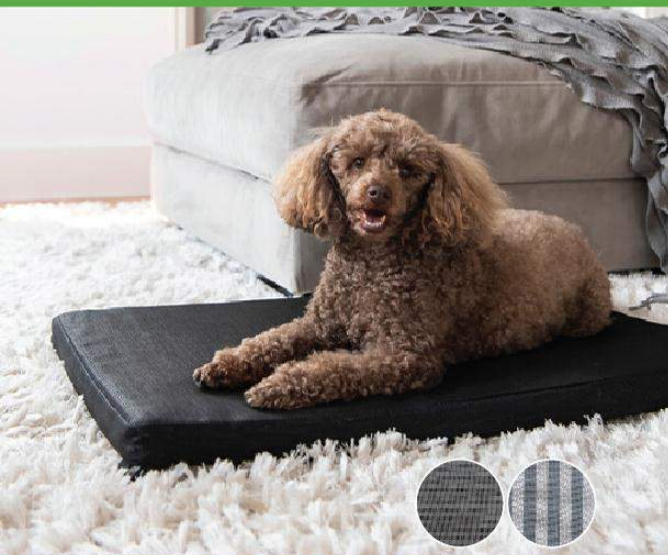
- Assembled in Australia
- Durable
- Biodegradable cover
- Hypoallergenic
- Hygienic
- Designed for the Australian climate



Original Flea-Free Mat

This mat features a cover made with the very best flea-repellent shade cloth, which is both lightweight and breathable. It is fitted with a zipper to make washing easy. Air flows freely through the material, and its fabric weave means that this mat is mildew resistant and super easy to maintain. Inside is a piece of durable Australian foam treated with Ultra-Fresh, making it mould-resistant and Asthma council approved. Soft and comfy this mat is ideal for use in a kennel or crate or on top of our raised dog bed for added comfort and warmth.

- Flea-free
- Zippered cover
- Washable
- Portable
- Antimicrobial treated foam
- Mould-resistant



Heavy Duty Flea-Free Mat

This mat features a cover that is made to withstand harsh conditions from poly-coated Textilene shade cloth, known for its ultra-durability. Any pet will love the open-weave and breathable fabric, and you'll like its high resistance to tears and mildew. The seams are sewn, then heat-welded for extra strength, making this mat ideal for rougher pets. The cover is fitted with a zipper for easy washing, and inside is a water-resistant liner protecting the mould-proof foam. Use as a kennel or crate mat or on top of our raised bed by attaching its leg straps to keep it in place.

- Reversible
- Portable
- Water-resistant inner
- Antimicrobial treated foam
- Mould-resistant
- Washable



Zippered Fabric Mats

This mat features a cover made with lightweight, breathable fabric. It is fitted with a zipper for easy washing. Available in camo print, black water-resistant canvas, cosy grey carpet, and blue denim. Inside is a piece of durable Australian Dunlop foam treated with Ultra-Fresh, which is mould-resistant and Asthma council approved. Easily portable, this mat is ideal for use in a kennel or crate or on top of our raised dog bed for added comfort and warmth.

- Breathable fabrics
- Washable*
- Portable
- Hygienic
- Antimicrobial treated foam
- Mould-resistant

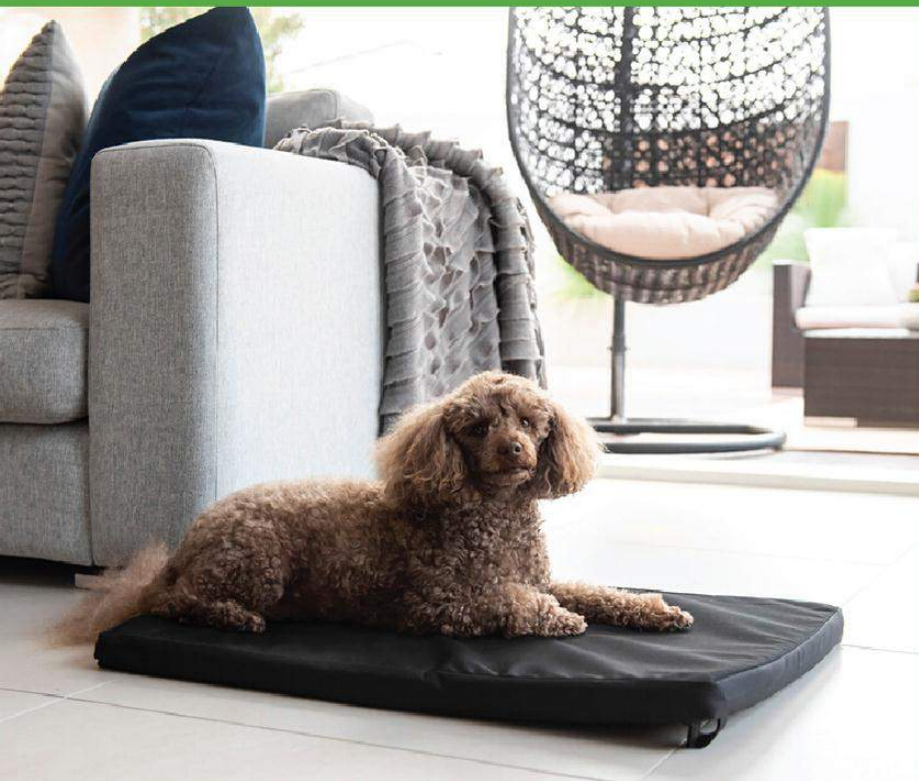
See website for individual fabric options washing instructions.



Rollup Travel Mat

A convenient padded travel dog mat that you can take anywhere - the café, park, beach, picnic, car journey, friend visit, and everywhere in between. Our reversible mat is made from a water-resistant canvas on one side and poly cotton on the other, with soft and lofty wadding inside. It rolls up neatly, and features carry handles for easy transport. This practical mat is both lightweight and machine washable. When your dog is out and about, they will always know their spot in a new environment making for a more comfortable and calm experience.

- Reversible
- Portable
- Water-resistant canvas
- Carry handle
- VELCRO® tabs for easy folding
- Washable





Feeling Fresh

Our products contain the finest Australian made Dunlop Foams, treated with Ultra-Fresh - an antimicrobial treatment that helps control dust mites and other household bugs that trigger allergies and asthma. It also helps keep the foam fresher and cleaner for longer by controlling bad and unwanted odours caused by bacterial growth, no woofy odours here! Our filling has the tick of approval from the National Asthma Council of Australia and the Blue Butterfly programme, which helps the community by creating awareness and information about asthma.



Dog Mats Size Guide

Hessian*, Flea-Free, Zippered Fabric Mats

	L	W	H	cm
Jumbo	110	78	4	
Large	100	69	4	
Medium	94	54	4	
Small	70	69	4	
Mini	70	54	4	

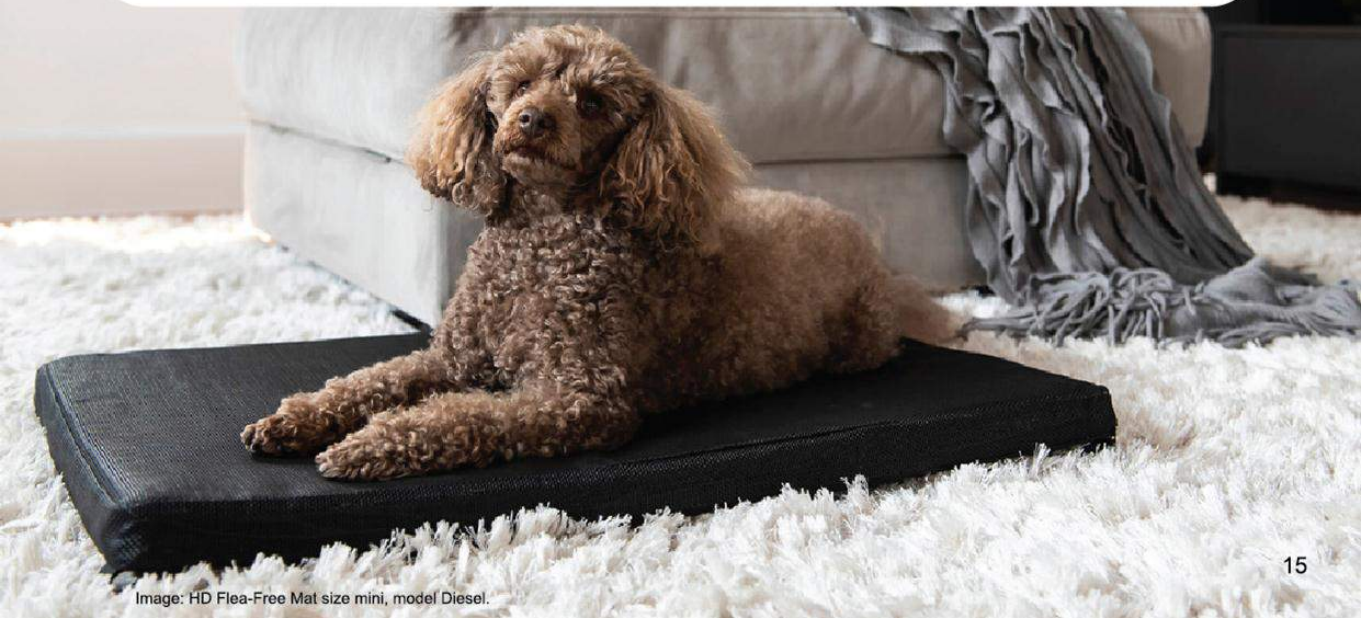
Ortho Mat

	L	W	H	cm
Jumbo	110	81	10	
Large	102	70.5	10	
Medium	93	55	10	

Rollup Travel Mat (rolled out)

	L	W	H	cm
Jumbo	105	77	3	
Large	103	74.5	3	
Small	97	68.5	3	

*Extra thick option available in the Hessian Mat size jumbo and large (8cm H)



Buckets & Bowls



What makes our bowls & buckets stand out?

- Certified food-grade stainless steel
- Rust-resistant
- Corrosion resistant
- Dishwasher safe
- Great quality
- Cost effective

Best Seller

Flat Sided Bucket with Riveted Hooks

- Versatile pet feeding or water bucket
- Strong riveted hooks
- Certified food-grade stainless steel
- No odour or taste taints
- Rust & corrosion resistant
- Hygienic & easy to clean
- Dishwasher safe
- High polish finish inside & out

5 SIZES AVAILABLE: 1 - 5.7 LTR

Stainless Steel Bucket

- Versatile pet feeding or water bucket
- Certified food-grade stainless steel
- No odour or taste taints
- Durable
- Rust & corrosion resistant
- Hygienic & easy to clean
- Dishwasher safe
- High polish finish inside & out

3 SIZES AVAILABLE: 2.8 - 8.5 LTR

Economy Bowl

- Versatile pet feeding or water bowl
- Cost-effective
- Certified food-grade stainless steel
- No odour or taste taints
- Rust & corrosion resistant
- Hygienic & easy to clean
- Dishwasher safe
- High polish finish inside & out

7 SIZES AVAILABLE: 284ML - 7.1 LTR

Best Seller



Puppy Bowl

- Designed for puppies
- Elevated to prevent puppies tipping over/standing on
- Large diameter provides room for several puppies
- Certified food-grade stainless steel
- No odour or taste taints
- Rust & corrosion resistant
- Dishwasher safe
- High polish finish inside & out

2 SIZES AVAILABLE



Coop Cup

- Clips on easily
- Keeps food & water safe from contamination/tipping over
- Certified food-grade stainless steel
- No odour or taste taints
- Durable
- Rust & corrosion resistant
- Dishwasher safe
- High polish finish inside & out

5 SIZES AVAILABLE



Flat Puppy Dish

- Designed for puppies
- Shallow
- Easy access for puppies/kittens other small animals
- Certified food-grade stainless steel
- No odour or taste taints
- Rust & corrosion resistant
- Dishwasher safe
- High polish finish inside & out

3 SIZES AVAILABLE

Pooper Scoopers

Never Bend Down To Clean Up Dog Mess Again

With dog ownership comes the inevitable - regular stooping and poop scooping. Make life easier & scooping effortless with our range of Pooper Scoopers that are durable and designed with ease of use in mind.



Best Seller

Original Pooper Scooper

- Strong metal handle
- Powder-coated tray and scraper for extra durability
- Rust-resistant
- PVC handgrips for secure handling
- Handy storage clip to store the tray & scraper neatly
- 75cm handle allows for less bending during use



ONE SIZE 20.5 (L) X 18 (W) X 75 (H) CM

Plastic Pooper Scooper

- Strong moulded plastic pan & hand grip
- Aluminium handle
- One-handed pick-up
- Spring mechanism ensures the tray stays shut
- Easy squeeze handle
- 62cm handle allows for less bending during use



ONE SIZE 15 (L) X 13 (W) X 62 (H) CM

Exclusive Design

Super Pooper Scooper

- Strong metal handle
- Powder-coated tray and scraper
- Rust-resistant
- PVC handgrips for easy handling
- Handy storage clip to store the tray & scraper neatly
- 80cm handle allows for less bending during use
- Replacement waste bags available

The Super Pooper Scooper allows for a waste bag to be hooked inside the deep tray securely. Simply scrape the waste directly into the bag and discard when full - leaving behind a clean tray.



ONE SIZE 21 (L) X 19 (W) X 80 (H) CM



Kennels



Protection from the elements

Our kennel range offers weather and UV resistant options suited to the Australian climate all year round.

Best Seller



Kennel

Our Kennel is moulded from durable UV treated recycled plastic, and its rot-resistant structure is suitable for use all year round. The heavy-duty two-piece design is easy to assemble and easy to store. It features air vents to maximise internal airflow making this kennel temperature regulated and offering any dog protection from the elements. Mats with removable covers are available to fit the interior.

We love this kennel because it's:

- Easily accessible for any dog
- Well ventilated
- Low maintenance
- Recyclable



Vents



Mats available

Canvas Kennel Top

Turn your Superior raised bed into a kennel pronto with our Canvas Kennel Top. Constructed from water-resistant canvas that offers protection from the elements all year long. It's also flea-resistant and super durable. It's easy to assemble and features VELCRO® straps for easy fitting. You can even machine wash the cover. Currently available in two sizes to fit our jumbo and large bed frames.

We love this product because it's:

- Easy to assemble
- Lightweight yet durable
- Excellent at offering climate protection
- Low maintenance

Clever Design



Luxury Pet Beds



Lovingly designed with fabrics for the contemporary home



1



2



3



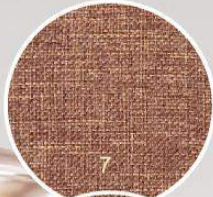
4



5



6



7



8



9



10



11



12



13



14



15



16



17



18

- 1 Chocolate Velvet
- 2 Brown Bone Velvet
- 3 Green Velvet
- 4 Grey Bone Velvet
- 5 Grey Velvet
- 6 Teal Velvet

- 7 Thatch Beige
- 8 Thatch Chocolate
- 9 Thatch Green
- 10 Check Chocolate
- 11 Check Grey
- 12 Faux Leather

- 13 Chocolate Faux Rabbit Fur
- 14 Grey Faux Rabbit Fur
- 15 Navy Corduroy
- 16 Charcoal Canvas
- 17 Green Canvas
- 18 Superior Fur

Full product details (including individual product shots) and care instructions available at superiorpetgoods.com.au/luxurypetbeds



The Considered Choice

We know that making considered and sustainable choices about what you put in your home are more important than ever. We feel the same about what we put in our products; every ingredient in our range of luxury pet beds has been carefully chosen. Our soft filling is a unique blend of recycled PET fibre (which is made from recycled plastic drinking bottles), and Australian Made Dunlop Foam treated with Ultra-Fresh.

Designed and blended to offer your pet the perfect combination of comfort and stability. It's brilliant at retaining its loft and is fully machine washable and tumble dryer friendly. We're proud to say our foam has the tick of approval from the National Asthma Council and the Blue Butterfly programme which helps the community by creating awareness and information about asthma. Our soft beds and mats are all zippered with removable covers for easy washing, making them the perfect addition to any home.



Luxury Beds Size Guide

Snoopy Dog Mat

	L	W	H	cm
Jumbo	110	70	12	
Large	100	70	12	
Medium	95	55	12	
Small	75	70	12	
Mini	75	55	12	

Scooby Sofa Complete Bed

	L	W	H	cm
Large	156	102	22	
Small	115	81	22	

Scooby Sofa Sleeping Area

	L	W	cm
Large	115	75	
Small	75	55	

Harley Dog Bed (diameter)

	D	H	cm
Jumbo	110	25	
Large	80	20	
Medium	60	18	

Hooch Dog Cushion

	L	W	H	cm
Large	115	77	20	
Small	82	62	20	

The Pod

	L	W	H
One Size	52	49	50



Scooby Sofa Dog Lounge

The ever-stylish Scooby Sofa was designed for your pets' comfort, its modern aesthetic will complement any homes interior. It's stuffed to the brim with the comfiest filling made from recycled PET fibre filling, which is fully machine washable and can be line or tumble dried.

SOPHISTICATED & FUNCTIONAL

- Assembled in Australia
- Big enough to share
- Mould resistant foam
- Detachable bolster
- Fully machine washable
- Non-slip base
- Sustainable - simply replace the covers
- 9 colours & 2 sizes to choose from



Snoopy Dog Mat

Its ever-versatile and unique design offers the best in pet comfort. The inner filling is encased in calico cotton (just like your doona in design), with sewn down panels so it will always stay in place, clever! It's naturally warming in winter and cooling in summer, which your pet will love. The insert and outer cover are fully machine washable too. The Snoopy Mat will complement any contemporary interior.

CLOUD NINE LUXURY

- Assembled in Australia
- Fits on top of our raised beds
- Non-slip base
- Generous padding for added comfort
- Mould resistant foam
- Suitable for homes with allergies
- Sustainable - simply replace the covers
- 9 colours & 5 sizes to choose from



Image: Snoopy Mat size large in Check Grey modeled by Poppy & Chilli.

Hooch Dog Cushion

The Hooch Cushion is made from deluxe upholstery grade fabrics, designed to complement any homes interior and filled with oodles of PET recycled fibre filling. Featuring a zippered cover (hidden, of course!) for easy washing. The inserts are fully zippered too. This super soft and stylish cushion has a hidden carry handle for moving around or taking out and about.

UNMATCHED COMFORT & STYLE

- Assembled in Australia
- Hidden handle - move around with ease
- Non-slip base
- Mould resistant inner
- Generous sizing
- Suitable for homes with allergies
- Sustainable - simple replace the cover
- 9 colours & 2 sizes to choose from



Image: Hooch Cushion size large in Thatch Chocolate, modeled by Schuey.

Harley Dog Bed

Not only stunning to look at this bed is a dream for curlers, stretchers, and back sleepers. Filled to the brim with recycled PET fibre fill makes for a cosy burrow to snuggle down. The Harley Bed has a removable cushion and features hidden zippers on the pillow, body, and fibre inserts. Choose from a vast selection of stylish fabric options to suit any home or season.

SIMPLY DREAMY

- Assembled in Australia
- Finished with stylish pleats on the gusset
- Non-slip base
- Mould resistant foam
- Reversible cushion
- Suitable for homes with allergies
- Sustainable - simply replace the cover
- 14 colours & 3 sizes to choose from



Image: Harley Bed size medium in Grey Faux Rabbit Fur & Velvet, modeled by Poppy.

The Pod

A cosy haven for cats, small dogs, and other small pets, The Pod is oh so stylish and functional! Moulded from recyclable plastic, it can be easily cleaned and dismantled. Inside the sturdy capsule construction is a removable cushion made from the plushiest two-tone fur to ensure absolute comfort. The cushion is filled with our unique blend of PET fibre and Australian foam. Hang a toy inside the roof for hours of fun.



THE PERFECT HIDEAWAY

- Assembled in Australia
- Stunning matte finish
- Removable zippered cushion
- Recyclable plastic
- Easy to clean

Retail Support



Retail Display Stand

Our display stand is available to all our retail stockists to display our Raised Beds, Replacement Covers and Dog Mats in store. It is manufactured from heavy-duty steel tubing with a black powder-coated finish. For smooth movement around your store, it's fitted with 3-inch castor wheels. It can hold at least three beds in each of our five available sizes. Contact us at any stage to discuss merchandising options. We'd be happy to assist



Posters

We have standard A1 and A2 size posters available for you to promote our range in store. Order now or chat to us about your specific requirements, we'd love to assist.



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