

Invisible Fence® Brand

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FOR IMMEDIATE RELEASE

INVISIBLE FENCE BRAND OF ANNAPOLIS VALLEY EXPANDS IN NOVA SCOTIA Local company buys out neighbouring dealership

HANTSPORT, NOVA SCOTIA, MAY 4, 2016 – Invisible Fence Brand of Annapolis Valley has acquired a neighbouring business to expand its territory. As of April 1, the company has taken over Invisible Fence Brand of Nova Scotia, whose owners, Jane Wentzell and Warren Laws, are moving on to pursue other interests. “We wish Jane and Warren the very best,” says Pam Murray, who with husband Peter Andresen has owned and operated the Annapolis Valley business for 12 years.

“We’re excited to bring our state-of-the-art technology and hands-on training to people in other parts of Nova Scotia,” Pam goes on. “Our whole purpose is to help people keep their pets safe at home and not go through the stress of having their dogs show up on Lost Dog Network.”

Pam and Peter are hands-on business owners, looking after sales, service, installation and training for customers and their pets. With Holly Thompson in the office and Kendra Bhola as a full-time technician and qualified trainer, this small, nimble company welcomed the chance to expand, Pam says.

“The Ivany report told Nova Scotians to decide where we want to be ten years from now, to set our goals, and to start work on all the things we need to do to get there,” she says. “As a business based in rural Nova Scotia, we’re proud to be growing and contributing to the economic health of our province.”

All staff are Perfect Start Plus certified trainers. They train pets using an advanced containment and avoidance pet training protocol that has been reviewed and approved by a respected panel of animal behaviourists, trainers, and veterinarians. “Our clients rely on us for our expertise,” Pam adds, “so we continually innovate our products and enhance our training skills and knowledge of animal behaviour. We want to make sure our customers feel confident knowing their pets are safe and trained the right way. In fact, we guarantee it.”

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Dave Jennison of Canaan, NS, is familiar with that guarantee. “My wife and I are strong believers in Invisible Fence,” Dave says. “We have three large breeds – two Great Pyrenees and a Bernese Mountain Dog – and they like to roam. When Pam and Peter helped us train the dogs where their boundaries were, we were amazed at how little time it took. It’s been eight years now, and it’s complete peace of mind. When we get home, we just open the door and let them out. Even when animals come around, the dogs just go to the line and stop. Invisible Fence was the best thing we did for our pets’ safety, thanks to Pam and Peter.”

Pam and Peter are reaching out to clients in both territories to assure a smooth transition. The support of Annapolis Valley clients has given them the courage to make the leap, Pam says. “We would not be able to make this move without their support and loyalty, and we thank them from the bottom of our hearts. We look forward to keeping their pets safe for many years to come.”

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About Invisible Fence Brand – Annapolis Valley and Nova Scotia

Invisible Fence Brand of Annapolis Valley has been working since 2004 to keep clients’ pets safe at home. With more than 1,000 satisfied clients in the Annapolis Valley, as well as the endorsement of neighborhood veterinarians, owners Pam Murray and Peter Andresen are passionate about working hard so their customers can enjoy their pets more, and worry about them less. From system installation to their exclusive Perfect Start Plus training and beyond, their promise is to be always here for you and your pet. Contact their Hantsport office by phoning 877-670-2757 (toll free) or emailing novascotia@invisiblefence.com. Web: www.invisiblefence.com (click “dealer locator”)

About Invisible Fence Brand

Invisible Fence Brand is the original electronic pet containment system and offers a comprehensive family of containment, avoidance, and access products to keep pets out of harm's way and prevent unwanted behaviours throughout both the home and yard. Owned by Radio Systems Corporation in Knoxville, Tennessee, Invisible Fence Brand solutions are sold by professional, authorized dealers who provide Perfect Start Plus training and custom installation that have safely contained over two million pets. Invisible Fence Brand has taken pet care beyond the home and started the Project Breathe program, which has donated more than 10,000 pet oxygen masks to fire departments and first responders. For more information on Invisible Fence Brand or to find a local dealer, visit www.invisiblefence.com.

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