

FOR IMMEDIATE RELEASE

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ANDIS® COMPANY RETURNS TO SUPERZOO AS SPONSOR OF LARGE POODLE PUREBRED CLASS COMPETITION

LAS VEGAS, NV (JULY 2017) – Andis® Company will return to SuperZoo to sponsor the Large Poodle Purebred Class grooming competition on Wednesday, July 26, 2017. As one of the largest pet industry trade shows in North America, SuperZoo offers a comprehensive mix of business and education, allowing exhibitors to connect with both customers and end users alike.

“We are pleased to continue our partnership with SuperZoo and our sponsorship of the Large Poodle Purebred Class competition,” said Karen Formico, Vice President of Marketing at Andis. “This iconic breed offers the ultimate canvas for groomers to showcase their skills and creativity as there are so many styling options. We look forward to seeing some exquisite clipper and shear work at this year’s competition.”



The National Show for Pet Retailers™

SuperZoo’s grooming contests challenge some of the most talented groomers from across the country to demonstrate their expert skills. During this year’s Large Poodle Purebred Class competition, professional groomers are encouraged to showcase their unique style, creative inspiration and ingenious technique in accordance with the breed profile. Contestants – to be classified across Open, Intermediate and Entry division levels – will be judged on balance, symmetry, uniformity and style of the trim. Winners of the Large Poodle Purebred Class competition will receive \$300 (Open Division), \$150 (Intermediate Division) and \$125 (Entry Division), respectively.

In addition to sponsoring the Large Purebred Poodle Class, Andis will be delivering education and exhibiting its grooming products at Booth #471. Visitors can attend live demonstrations from well-known Andis Educators, Diane Betalak and Julie Harris, where they will learn grooming techniques and tips on how to get the most out of Andis tools.

For more information about Andis Company , please visit [Facebook](#), [Instagram](#), and [Twitter](#). For additional details on SuperZoo, the Large Poodle Purebred Class or other grooming contests, please visit <http://www.superzoo.org/grooming/groomer-contest/>.

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About Andis® Company

Andis® Company, a family held business founded in 1922, is a leading manufacturer of handheld tools to trim, cut, curl, straighten and dry hair. The company’s products are purchased in more than 90 countries by barbers and salon professionals, consumers, hotels, motels, resorts, small animal groomers and large animal groomers and shearers. To find a local distributor, call 800-558-9441 or visit www.andis.com.