



FOR IMMEDIATE RELEASE

Naturflex® Sets the Standard in Sustainable Latex Dog Toys

ORLANDO, FL — March 24, 2021 — Petsport USA Inc. introduced **Naturflex**, a line of natural rubber latex dog toys designed to combine sustainability, durability, and engaging character-driven play. The product line debuted at Global Pet Expo in Orlando.

Crafted from natural rubber latex sourced from premium rubber tree plantations, Naturflex was developed as a safe and sustainable alternative to conventional synthetic dog toys. The natural material offers durability while remaining flexible enough for satisfying chew interaction. Each toy is certified non-toxic and colorfast to maintain vibrancy through repeated play.

Available in Tiny Tots, Large, and Jumbo sizes ranging from 3.5 inches to 16 inches in length, Naturflex introduced one of the largest latex character toys available at launch. The extended sizing made the line suitable for small breeds through large dogs and positioned Jumbo Naturflex as a statement gift for pet owners looking to make a bold impression.

“Naturflex was built around three priorities—safety, sustainability, and fun,” said **Darin Eisenbarth**, President of Petsport. “By using natural latex and pairing it with original character design, we created a line that delivers both responsible materials and memorable play experiences.”

Since its debut, Naturflex has continued to expand, reinforcing Petsport’s commitment to combining environmentally conscious materials with engaging, high-quality design.

Availability & CTA:

Naturflex® is available nationwide. Retailers and consumers can explore the full line at www.petsport.com.

About Petsport

Petsport designs innovative pet toys and accessories that promote healthy, active play through durable materials and thoughtful design.

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