



PALOPA





Karin Heinrich, Claudia Lässig
and Stefan Lässig, Management
Lässig GmbH.



Next LÄSSIG generation:
siblings Marvin and
Jana Lässig.



WITH PALOPA WE CONTINUE
OUR FAMILY HISTORY.

Dear dog lover.

Welcome to PALOPA, the sustainable dog brand for discerning dog parents.

With PALOPA, we want to give all beloved four-legged friends the appreciation they deserve as loyal friends for life. That's why we've developed innovative and stylish dog products for you and your best buddy with which you'll always be well equipped in everyday life.

Learn more about us and why we dared to create PALOPA. Our brand, where everything revolves around the dog.

Your PALOPA Team

TWO BRANDS. ONE MISSION.

While LÄSSIG has been revolutionizing the market with innovative fashion and lifestyle products for babies, children and parents since 2007, PALOPA is now expanding the successful family business with casual dog products.

Two different brand worlds, one common mission: to make the world a little better through fair, ecological, high-quality and stylish products. With a mix of innovation, emotionality, responsibility and environmental awareness. The goal: a harmonious coexistence between humans, animals and nature!





PA ~ LO ~ PA

PAULA LOVES PAULINE



Claudia Lässig and Karin Heinrich
with Paula and Pauline.

Unconditional love, absolute loyalty, pure joy of life, a great enthusiasm for eating and real team spirit – this is exactly what characterizes the two Golden Retriever ladies Paula and Pauline from birth.

Since 2008, the two dog sisters, who in spite of all their similarities could hardly be more different, have enriched the LÄSSIG team. Since then, many unforgettable memories have shaped our family business.

So it was obvious to us that the dogs, with whom we have shared so many wonderful moments full of chaos, happiness and comfort, should be the namesakes of our young brand. Because: **PAula LOves PAuline.**

Filia and Bobby agree:
the dog bed Fred is an
absolute blast.



On the dog mat Alma, Mascha
can take a spontaneous break,
even on the go – with the snack
bag always in view.

SUSTAINABLE DOG PRODUCTS FOR DISCERNING DOG LOVERS

As experienced animal lovers, we know how important it is to combine the needs of you and your dog in a holistic way. That's why we have made it our business to develop sustainable products that are tailored to the needs of your four-legged friend and also meet your requirements as a dog owner.

With us you can be sure that we manufacture all our products with the utmost care. Extensively tested and approved by our Office Dogs.

- 🐾 developed by experts
- 🐾 perfect mix of style and comfort
- 🐾 durable and resource-saving materials
- 🐾 high standard of hygiene
- 🐾 strict quality management





Comfort is simply everything:
Mila loves to snuggle up in the
vegan dog blanket Mathilda.



For Arona, there is no way around
the Gustav dog bowl.

News

We not only want to offer great products, but also share real expert knowledge, helpful tips and exciting ideas about life with a dog with you.

BLOG – Here you can find out everything you need to know about everyday life with your four-legged friend.

PODCAST – Don't miss an episode of the Tierisch LÄSSIG dog podcast. With you: your dog-loving hosts Jana and Anna.



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Franky loves to be one of the stars
of our podcast Tierisch LÄSSIG.



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