



FOR IMMEDIATE RELEASE

Logical Brands, Inc. Wins Fressnapf Innovation Award for Canine Hydration Bowls. Will Launch in 2026 in Europe as Playology™ and in the U.S. as Anivida™.

Nashville, TN — April 2, 2026 — Logical Brands, Inc. was awarded the **Fressnapf Innovation Award** in Germany for its **Canine Hydration Bowls**, earning top honors among all non-food dog product entries. The award recognizes innovative products and services that revolutionize the pet market.

The award-winning product will be marketed in Europe under the science-driven **Playology™** brand and in the United States under Logical Brands' **Anivida™** wellness brand.

The recognition highlights Playology's Canine Hydration Bowls, which address one of the most common yet overlooked aspects of canine health: proper hydration. Designed around a dog's dominant sense—**olfaction**—the bowls naturally encourage dogs to drink more water, without additives or training.

“Retailers are looking for products that solve real problems and are easy to explain at shelf,” said **Lendy Beatty, Co-Founder and Chief Innovation Officer at Logical Brands** “Hydration impacts overall canine health, yet many dogs don't drink enough. Our bowls leverage instinct and science to deliver a measurable benefit pet parents can see.”



For retailers, the product offers a **science-backed wellness story, refill-driven repeat engagement,** and a **premium point of differentiation** in the bowl category.

The Canine Hydration Bowls are scheduled for an **EU launch in 2026**, with a **sneak preview at Interzoo in Nürnberg (Booth# 5-330) in May, 2026**

Playology™ is a wholly owned subsidiary of Logical Brands, Inc., a Nashville-based pet hardline manufacturer.

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