



FOR IMMEDIATE RELEASE

Tire Trax® Delivers Industrial-Grade BiteTek™ Durability for Powerful Chewers

**PITTSBURG, CA — March 25, 2026** — Petsport® USA Inc. announced today the re-release of **Tire Trax**, a heavy-duty chew toy designed for Medium, Large and Extra-Large dogs that demand long-lasting durability. Tire Trax will debut at Global Pet Expo in Orlando, FL.

Measuring six inches in diameter, Tire Trax features realistic tire-tread detailing that provides enhanced grip and texture during chewing and interactive play. The design helps dogs maintain control while reducing slippage, a common issue with smooth rubber toys.



Expanding the play experience, Tire Trax is also paired with premium woven jersey rope to create two additional tug styles for dogs that thrive on tug-of-war interaction. The rope fibers provide a comfortable grip for both dog and owner while helping support dental health by gently cleaning teeth and stimulating gums. In total, the Tire Trax® launch introduces six new items designed to support chewing, tugging, and interactive play.

Tire Trax is molded from **BiteTek**, Petsport’s advanced rubberized TPR material engineered to withstand intense chewing while maintaining structural integrity. The material’s balance of flexibility and strength allows the toy to retain its shape under sustained pressure and repeated use.

“Dogs with strong jaws need toys that don’t quit,” said **Darin Eisenbarth**, President of Petsport. “Tire Trax was built to handle serious chewing while still being safe and engaging.”

**Availability & CTA:**

Tire Trax launches March 25, 2026. Visit the Petsport booth at Global Pet Expo or explore the full BiteTek lineup at [www.petsport.com](http://www.petsport.com).

**About Petsport**

Petsport is a leading developer of durable pet toys and accessories, focused on improving playtime through innovative materials and functional design.

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FOR IMMEDIATE RELEASE

Kingpin Strike™ Keeps Dogs Engaged Longer with Durable BiteTek™ Treat Dispensing Play

**PITTSBURG, CA — March 25, 2026** — Petsport® USA Inc. today announced the launch of **Kingpin Strike**, an interactive treat-dispensing dog toy engineered to keep dogs mentally engaged longer through motion, sound, and durability. The product debuts at Global Pet Expo in Orlando, FL.

Designed to address boredom and rapid treat consumption, Kingpin Strike stands nine inches tall and tumbles unpredictably as treats dispense slowly from its core. A built-in squawker at the tip encourages continued interaction, helping dogs stay active and mentally stimulated during playtime.



The toy is constructed from **BiteTek**, Petsport’s proprietary rubberized thermoplastic material developed for dogs that chew aggressively. Kingpin Strike features walls that are twice as thick as standard BiteTek designs, improving durability for both indoor and outdoor use while remaining certified non-toxic.

“Kingpin Strike was designed to solve two common problems—dogs losing interest quickly and toys failing under pressure,” said **Darin Eisenbarth**, President of Petsport. “BiteTek allows us to create a tougher, smarter toy that keeps dogs engaged longer.”

**Availability & CTA:**

Kingpin Strike will be available for pre-order starting March 25, 2026. Retailers and media can view the product at the Petsport booth during Global Pet Expo or visit [www.petsport.com](http://www.petsport.com) for more information.

**About Petsport**

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

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FOR IMMEDIATE RELEASE

BiteTek™ Tennis Balls Reinvent Fetch with Seamless, Long-Lasting Performance

**PITTSBURG, CA — March 25, 2026** — Petsport® USA Inc. announced the launch of **BiteTek Tennis Balls**, a durable alternative to traditional felt tennis balls designed for dogs that chew aggressively. The product debuts at Global Pet Expo in Orlando, FL.

Unlike standard tennis balls that wear down quickly, BiteTek Tennis Balls are molded entirely from BiteTek rubberized TPR. Deep traction grooves replace traditional seams, giving dogs a confident grip while eliminating weak points that often lead to premature failure.



At 2.5 inches in diameter and available in two-packs, the balls maintain bounce and shape through repeated fetch sessions and are suitable for small to large dogs. The non-toxic construction ensures safe, high-energy play.

“Fetch toys shouldn’t fall apart after a few throws,” said **Darin Eisenbarth**, President of Petsport. “BiteTek Tennis Balls are built to last and perform.”

**Availability & CTA:**

BiteTek Tennis Balls will be available for pre-order March 25, 2026.

Visit [www.petsport.com](http://www.petsport.com) or stop by the Petsport booth at Global Pet Expo to learn more.

**About Petsport**

Petsport develops innovative pet toys and accessories designed to support durability, engagement, and active lifestyles for dogs.

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FOR IMMEDIATE RELEASE

Duo Balls Combine BiteTek™ Strength with Motion-Driven Play for Lasting Engagement

**PITTSBURG, CA — March 25, 2026** — Petsport® USA Inc. today introduced **Duo Balls**, an interactive dog toy designed to increase engagement through unpredictable motion and durable construction. The product will be showcased at Global Pet Expo in Orlando, FL.

Duo Balls feature a five-inch outer ball made from **BiteTek**, covered in hundreds of firm yet pliable spikes that promote grip and help stimulate teeth and gums. Inside, a 1.8-inch multi-colored tennis ball rolls freely, creating movement that keeps dogs mentally engaged and encourages extended play.



The BiteTek material allows the spikes to flex without collapsing, maintaining bounce and shape even during rough play. Duo Balls are designed for medium to extra-large dogs and are certified non-toxic for safe, repeated use.

“By combining motion and texture, Duo Balls keep dogs curious and active,” said **Darin Eisenbarth**, President of Petsport. “BiteTek makes that combination possible without sacrificing durability.”

**Availability & CTA:**

Duo Balls will be available beginning March 25, 2026. Retailers and media can see live demonstrations at Global Pet Expo or learn more at [www.petsport.com](http://www.petsport.com).

**About Petsport**

Petsport creates durable, engaging pet products that support healthy play through advanced materials and thoughtful engineering.

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