



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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