

For Immediate Release

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www.infocollar.com - Press

Louisville, KY – Pfeiffer Innovations, announces the national launch of: InfoCollar.com, an internet based “Pet Recovery System” to reunite more lost pets with their owners.

The InfoCollar.com system includes a website that provides a **Pet Profile** consisting of:

- 1) Up to 3 photos of the profiled pet
- 2) Detailed descriptions of the pet and care giving instructions
- 3) Owner’s information: name, home phone, cell and fax numbers plus E-mail and street address.
- 4) Vet’s information: name, phone, fax and address, business hours
- 5) Medical history: shot records, prescription medicines, allergies, etc.
- 6) Message from the owner: offer a reward, list the pet’s traits, alternative contacts, travel schedule, etc.

and ... an InfoCollar (made in the USA), which has the website and a unique identifying number *sewn* into the collar (can’t come off – easy to read).

When someone finds a pet that is wearing an InfoCollar, all they have to do is:

- 1) Go to www.InfoCollar.com
- 2) Enter the unique ID number
- 3) Compare the Pet Profile to the animal they found, in order to confirm the identity.
- 4) Check the message section for: instructions, helpful hints, etc.
- 5) Call the owner to arrange a pickup.

The InfoCollar.com System is: Easy, Fast and The “Only” System That Is Designed To Help The Finder

To the owner, the pet is a loving friend – to the finder, it is a strange animal.

- 1) Some people are leery about handling a strange animal in order to read a tag
InfoCollar.com can be read at a distance
- 2) If the tag is missing, the finder will have to transport the strange animal to a Vet or animal shelter and may even have to board it overnight
InfoCollar.com provides contact information immediately - 24/7
The owner can be on their way to pick up their pet in minutes
- 3) The finder may be fearful
The Pet Profile provides assurance that the pet is healthy, up to date with it’s shots, lists traits, care instructions, etc. ;all to help introduce the finder to the pet and make both feel at ease

InfoCollar.com is available on line at www.infocollar.com for \$24.95