



SICCARO's New Colour Celebrates the Fusion of Nature and Technology

Colours Inspired by Nature and Van Gough!

SICCARO, the pet care brand famed for the "World's most absorbent dog drying robe" is poised to release the iconic Supreme Pro WetDog drying robe in a regal new colour called Granite, which will be available throughout Europe from October 1st. The new Siccaro colour was inspired by the rich tone of the 'Van Gogh' Blue Granite, which can only be found in Brazil.

The existing 'nature' themed 4-way colour palette used by Siccaro is representative of the organisational focus on natural and recycled textile fibres that achieve high performance results.

Launch of Wet2Dry Textile Technology Identity

The launch of the new Granite colour coincides with the company's release of the new trademarked logo for their self produced ultra-absorbent textile called "Wet2Dry". Wet2Dry fabric has the immense capacity to hold up to 11 times its weight in water and is the primary reason that the Supreme Pro WetDog drying robe has been labelled "World's most absorbent drying robe".

Secret company formula

Wet2Dry is an ultra absorbent fabric technology which was developed by Lissen Marschall, the founder of Siccaro in 2012. The search began when Ms Marschall, was looking for a textile formula which would provide the highest level of absorbency and as a dog lover she realised how incredible it was for the purpose of drying wet dogs.

Thus far, the absorbency of Wet2Dry can more than 7 times it's weight in water or in a drying context, has the ability to get a wet dog 90% dry within 15 minutes*.

Wet2Dry is a viscose based blend with some added ingredients and due to the antibacterial nature of viscose, it reduces the pesky 'wet dog' smell, which is a great relief for many dog owners who have tried the technology thus far.

The entire Siccaro dog range features the Wet2Dry fabric technology to get dogs dry and warm as quickly as possible which is invaluable after being active. This includes the Supreme Pro, Siccaro's most popular and most absorbent, professional grade dog robe which is used and enjoyed by working dogs, trainers and for household dogs worldwide.

Siccaro's founder Lissen Marschall feels that Wet2Dry is a breakthrough for long term dog health, citing, "I am passionate about finding natural solutions for issues as wet dogs because it is better for the environment and better for the long term health of our pets. By keeping dogs dry and warm, we keep their muscles and joints in great condition and improve their long term health."

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