

Ea53QcJjMpk

(SPEECH)

[00:00:00.00] [MUSIC PLAYING]

(DESCRIPTION)

[00:00:00.00] A man and woman follow a mud-covered dog into a house. Text, Pet Happens

[00:00:05.42] They clean the large dog in a bathtub.

[00:00:12.82] The dog shakes dirty hair and water on the tile. Text, There has to be a better way

[00:00:20.57] welcome to the next generation of dog bathing

[00:00:23.66] Barkbath cleaning products. A person vacuums their dog, then pours the dirty water down a sink.

(SPEECH)

[00:00:29.60] Hello, I'm Chuck Martin, general manager of innovation here at Bissell. At Bissell, we know pets and the messes they make around the home. And when it's time to bathe them, the messes, they get even bigger.

[00:00:39.50] We focus on cleaning up the messes that life brings, including the pet messes. Now, we're bringing these insights to the dog bathing process. The Bissell BarkBath truly is the next generation of bathing your dog-- a faster, easier, and less messy way. Bissell's strengths are really around understanding the consumer and the needs of the consumer, especially the pet parent. And we know pets. We know how pets interact with the household and the messes they make at home. And we realize that people are very frustrated with the bathing process.

[00:01:09.31] And we took a look at that, and we thought, well, if we're cleaning up after the dogs when they come into the house and they leave spots and stains on the carpet and upholstery, we're never really addressing the animal itself that is dirty. We started taking a look at the technology and the knowledge we had of both pets and cleaning, and we found this great new idea and this new concept about bathing your animal anywhere in your home.

[00:01:29.81] So marrying the insights that we have around the consumer experience and around the consumer with the engineering knowledge is the perfect match. Because we know pets, we know pet parents, we know messes, we know dirt. BarkBath is really important because it gives the consumer a new way, outside of their traditional way of bathing, to actually bathe their dog anywhere in the home that they want whenever they want.

[00:01:50.99] What it also allows people to do is clean more frequently.

[00:01:54.83] In 10 minutes, I can have all three dogs, just a slight cleaning, and the smell goes away, and everything. I mean, it works great. You could actually bathe your dog every other day if you wanted to, and it wouldn't be a chore. Where before, it was a chore to bathe three dogs.

[00:02:12.80] You can use it in your kitchen. And just within less than 10 minutes, you can wash your dog. This is different because we're actually changing the way that you wash the animal. Normally you would wash from the fur down. And what we're doing is we're cleaning from the skin up. That's how we can actually use less water.

[00:02:29.06] Because in a traditional bathtub method of washing your dog, you use about 19 gallons of water to wash an 80 pound dog. We use less than 48 ounces of water. Because we're much more efficient at the process. Our no-rinse shampoo is really unique because it doesn't have a lot of the harsh chemicals that other shampoos might use. And it's really safe and effective on the animal.

[00:02:47.31] Are you going to give yourself a bath? It was perfect. There was no mess, and that was about an hour shorter than what it would have taken me to give him a normal bath. It was great, and he dried a lot faster.

(DESCRIPTION)

[00:02:57.50] A man pours liquid

(SPEECH)

[00:02:59.12] When I first saw the product, I thought there was no way that this was actually going to work on Oreo. She's just got too much hair. It really, really worked good.

[00:03:10.50] It's better for the homeowner because they'll use a lot less water. It's better for the homeowner because they won't have to wrestle the dog to get him in and out of the bathtub. And it really delivers on the promise that it's supposed to give to the pet parent, which is we're going to take care of your dog in a way that's never been done. It's easier for you, and easier for your dog.

[00:03:30.38] Please join us in this new adventure in caring for your dog. Be one of the first to get your BarkBath. Order now. And keep checking back with us as we'll be posting new videos and updates.

(DESCRIPTION)

[00:03:39.11] The Pet Inspired and Bissell logos