

## **FLUFF TROUGH NEXT-GEN, ELEVATED PET FEEDER SHOWCASES NEW XL PRODUCT LINE @GLOBAL PET EXPO**

### **Ergonomic Pet Feeder Shows Pet Parents it's Just as Important *How Pets Eat as What They Eat***

GLOBAL PET EXPO, ORLANDO, FL–March 26, 2025–Fluff Trough ([www.flufftrough.com](http://www.flufftrough.com)), the original open-front pet feeder allowing pets to eat naturally and ergonomically, is proud to introduce the Fluff Trough XL Binge Blocker Slow Feeder Set at the 2025 [Global Pet Expo \(Booth 6006\)](#) from March 26 through 28th.

It's time to raise the bar—and the pet dish—and help your pet enjoy mealtime even more thanks to the Fluff Trough Customized, Elevated Dog & Cat Pet Feeder System. Fluff Trough was the (Spoiler Alert) winner of [Episode 8's Amazon Prime's Buy It Now](#) business competition that aired in December 2024. The original open-front pet feeder allows pets to eat in the most natural and ergonomic way possible. It features interchangeable food inserts and accessories and now comes in two sizes and works for all breeds of dogs and cats.

The Fluff Trough was inspired by founder Debra Mastic's pug Pork Chop. As he grew older and developed health issues, he struggled more and more to eat independently. Every bite of food became a struggle for him. She used a 3D printer to start experimenting with creating new bowls with him and eventually came up with the Fluff Trough. People started asking about the bowl she had made for Pork Chop and she made a decision to use her savings to start the process of commercializing the product by investing in the intellectual property and tooling for the core product.

"I miss Pork Chop every day, but because of my love for him, pets' eating habits have improved everywhere," notes a tearful Debra. "We're excited to be at the Global Pet Expo to help grow the brand and expand into retail beyond [existing retail stores](#)."

[Fluff Trough](#) can be purchased (with the Standard Silicone Insert) in Black, Grey, Teal and Purple or in XL (with the Binge Blocker Silicone Insert) in Black or Grey. The Binge Blocker insert is a safer alternative to traditional slow feeders due to its silicone material. Extra inserts (Stainless Steel, Silicone or Binge Blocker) and lift kits for taller pets are also sold separately.

**Ergonomic design:** Fluff Trough's ergonomic open-front feeder allows pets to eat in the most natural and comfortable way possible offering a safer, healthier alternative to protect their sensitive noses and joint health, also a great fit for flat-faced, elderly and disabled pets to help them eat and digest their food.

**Easy clean up:** Being top rack dishwasher safe is a game changer for pet parents who want to provide a clean surface for their pet's next meal. Some even buy extra inserts so they have an usable option while the dishwasher is running.

**Customizable:** Fluff Trough is available in two sizes: the standard size is available in 4 colors and works for small to medium dogs and cats and the XL size works for medium to large dogs. The stackable Fluff Trough Lift Kits fit on both so you can adjust the height for your pet as they grow. The standard Fluff Trough has 3 different types of food-safe inserts (silicone, binge blocker for slow feeding, or stainless steel) and the XL has 2 different types of inserts (silicone or binge blocker) allowing pet owners to choose the options that work best for their pets.

**Safe, durable materials:** Vet-recommended, FDA-approved, this non-toxic, BPA-free solution is Food Safe, and top rack dishwasher safe.

### **About:**

Fluff Trough is a small company based in Denver, CO founded in 2018 by Debra Mastic and her pug Pork Chop. As a pug, he struggled to eat from traditional feeders because of his flat face and worsening health issues as he got older. After he was diagnosed with vestibular disease (which causes a loss of balance) he had even more difficulty eating.

After searching everywhere for a bowl that would help Pork Chop eat better, Debra created a special bowl for him using her 3D printer. When she shared the prototype with other pet parents, she was amazed by their excitement about using the feeder for their pets, too! She used the money she had been saving to buy a home to bring the Fluff Trough to market, to help as many animals as possible.

Today, Fluff Trough is proud to use its business for good, in loving memory of Pork Chop. It contributes to rescues all over the world by donating products to animals in foster care, as well as a percentage of sales to help support animal rescue, while also sponsoring fundraisers and pet events. Fluff Trough was the (Spoiler Alert) winner of [Episode 8's Amazon Prime's Buy It Now](#) business competition that aired in December 2024.

###