

NEWS

FOR IMMEDIATE RELEASE

New RoverWear™ High-Vis Dog Vest Brings Extra Safety to Man's Best Friend

Bringing decades of quality workwear expertise, Kishigo launches its first high-visibility dog wear for safer walks and adventures.

FOUNTAIN VALLEY, CALIFORNIA, February 18, 2024 — [Kishigo](https://www.kishigo.com), known for over 50 years of making high-visibility workwear, is now bringing that same commitment to safety to our four-legged friends. The new RoverWear by Kishigo high-visibility dog vest helps keep pets visible and protected in low-light conditions, making walks, hikes, and outdoor adventures safer than ever. Organizations like the American Veterinary Medical Association emphasize keeping pets visible in dim conditions.

"At Kishigo, safety has always been at our core, and now we're bringing that same commitment to our four-legged family members. RoverWear is a natural next step designed for pet owners who want their dogs to be just as visible and protected as they are," said Elke Hirschman, Safety Segment Vice President. "It's the same trusted quality and thoughtful design people rely on from us, now made for their pets, too."

RoverWear Highlights: All-in-One Dog Safety Vest

- **Durable & Adventure-Ready** – Made with heavy-duty, water-repellent material for lasting performance in any weather.
- **Enhanced Visibility** – Bright fluorescent fabric with reflective piping and bands increases safety during early morning and evening walks.
- **Stay Cleaner, Look Sharper** – Black binding helps conceal dirt, keeping your pup looking fresh.
- **Leash & Harness Friendly** – Thoughtfully designed neck opening makes it easy to attach leashes and harnesses.
- **Convenient Storage** – Two secure pockets with waterproof zippers provide space for treats, keys, or small essentials.
- **Built-In Waste Bag Dispenser** – A handy pull-tab opening carries waste bags for easy access and disposal.
- **Adjustable for Comfort** – Customizable neck and chest straps are perfect for every dog.
- **Emergency Ready** – An internal label lets you add contact info for quick identification if your pet gets lost.
- **Available Sizes** – XS to XL, designed to fit a variety of breeds.

While Kishigo has a long history of innovation in high-visibility gear, RoverWear marks its debut in the consumer pet market. Learn more about the vest, including a measurement guide for exact fit, pricing, and purchasing, at www.roverwear.com. For more information about Kishigo, visit www.kishigo.com.

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Media and Influencer Contact: For high-resolution images and additional product details or to request a press kit, please get in touch with Meryl Cook at meryl.cook@kishigo.com or 949.852.8110. Influencers and content creators interested in RoverWear by Kishigo are also welcome to reach out for collaboration opportunities.