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Green dogs make a fashion statement

Springfield, Va., Dec. 4, 2008 – Fundamentally Dog, a new company that offers pet-themed tee-shirts and stationery items, started as a joke: a “high maintenance” Great Dane named Fletcher needed a job.

The joke sparked an idea and evolved into a business that lets owner Nancy Mayes blend her love of dogs with a philosophy of social responsibility. The new line of eco-friendly products celebrates the basic connection people have with their dogs by focusing on what makes a dog a dog and what makes a dog fundamental to our lives.

“We can learn a lot from our pets, if we pay attention and learn to appreciate the value they add to our lives,” says Mayes. “I could write a book about all Fletcher has taught me. Instead, I decided to start a tee-shirt company.”

Mayes looked to Knoxville, Tenn. artist Elizabeth Sawinski to bring the concept to life. A fellow animal lover, Sawinski added her own flair and whimsy to launching the business.

“Besides the eco-friendly aspect of the products, we wanted to make Fundamentally Dog stand out in style, too,” Sawinski explains. “It was important to capture the various personalities and stay true to the dogs, yet do so in a way that was fashionable and fun.”

Sawinski’s artwork and the fun slogans, such as “Shake it Off,” “Live in the Moment,” and “Dog Crazy for a Crazy Dog,” are featured on 100 percent organic cotton tee-shirts that are printed using water-based inks. All of the company’s stationery items and promotional materials are printed on paper that includes recycled content and pulp from well-managed forests by a company that is certified by the Forest Stewardship Council and operates a carbon-neutral facility.

“We wanted to start a fun business, and do things the right way from the beginning,” Mayes says.

Fundamentally Dog uses packaging made of recycled materials and strives to use minimal materials when selling and shipping its products. A portion of the profits from every product sold is donated to pet-related charities, such as non-profit rescue organizations and animal health projects.

To learn more about Fundamentally Dog and its products, visit www.fundamentallydog.com or call 1-866-580-6305.

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