

# Press Release



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New application for INSQIN<sup>®</sup> technology: high-quality dog beds

## A feel-good oasis for dogs

Their mutual love of dogs brought Sandra Baumeister and Katja Dalhöfer together and founded their friendship. In 2017, they launched their business idea to produce and sell fashionable, high-quality dog beds, dog harnesses and accessories.

Their company, [StyleSnout<sup>®</sup> GmbH](#), has now developed “The Island” dog bed, which uses [Covestro’s INSQIN<sup>®</sup> technology](#): the surface of the beds is coated with a water-based polyurethane system. This textile coating keeps the bed from slipping on the floor and at the same time improves the resistance to mechanical stresses, such as bites or paws.

StyleSnout<sup>®</sup> islands let dogs immerse themselves in their own paradise. The dog bed is not only a cozy place for chilling but is also a piece of furniture that blends in with any housing situation thanks to its stylish design. The island is also perfectly suited for puppies and older dogs. The small depression in the center and the high, soft sides invite dogs to plunge in and hide. Whether for a daytime nap, a night’s sleep or just relaxed observation.

### In focus: sustainable textile coating

“We consciously avoid animal materials, such as real leather or real fur, in all of our StyleSnout<sup>®</sup> products,” explains Katja Dalhöfer. “But in addition to this, sustainability is a very important topic to us.” The INSQIN<sup>®</sup> technology fits this philosophy perfectly. It enables us to produce functional textiles and synthetic leather without using solvents, and as a result their ecological footprint is considerably lower than those made with conventional polyurethane coatings.

The dog bed will be presented during the [Techtextil](#) trade fair at Covestro’s stand: number D 22 in hall 3.0. The company’s appearance at this trade fair,



held in Frankfurt am Main from May 14–17, will carry the motto “Material Solutions inspired by Sustainnovation.”

The saying “as you make your bed, so you must lie in it” applies to humans and dogs alike – the managing directors of StyleSnout® are convinced of this anyway. Orthopedic dog beds are also available, such as “The Beach” or “Snout Dream”, with a viscoelastic memory foam mattress. Dog relaxation is a topic dear to them, even aside from selling beds and cuddle spots for dogs. This is why Sandra Baumeister and Katja Dahlhöfer are currently completing a training course to become a Tellington TTouch® coach. Sandra Baumeister is also a certified dog trainer. All information about the current products can be found at [www.StyleSnout.de](http://www.StyleSnout.de).

The two businesswomen, who own four dogs themselves, are committed to animal welfare in yet another way: for many years, they have been helping distressed animals in Romania with their own animal protection organization, where they work as volunteers. StyleSnout® donates one percent of its revenue to selected animal protection projects.

**About Covestro:**

With 2018 sales of EUR 14.6 billion, Covestro is among the world’s largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, construction, wood processing and furniture, and electrical and electronics industries. Other sectors include sports and leisure, cosmetics, health and the chemical industry itself. Covestro has 30 production sites worldwide and employs approximately 16,800 people (calculated as full-time equivalents) at the end of 2018.

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