



Torino – Italy  
press@poloo.it

FOR IMMEDIATE RELEASE: 4th March 2016

## **WORLD'S FIRST AUTOMATIC DOG TOILET – FOR BETTER DOG'S HEALTH AND LIFE**

Torino-Italy: AEstile announced that **PoLoo**, the world's first First Automatic Dog Toilet, will start the process for going to production entering in Crowdfunding with Indiegogo on March 15, 2016.

PoLoo is an automatic dog toilet, that helps protecting dogs from urinary infections, can be portable or fixed and is designed to simplify a dog owner's life. Being extremely user friendly, it is turning the way you walk your dog, from duty into pleasure. Wi-fi connectable browse right through your smartphone to monitor your dog's health. If you need to collect a urine or poo sample PoLoo makes it easy for you.

The invention's objective was to protect dogs from urinary infections, meantime have an appliance that cleans automatically.

“We understood that for today's frantic life, being on a full time job or parent with kids, having half-a-million things to do, walking the dogs 6/7 times a days is impossible and can be a cause of stress, Moreover, we thought of winter snowy periods, when the difficulties for the elderly and the disabled friend to take their dogs outdoor are much higher. As we are an architect and a project manager we design a easyuse appliance that can help them to keep their houses clean and protecting dogs of disease” said Eliana Reggiori the project manager and CoFounder

Considering the importance of dog as pet therapy for elderly and disable people and studying the increasing urinary infections disease and the large number of dogs travelling with their owner in sailing boats, yachts, motohome , the objective was to create an appliance that can be resolve those problemes keeping in mind the ecological aspect .

The impact on quality of life for dogs and people was a priority.

Moreover the appliance is Eco-Friendly as it make avoiding the use of disposable plastic dog pads.

The appliance is connectable to wifi and through the PoLooApp keeps the dog's owner informed

about their dogs health.

“Keeping in mind that a minimal design can be well integrated with many different styles of interior and the possibility to choose and customize according to the personal taste, the PoLoo appliance can be portable but also connected to drains of the house, boat or motorhome” said Adnan Al Maleh the Designer and CoFounder.

On the portable version all drains into hermetical sealed tank, cleans automatically and sanitized and it is odorless. It can be handle like a briefcase and can be taken on trips, to the office, friend’s houses, hotels, vacational villages.

It’s available different sizes to fit dogs

### **Pricing and Availability**

Pricing starts at \$449

### **Launch Indiegogo - March 15, 2016**

For High Resolution images contact [press@poloo.it](mailto:press@poloo.it)

**About AEstile:** is a Design Group [www.aestile.com](http://www.aestile.com) based in Torino Italy started in 2014. AEstile was ranked #5 World’s Leading Designers 2015-2016. The PoLoo wonned in 2015 the A’ Design Award

### **Contacts:**

[www.poloo.it](http://www.poloo.it)

mail [press@poloo.it](mailto:press@poloo.it)

phone +39 366 5370774

skype PoLoo

Facebook <https://www.facebook.com/PoLooDogs/>

Twitter @PoLoofordogs