

Seedshub Takes Top Honor at Global Pet Expo 2025

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In a defining moment for the pet household cleaning industry, Seedshub® received the Pet Tech Innovation Award at the 2025 Global Pet Expo in Orlando, FL, honoring its groundbreaking flagship product, Pet Hair Dissolver.

?We?re not just solving a problem?we?re creating a category,? said Simon Zhang, founder of Seedshub. ?Innovation starts at the edge. By listening to consumers and daring to lead, we?re shaping the future of pet care.?

Pet Hair Dissolver addresses a persistent challenge for millions of pet households?removing deeply embedded pet hair from washing machines and fabrics, something conventional lint rollers and washer cleaners often fail to do. The drain-safe formula, designed for high-temperature, long-cycle washes, is certified by CTI, an authoritative laboratory specializing in household cleaning products. It dissolves up to 96.7% of pet and human hair and works across washers, pet bedding, toys, and towels?making it ideal for both households and professional grooming centers.

Presented by APPA and PIDA?the two most influential organizations in the US pet industry?the award recognizes not just innovation, but real-world impact. Seedshub stood out from over 1,100 brands across 13 categories for its bold approach to category creation.

At the show, Seedshub also unveiled its second-generation lineup, further advancing its unique blend of pet care and high-performance cleaning technology:

Pet Hair Dissolving Laundry Powder - Engineered as the next evolution of Seedshub?s dissolving technology, this powder delivers over 90% hair dissolving efficiency. Ideal for pet-owning families, it?s safe for daily use and formulated to lift and dissolve pet and human hair from clothing. This marks a key advancement, as Seedshub extends its proprietary technology from washer and pet supplies cleaning to direct use on human garments.

Pet Hair Removal Laundry Detergent - Specially formulated for delicate animal-protein-based fabrics like wool, cashmere, and silk, this detergent gently lifts pet hair without damaging fine textiles. It offers a premium cleaning experience for consumers who seek fabric-safe, pet-focused care.

Pet Hair Repelling & Deodorizing Spray - This innovative spray is designed to do more than neutralize odors?it also helps repel pet hair from clothing, upholstery, and fabric surfaces, preventing buildup between washes. Its sandalwood fragrance is EU-certified as hypoallergenic and formulated without the 26 common allergens, making it safe for both pets and humans with sensitivities.

These new products reaffirm Seedshub?s mission: to empower pet families with high-performance, safe, and scientifically backed cleaning solutions.

?Our growth doesn?t come from imitation,? Simon added. ?It comes from being first?by inventing new solutions and expanding what?s possible.?

Seedshub's robust commitment to Research and Development is substantiated by an impressive track record of over 100 product iterations, each meticulously developed in collaboration with a global network of experts. This dedication to scientific advancement and product refinement has not only yielded groundbreaking innovations but has also garnered significant recognition within and beyond the pet industry, most notably at the recent Global Pet Expo where they received the Pet Tech Innovation Award for their Pet Hair Dissolver. Further underscoring their impact on the global innovation landscape, in 2024, Seedshub achieved the unique distinction of being the sole consumer brand endorsed in the Alibaba Group Fiscal Year Annual Report. This rare acknowledgment serves as a powerful testament to Seedshub's pivotal role in pioneering new product categories and driving innovation on a global scale.

Simon Zhang, the visionary founder of Seedshub, articulated the company's overarching mission with clarity and empathy: ?We?ll take care of the often overlooked yet significant cleaning and hygiene challenges faced by pet families?allowing them to wholeheartedly embrace and simply enjoy the unfiltered joy, cuddles, and unconditional happiness that their beloved animal companions bring into their lives.? This statement encapsulates Seedshub's deep understanding of the emotional bond between pets and their owners and their commitment to enhancing that relationship by providing effective and convenient solutions for pet-related cleaning needs.

As the dynamic pet industry continues its evolution, marked by shifting consumer preferences and emerging needs, Seedshub remains at the forefront, consistently demonstrating leadership driven by a clear sense of purpose. The company is not content with merely meeting existing standards; instead, it actively strives to set new benchmarks for quality, efficacy, and user experience. Furthermore, Seedshub's innovative spirit extends to the creation of entirely new product categories, pushing the boundaries of what is possible in pet care by seamlessly blending the rigor of scientific research with a genuine commitment to the well-being of both pets and their human families, ultimately contributing to a more harmonious and enjoyable lifestyle for all.

To learn more, visit: www.seedshubpets.com

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Seedshub

Seedshub is an innovative company that focuses on the pet household cleaning sector, committed to solving the cleaning challenges faced by pet households through cutting-edge technology and products.

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