



SDR Ventures, LLC
5613 DTC Parkway, Suite 830
Greenwood Village, CO 80111
p. 720.221.9220
f. 720.528.7945
sdrventures.com

SDR Ventures Advises SDR Ventures Advises PawZ Dog Boots on Acquisition by Monolith Brands Group

SDR Ventures is pleased to announce that PawZ Dog Boots, LLC (“PawZ” or “the Company”) has been acquired by Monolith Brands Group (“Monolith”). SDR served as the exclusive sell-side advisor to PawZ throughout the transaction process.

Founded by father and son duo Michael and Gary Friedland in 2006, PawZ provides non-durable, “pawcentric” products including dog boots, paw balm and paw sanitizing products. PawZ’s boots are a unique, patented product, and they’re the only non-durable rubber dog boots on the market. With seven sizes and two color options per size, PawZ’s boots protect dogs of all sizes from hot pavement and sand in the summer and snow and ice in the winter.

Based in Brooklyn, New York, PawZ has a robust presence nationally and internationally with products being sold in 30+ countries around the world. The Company has distribution across the entire Pet Specialty Channel, including national accounts with Petco and PetSmart. Additionally, independent markets are serviced by the largest pet specialty distributors.

“My team and I are incredibly grateful for the tenacity and perseverance that the SDR Ventures Team showed throughout the process. It was clear from the start that SDR’s direct experience and knowledge of the Pet Industry were unmatched, and they were well-equipped to help find the right home for PawZ. While the process presented us with unique challenges, SDR’s commitment to our firm never wavered. After evaluating many potential acquirers, I felt confident that partnering with Monolith would ensure the brand, our employees, our customers, and their pets continue to thrive for years to come, added Michael Friedland, Owner of PawZ Dog Boots.

“From the beginning of the process, we knew that we would need to navigate a broad and turbulent market to help Michael achieve his unique transaction goals. Between rapidly evolving market conditions and macroeconomic trends, our team was required to leave no stone unturned as we searched for a strategic partner to ensure that PawZ remained a household name in the pet industry. After conducting a comprehensive marketing process with many active participants, we ultimately identified Monolith as the right fit to help Michael enter his next chapter gracefully,” commented [Ben Luchow](#), Vice President at SDR Ventures. “We are incredibly fortunate to have the opportunity to work alongside Michael and his team at PawZ as they begin the next chapter of the business’ journey.”

About Monolith

Founded in 2020 with offices in New York and Utah, Monolith is a consumer products company with a portfolio of omnichannel brands organized across a focused set of sector verticals, including Pet and Baby & Toddler. The Company seeks to acquire established brands with differentiated products, avid customers and strong market positions within particular subcategories of its core sector verticals. As part of the Monolith platform, these brands can access the capital, operational resources and sector expertise necessary to expand their reach.