

HIGH TECH PET

THE FUTURE
OF PET CARE

2026

IBS MEDIA BRIEF

Booth #S5175

ABOUT HIGH TECH PET

High Tech Pet is a pioneer in smart home automation, with over 35 years of experience designing, manufacturing, and distributing industry-leading pet tech.

Best known for inventing the world's first collar-activated pet door, we deliver unmatched convenience, security, and control to modern pet owners.

Our product line integrates cutting-edge smart home technology with pet lifestyle solutions, giving pets more freedom while giving owners more peace of mind and making homes safer.

High Tech Pet is rapidly growing to meet consumers in the expanding pet tech market, and innovating to meet the evolving needs of today's pet parents. We are proud to showcase the new Power Pet Roll-Up Door at IBS 2026.



1986
FOUNDED

USA
ENGINEERED
+ ASSEMBLED

342,637
CUSTOMERS SERVED
(AS OF THIS PRINTING)



PRODUCT FACT SHEET: POWER PET ROLL-UP™ DOOR

Category: Home Automation

Product Summary:

Our latest upgrade of the world's first smart pet door. The same collar-activation and WiFi + app control pet parents love, now better-looking, quieter, and smarter than ever.



Key Features:

- New, space-saving motorized panel that rolls up into casing behind the door
- Ultrasonic collar activation
- Door opens automatically for your pet via collar proximity detection (adjustable range)
- WiFi + app control: custom settings, access modes, and diagnostics from anywhere with the app
- AC-powered with optional rechargeable battery backup
- Air-tight, energy efficient seal - durable, insulated, and safe for indoor-outdoor use in any climate
- Mounts in door, wall, or patio

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Our Consumer:

Pet parents who are on the go and seek the peace of mind and convenience of letting their pets go in and out whether they're home or away. Homeowners who seek smart home integration and value energy efficiency and home security.



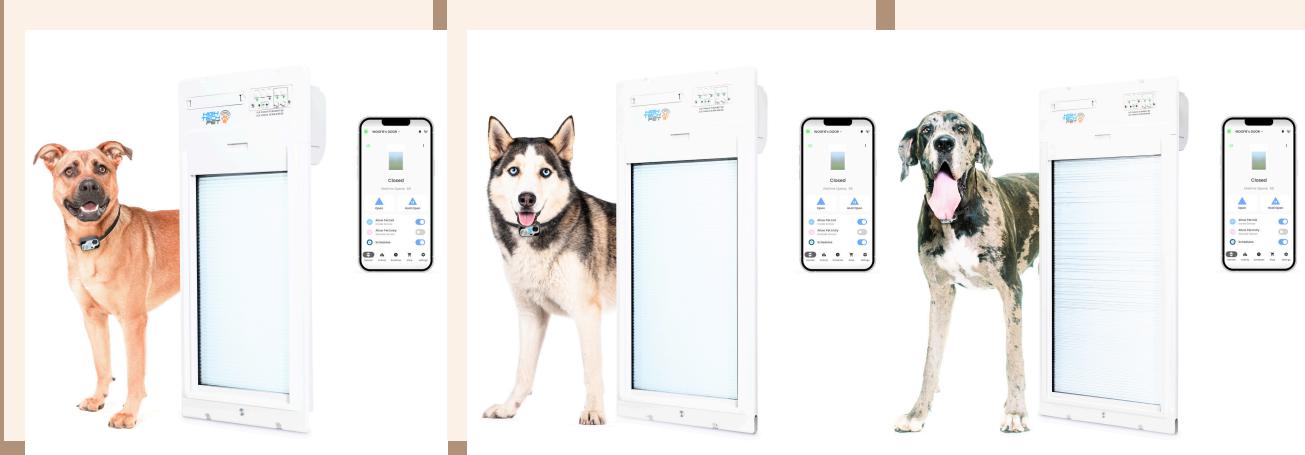
Problem the Power Pet Roll-Up Door Solves:

Currently, our consumers' go-to solutions for pet care are dog walking and house-sitting services (like Wag and Rover) and boarding houses (like Dogtopia). The long-term convenience and cost savings of the Power Pet Roll-Up Door make it a no-brainer.

What Makes the Power Pet Roll-Up Door Different From What's Out There:

While other pet doors flap or swing open, the Power Pet Roll-Up™ uses a motorized vertical door that opens only for your pet—keeping out raccoons, stray animals, and intruders while maintaining your home's temperature and security.

PRODUCT SPECS: POWER PET ROLL-UP™ DOOR



SIZE:	MEDIUM	LARGE	XL
MAX. PET WEIGHT	30 LBS	100 LBS	200+ LBS
DIMENSIONS OF OPENING	10 1/4" X 23"	12 1/4" X 26 7/8"	14 1/2" X 30 11/16"
MSRP:	DOOR MOUNT \$579.99 WALL MOUNT \$639.99 PATIO MOUNT \$969.99 TALL \$979.99	DOOR MOUNT \$629.99 WALL MOUNT \$699.99 PATIO MOUNT \$999.99 TALL \$1029.99	DOOR MOUNT \$699.99 WALL MOUNT \$779.99 PATIO MOUNT \$1029.99 TALL \$1099.99



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