

# Pet Source Thrives in its New Marrett Road Location

By Dilys Burke

Whether your beloved pet is a dog, cat, ferret, fish, or parakeet, you can find everything you need to keep him or her healthy and happy at Pet Source, Lexington's only pet supply store. Now conveniently located 433 Marrett Road in Curtin's Corner (just up the street from its original location), Pet Source offers a wide array of some of the highest quality pet supplies available, including high quality, all natural foods and treats, leashes and collars, scratching posts, kitty litter, beds, small animal bedding, fish tank supplies and more (a full list of products available at Pet Source is available on their website at [www.petsource.biz](http://www.petsource.biz)).

Pet Source has long been a supplier of premium pet foods and other supplies in Massachusetts, with locations in Lexington, Stow, Concord, and Marlborough. When the business was first conceived in the late 1980s, pet owners were beginning to become aware of the fact that most commercial foods contained poor quality ingredients, and that the quality of ingredients directly correlated with their pets' overall health and longevity. This resulted in a growing number of pet owners seeking healthier alternatives for their companion animals. Iva Kimmelman, a dedicated and informed owner of Whippets, was among them. But, while a number of companies had started developing healthier foods and treats for companion animals, these options were not widely available. Iva found the lack of accessibility frustrating and knew that other pet owners were experiencing the same frustration. Thus was born the idea of opening her own pet store that offered healthier, higher pet food options than could be found in most grocery or pet stores, as well as other pet supplies that would make for easy, one-stop shopping. Her vision for her store was to offer not only the best quality merchandise for pet owners, but also top-notch service by friendly, knowledgeable staff. She also envisioned a store that would serve



as an important resource for the local and national pet loving community.

Iva opened her first store in Stow, MA in 1988. It rapidly exceeded her expectations and developed a large base of devoted customers. Knowing that pet owners in other areas would probably be just as receptive to having a similar shop nearby, Iva decided to open additional stores in other Northeastern Massachusetts locations. The Lexington store opened in 1996 and quickly became a popular place for local pet lovers to buy their food and other supplies.

## Growing in space to house growing options...

Since opening her stores, Iva has witnessed a remarkable evolution in the understanding the physical and emotional needs of companion animals, along with a growing number of innovative new foods, treats, leashes, flea/tick control, collars and toys designed to meet them. In order to continue offering the latest,

most advanced pet supplies available, inventory at all of her Pet Source stores has continually expanded.

This is in large part why the Pet Source in Lexington moved to its new, larger location in 'Curtin's Corner' near Woodhaven. "I had originally been interested in this space, but it was not available at the time that I opened the Lexington store," says Iva. While her store was a success in its original location, space was limited and it was becoming difficult to stock the ever-growing number of items that she wanted to make available to her customers without over-crowding the store shelves. Thus, when opportunity to lease the space arose, Iva jumped at it, knowing that her customers would appreciate the spacious and bright new environs. The space not only allows for Iva to offer a greater selection of new pet supply options, it also allows customers to more easily browse and locate items they are seeking. Moreover, parking is plentiful, making it more convenient than ever for her customers to shop there.

## Iva Kimmelman's other passion...

In addition to managing four successful Pet Source stores, Iva is a dyed-in-the-wool Whippet lover. For 42 years, she has been a successful breeder and exhibitor of top quality Specialty winning Whippets. Pictured here is Iva with her most special whippet, Dual Ch. Merci Isle Dove Feather, FCH.

Iva's attraction to this swift, streamlined breed stems from their natural beauty and lovely personalities. According to Iva, they

are consummate people-dogs who adore their owners. "Though I no longer breed whippets, I have several and they are still a big part of my life.... they show their love toward me in many ways, and make me laugh everyday. I am more than willing to talk to anyone interested in the breed." To learn more about Iva's whippets and view some gorgeous photos of them, visit her website at [www.merciisle.com](http://www.merciisle.com).



Iva is pictured here showing one of her Champion Whippets..

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***A bigger, more open space, allows for a greater selection of premium pet supplies at Pet Source in Lexington. Their new location is at 433 Marrett Road.***

In its new location, the Lexington Pet Source continues to live up to Iva's original vision of an ideal pet store, with highly informed, helpful staff, and a number of initiatives that benefit the community's pet owners. For example, she provides ample opportunities for pet owners to save money, with programs like the Pet Source membership discount card and special deals and coupons which are regularly offered on the Pet Source website at [www.petsource.biz](http://www.petsource.biz) and in local papers. People can also sign up for a weekly newsletter that provides relevant information on pet-related topics and reminds customers about special deals and upcoming events. As important, Pet Source has made a commitment to helping companion animals in need by hosting adoption days, and by donating food and supplies and holding pet-related events that generate proceeds for various rescue organizations, including the MSPCA and the Boston Animal Rescue League.

From now through the New Year, Pet Source will be offering special deals and hosting holiday events that will be sure to please pets and pet owners alike. Iva recommends that customers visit the website regularly to find out what's going on in the Lexington store, as well as other stores in the area. And, if you haven't yet been to Pet Source in its new location, you are welcome to stop by anytime during shop hours, even if it's just to say hello (Leashed dogs are welcome... so don't forget to bring Fido!). For hours and directions, call 781-676-0011, or visit [www.petsource.biz](http://www.petsource.biz).