PUPIBOO Ranks No. 137 on the 2026 Inc. 5000, Joining America’s Fastest-Growing Private Companies

Self-funded pet brand ranks No. 15 in Consumer Products with 2,243% three-year growth—built with no outside capital or employees during the ranking period.

SAG HARBOR, NY, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Pupiboo, the design-forward pet brand transforming everyday pet essentials into products made to complement the home, today announced that it has ranked No. 137 on the 2026 Inc. 5000, Inc.'s annual ranking of the fastest-growing private companies in America. The company also ranked No. 15 among consumer products companies nationwide and No. 17 among all New York-based companies, placing it in the top 3% of the 2026 list.

> Never, ever, EVER give up!”
> *Lori Barzvi, Founder of PUPIBOO*

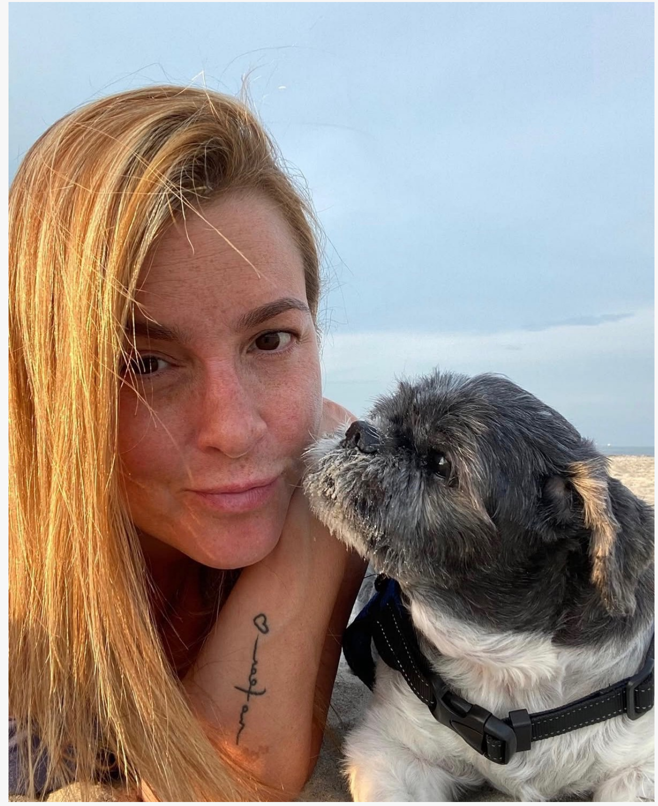
Pupiboo earned these rankings with 2,243% revenue growth over three years. Founder Lori Barzvi built and scaled the company without outside investment and without a single employee during the three-year period measured by the Inc. 5000. The self-funded company is on track to reach approximately $6.5 million in annual revenue in 2026.

Barzvi founded Pupiboo in 2021 with an idea born from a simple frustration: why did practical pet products have to look so utilitarian? She set out to rethink the category by creating products that solve the everyday challenges of living with pets while still looking at home in thoughtfully designed spaces.

Pupiboo became known for its washable pet pads designed to resemble decorative rugs, offering dog and cat owners an alternative to conventional disposable and utilitarian-looking pet pads.

"Ranking No. 137 on the Inc. 5000 is incredibly meaningful because Pupiboo was built differently," said Lori Barzvi, founder of Pupiboo. "I didn't raise outside capital and I didn't have a team behind me. For most of this journey, I was the team. I handled everything from product development and sourcing to marketing and the countless day-to-day decisions that come with building a brand."

Pupiboo is Barzvi's second bootstrapped consumer brand. Prior to founding Pupiboo, she founded and built Love, Lori, also without outside funding or employees, before successfully exiting the company in 2020. She brought that same independently funded approach to Pupiboo, maintaining full ownership while scaling the business.



Lori Barzvi, founder of PUPIBOO, with her dog Charlie—the inspiration behind her mission to solve the everyday challenges of living with pets through products that feel at home in thoughtfully designed spaces.

Pupiboo's growth has been driven largely through e-commerce, where the company has built a rapidly expanding customer base of dog and cat owners. Its washable pet pads combine absorbency, washability and waterproof protection with patterns and colors inspired by home décor.

The company has since expanded into additional pet essentials while maintaining its focus on products that combine practical performance with thoughtful design.

Pupiboo and its products have also received national media recognition, including features by Oprah Daily, BuzzFeed, Bustle, Reader's Digest, The Hollywood Reporter, E! News and Architectural Digest.

After building Pupiboo without employees through its period of rapid growth, Barzvi hired the company's first employee in May 2026, marking the beginning of a new chapter as the business prepares for continued expansion.

"Hiring our first employee represented a transition from building Pupiboo entirely on my own to building an organization around it," Barzvi said. "We've grown incredibly quickly, but I still feel like we're at the beginning of what Pupiboo can become. There are so many everyday problems pet owners have simply learned to live with, and our goal is to keep identifying those problems and creating better, more thoughtful solutions."

From a Solo, Bootstrapped Business to the Inc. 5000

Pupiboo's rise represents an unconventional path to rapid consumer-brand growth: scaling without institutional capital or a traditional team. Rather than raising outside funding to finance the company's expansion, Barzvi reinvested in the business as it grew, maintaining full ownership while independently navigating product development, manufacturing, e-commerce, marketing and growth.

About Pupiboo

Founded in 2021 by entrepreneur Lori Barzvi, Pupiboo is a design-forward pet products company focused on creating functional pet essentials that complement the home. Best known for its washable pet pads inspired by decorative rugs, Pupiboo develops products designed to make everyday life with pets easier without sacrificing style.

Pupiboo is 100% self-funded and bootstrapped, and achieved 2,243% three-year revenue growth to earn the No. 137 ranking on the 2026 Inc. 5000. The company also ranked No. 15 among consumer products companies nationwide and No. 17 among all New York-based companies, placing it in the top 3% of the 2026 list. Pupiboo hired its first employee in May 2026 and is on track to reach approximately $6.5 million in annual revenue in 2026.

Pupiboo products are available online, including through Amazon.

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