

PetHey Announces New Brand Positioning as a Comprehensive Pet Containment Solutions Provider

Five real-life scenarios make pet containment easier to choose.

SHENZHEN, GUANGDONG, CHINA, August 17, 2026 /EINPresswire.com/ -- Pet technology brand [PetHey](#) today announced a new stage of brand strategy development, positioning itself as a comprehensive electronic pet containment solutions provider. The new strategy organizes PetHey's products and technologies around five real-life pet management scenarios, helping consumers identify the right boundary solution based on their living environment and lifestyle.

As pet families live, travel, and manage space in increasingly diverse ways, conventional product categories such as GPS fences, wireless fences, or wired systems do not always answer the most practical consumer question: Which containment solution fits my pet's actual space?

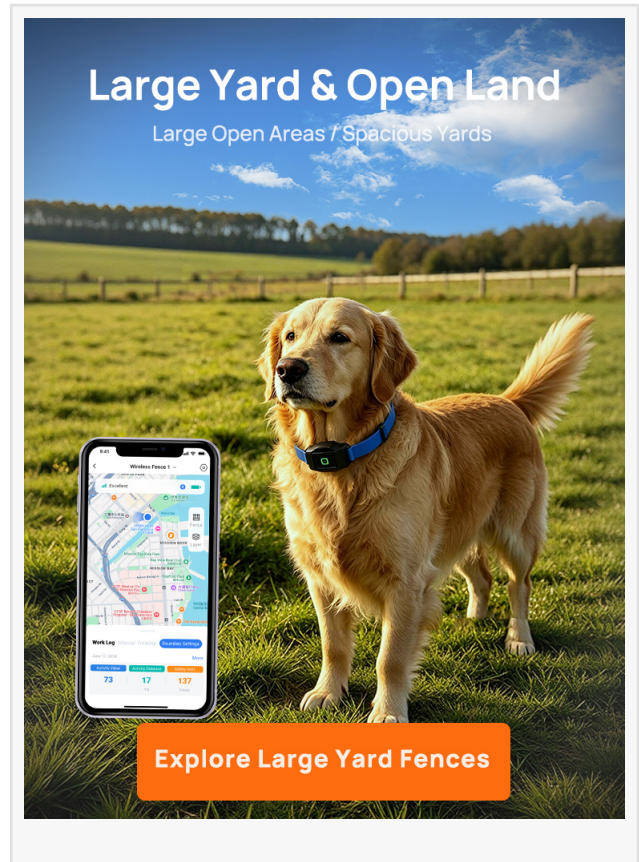
A large rural property, a family backyard, an indoor no-go zone, a permanent residential boundary, and a campsite all involve different requirements for range, setup, positioning technology, portability, and daily management.

With its new positioning, PetHey aims to shift the buying journey from comparing technical specifications first to identifying the real-life scenario first, then matching that scenario with an appropriate technology and product system.

"Pet safety and pet freedom should not be treated as opposing choices. An effective boundary solution starts with the environment, the way a pet moves through that space, and the owner's management goals," said the PetHey Brand Team. "Our new positioning is about helping consumers create clearer, more reliable, and more practical boundaries across different spaces."

Moving From Product Categories to Scenario-Based Solutions

PetHey is organizing its current and future offerings into five Dog Containment Systems, each



built around a familiar use environment and a distinct consumer value.

Large Yard & Open Land Containment — PRECISE
Designed for large yards, farms, rural homes, and open land, this system focuses on creating clear boundaries across broader outdoor areas. Precision is especially important in open environments, where reliable positioning can help reduce boundary uncertainty and give pets more space to move safely.

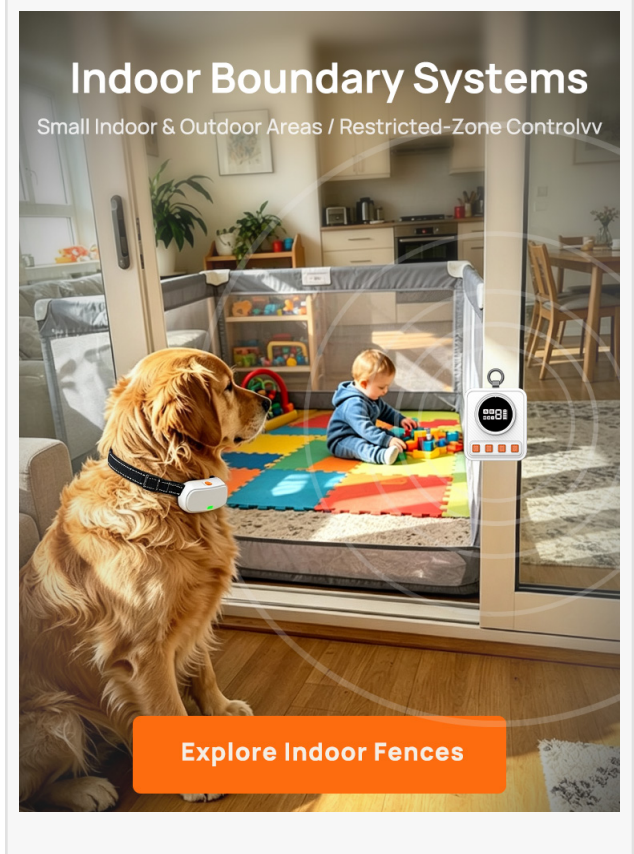
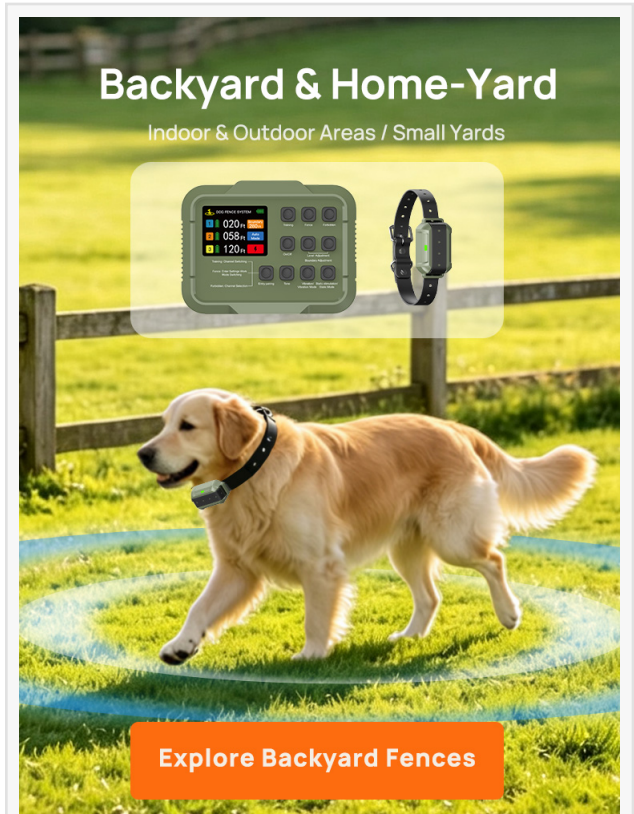
Backyard & Home-Yard Containment — STABILITY
For suburban backyards, small yards, and everyday family outdoor spaces, users typically prioritize simple setup, stable performance, and consistent daily use. This system is designed to provide an accessible and reliable containment option for common residential environments.

Indoor Boundary Systems — CONTROL
Pet boundary management also extends indoors. Kitchens, sofas, stairways, nurseries, trash areas, and individual rooms may require localized restrictions. PetHey's indoor boundary solutions help families manage specific no-go zones without unnecessarily limiting a pet's movement throughout the entire home.

In-Ground Fence Systems — STEADY
For permanent residences and properties that require a clearly planned, fixed boundary, wired in-ground systems provide long-term stability and predictability. This system is intended for owners who prioritize consistent reliability and are comfortable with a more permanent installation.

On-the-Go Outdoor Containment — FREEDOM
Camping, RV travel, park visits, and temporary outdoor activities require a different approach. Instead of permanent installation, users need portable solutions that can be deployed quickly and adapted to changing environments. PetHey's on-the-go containment system is designed to balance mobility, safety, and freedom.

By organizing products around these scenarios, PetHey aims to make electronic pet containment easier to understand. Rather than asking consumers to compare multiple technologies without context, the brand wants to help them begin with a simpler question: What kind of space do I



need to manage?

Using Boundary Technology to Support Pet Freedom

PetHey's brand statement, "Technology for Boundaries. Freedom for Pets.", reflects the idea that boundary technology should not simply restrict animals. Clear and reliable boundaries can instead give pets more freedom to move safely within spaces that owners can manage with confidence.

Under the new positioning, PetHey will sharpen its focus on electronic pet fences and related boundary-management products rather than operating as a broad pet electronics brand.

The company will continue developing its product matrix, educational content, and consumer guidance around different spaces, lifestyles, pet movement habits, and owner management needs.

Turning the Website Into a Solution Entry Point

As part of the strategy, PetHey is also optimizing its direct-to-consumer website, [pethey.com](https://www.pethey.com), around scenario-based browsing.

The updated structure will help consumers begin with needs such as large open land, family yards, indoor no-go zones, permanent residential boundaries, or portable outdoor use before exploring relevant technologies and products.

The scenario framework will extend across the homepage, navigation, product collections, brand content, and educational resources, creating a more consistent path from scenario identification to product comparison and selection.

Through this transition, PetHey is moving from a product-sales orientation toward a more specialized electronic pet containment brand. The company plans to continue building a comprehensive framework for pet boundary needs across different living environments and lifestyles.

For pet families, a boundary does not have to mean restriction. It can represent a practical balance between safety, order, and freedom.

About PetHey

PetHey is a pet technology brand focused on boundary technology and electronic pet containment solutions. Guided by the statement "Technology for Boundaries. Freedom for Pets.", the brand is building a five-scenario framework covering large yards and open land, family yards, indoor boundary zones, permanent residential systems, and on-the-go outdoor use.

PetHey aims to help pet families create clearer, safer, and freer activity spaces for their pets.

Learn more: <https://www.pethey.com/>

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