



Puff & Fluff Press Release

Prepared by LI Boutique Agency

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Locally Owned Pet Grooming Shop Emerges As Phoenix's Local Go-To Pet Expert

*Liz Illg Provides Pet Parents and Pet Professionals With Outstanding,
One-of-a-Kind Services in Arizona*

Phoenix, ARIZ. – Reaching new heights!

Puff & Fluff first opened its doors in 1973 and has always operated as a locally owned grooming business. However, it was not until 2013, when Liz Illg, a local entrepreneur, purchased the pet store, did Puff & Fluff begin its evolution into what it is today.

Starting with only three employees; a groomer, a bather, and Liz herself, Puff & Fluff today is the place for both local pet parents and local pet professionals. While their doggie boutique is still open and grooming and pet sitting services are available, they now cater to all aspects of the pet industry! They have extended their business to offer groomer-training programs and business consulting and created partnerships with local rescues, vet offices, and pet-oriented organizations. Puff & Fluff's programs and partnerships help them offer something for everyone!

Puff & Fluff Highlights

Puff & Fluff's commitment is to provide comfortable experiences for both pets and pet parents, with the best customer service in the grooming industry. Puff & Fluff staff members hold themselves to a higher standard; they combine their love for animals with the drive to provide quality service to handle every situation with teamwork, patience, and integrity. The hypoallergenic salon only uses high-quality shampoos and products, so our clients have the best experience possible. Puff & Fluff also has a very strong understanding of community importance. They do all

they can to give back and support local organizations through fundraising events and givebacks. Puff & Fluff's goal is to foster a local community that prizes service and transparency within the pet care industry. There are also regular deals and specials offered at all locations because Puff & Fluff believes that the cost of pet services should not be a deterrent, especially when taking care of furry friends!

Liz Illg

From a young age Liz knew the value pets bring to the lives of the people who care for them, and the ever-lasting connections they leave. Having grown up in Iowa in a household of five children with a small, limited income, Liz knew she wanted to make Arizona her home. At the age of seven, she named her first dog after the city she loved so much, Phoenix. Immediately after high school, Liz packed her bags and moved to The Valley of The Sun. She attended Arizona State University, earning a bachelor's degree in business, and then went on to obtain a master's degree in educational leadership at Northern Arizona University. This was also when she began working within the pet care industry as a pet sitter.

Liz has always had a passion for not only animals, but for motivating, teaching, and empowering others. After her success with Puff & Fluff, she started LI Consulting and Liz Illg Boutique Agency, to help other small business owners achieve their dreams. She offers business consulting and works with a team of experts to provide content, design, and implementation tools for her clients. She believes all people and animals should be treated with kindness, compassion, and respect, all of which resonates throughout all of her endeavors.

Be sure to check out Puff & Fluff's Facebook and/or Instagram pages for timely updates and photos!

Puff & Fluff Grooming and Pet Sitting

Located throughout the valley in Glendale, Goodyear, and Phoenix.

Glendale – Arrowhead – 6685 W. Beardsley RD, Glendale, AZ 85308

Goodyear – Litchfield – 221 N Litchfield RD, Goodyear, AZ 85338

Phoenix – Arcadia – 4730 E Indian School RD #213, Phoenix, AZ 85018

Phoenix – Uptown – 5835 N 16th St D, Phoenix, AZ 85016

Phoenix – North32nd – 4022 E Greenway Rd. Phoenix, AZ 85032

Chandler – Chandler – 393 W Warner Rd. Suite 120, Chandler, AZ 85225