

Pets United Changes Name to Tabcom, Relaunches Garden.com

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Pets United LLC of Hazelton, Pa. changed its name to Tabcom to better fit its growing number of e-commerce and content websites, which cover a range of interests from caring for pets and camping to gardening and going green.

“Without abandoning our legacy of unparalleled information and products for the pet and equine enthusiast, we needed to cultivate a more inclusive name that we could own and that recognizes our expanding range of websites that offer something for everyone,” said Alexander Tabibi, company founder and CEO.

Tabcom, named after Tabibi, operates such sites as dog.com, fish.com, ferret.com, bird.com, horse.com, garden.com, 1800petsupplies.com and solar.com. Tabcom operates about 12 websites, and Tabibi said he plans to grow that number to 15 or 16 by the end of the year. E-commerce sites currently in the works include Modern.com and Eco-Friendly.com.

Along with its rebranding, Tabcom is relaunching Garden.com, an e-commerce site it has owned and operated for about three years and has grown from around 7,000 SKUs to about 35,000. The new Garden.com site provides more content including more than 100 articles on gardening.

In addition, Tabcom announced the creation of sister company, Tabcom Living, to operate websites, including e-commerce sites, that focus on lifestyle brands and products. Bike.com is one of Tabcom Living's first publicized sites offering about 30,000 SKUs with the goal to have 70,000 bikes and bike accessories by July.