

# Business Spotlight

## Carolina Pet Fencing

When Bill Raphael and his wife Julie moved from New Jersey to Brunswick County three years ago, he wanted to start a business that would benefit the area. Bill is also a dog lover and owner, and wanted a business that would also benefit people with pets.

“I had seen people, including my sister, get these electronic fences for their dogs and I thought it was a good idea. I looked around and found a gaping hole in this area for this type of product.”



So, Bill hooked up with Innotek, a manufacturer of high tech, electronic fencing and created Carolina Pet Fencing.

Carolina Pet Fencing offers a revolutionary system of underground, invisible, electronic fencing for dogs and cats that keeps pets safe and gives pet owners peace of mind. It uses a state of the art, lightweight electronic collar and an underground signal wire that creates an invisible electric barrier to keep pets from leaving the safety of your yard.

“We only use burial approved boundary wire with our systems.” says Bill. “And the system is designed to last indefinitely. Our polyurethane coated wire with a solid copper core won’t disintegrate over time. I have one for my yard and my three year old Black Lab has done very well with it. She loves to go in the back yard and chase squirrels, but she knows the boundaries. We have a dog door and she can come and go as she pleases.”

Bill opened his business in March 2003, just prior to the first Brunswick Islands Home & Garden Show. He has been an exhibitor in the show every year and says it works well for his product.

Carolina Pet Fencing is located in Shallotte and serves Brunswick, New Hanover and Horry counties. They can be reached at 910-612-1822.