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About PREMIER®

Our Purpose

To strengthen the relationships between people and their pets through humane, innovative solutions and unique, fun products.

Our Principles

Performance:

We are energetic, passionate, results-oriented people – aiming for excellence in all we do, and taking full responsibility for our actions.

Reputation:

We believe that honesty and integrity are more important than short-term profit, and we work hard to earn continued customer loyalty.

Ethics:

We are open, honest and fair with our customers, our vendors, industry professionals, pet owners and their pets – as well as one another.

Methods:

We strive to be nimble, flexible and unafraid to try new things in order to meet the needs of our customers in a fast-paced world.

Improvement:

We listen to each other, our customers and our advisors to find ever-better ways of improving our products and services.

Environment:

We seek to create a fun, fulfilling and financially rewarding atmosphere so that employees look forward to coming to work each day.

Relationships:

We cooperate and communicate as a team – respecting, supporting and challenging one another as we pull together toward success.



Teddy

Our Passion

I started Premier in a little back bedroom in 1989 as an offshoot of my greyhound rescue work. My passion for animals was the driving force way back then, and remains my motivation today. Over the years our product lines have expanded and evolved, and we've worked hard to earn the on-going trust of all those we touch – pet owners, retailers, veterinarians, trainers, shelter workers, and the animals themselves. Most of all, we hope that life is a little bit better for people and their pets because of what we do. Thank you for your continued support.

Sharon Madere
Founder & President



Premier's® Product Lines

Dogs

Training

Whatever the behavior challenge, we offer practical solutions to improve the relationship between owners and dogs. From traditional training tools to the revolutionary Gentle Leader® Headcollar and state-of-the-art electronic products, we have a solution to meet virtually any need.



Ember

5

Gentle Leader® Headcollar



Murphy

27

Busy Buddy® Biscuit Bouncer™

Toys

Our ever-expanding line of unique and stimulating dog toys includes treat-dispensing Busy Buddy® rubber chew toys and Linkables™ puzzle toys, Pogo Plush™ toys with inner bouncy frames and no stuffing, Squeeze Meeze™ extending latex toys, and an assortment of timeless squeaky plush toys.



Amy

17

SpraySense® Anti-Bark Collar



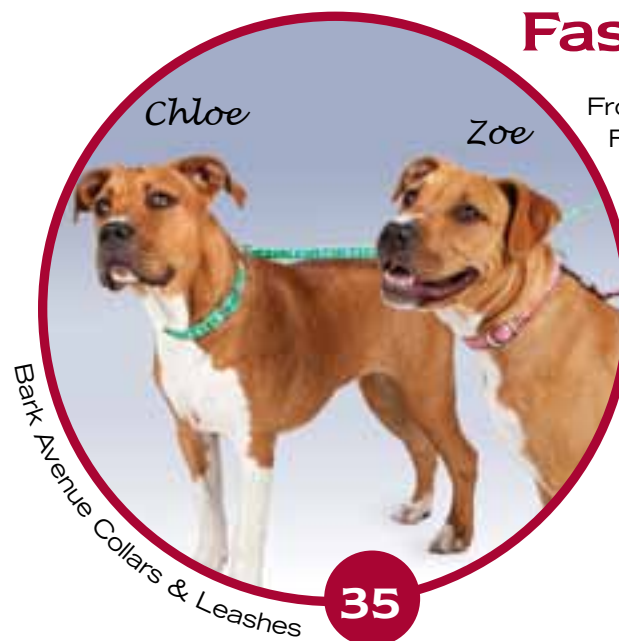
Naughty

23

Pogo Plush™ Toys

Fashion

From our stylish Bark Avenue and Fido Finery® collars and leashes to the Fido Fleece® family of cozy coats, booties, and Cloud Beds™, our fashion products combine function and quality with eye-catching designs.



Chloe

Zoe

Bark Avenue Collars & Leashes

35

Cats

Why should dogs have all the fun? With our innovative Funkitty® line of kibble and treat-dispensing toys, cats can now turn mealtime into playtime! Our break-away collars and Come With Me Kitty™ Harnesses also make it safer for kitties to explore the outdoors.



Waylon

41

Funkitty® Cat Toys



Captain

44

Feather Tether® Bird Harness

Other Products

Here you'll find products for birds, ferrets and maybe even something for yourself!

Merchandising



Gentle Leader or Gentle Leader Deluxe Headcollar Packs

- D1 16 Headcollar systems
- D2 16 Headcollars (pictured)
- 16 16 Headcollars (customer choice)
4 hook large rack; brochures; foam head
- E1 8 Headcollars
- E2 8 Headcollar systems
2 hook tabletop rack; brochures; foam head



Gentle Leader Promotional Materials

We offer free brochures as well as foam display heads, drag lines and brochure holders at a nominal charge.

Gentle Leader® Headcollar

More than 3.2 million dog owners have found the secret to stress-free walks



Ember



Carly

Immediately controls pulling, lunging and jumping... painless, humane, never chokes.

Why Dog Owners Love It

Immediately eliminates pulling on the leash. When you steer the dog's nose, you steer the dog's body, so it's virtually impossible for a dog to drag you down the street.



Why Dogs Love It

Eliminates uncomfortable pressure on the throat. It's a positive, no-pain option for controlling your dog.

The Gentle Leader Way Training Program

Our 45-minute training program is available on DVD. This positive training approach teaches owners how to stop their dog from pulling and lunging, prevent jumping and barking, and teach sit, stay, down and come.

What people are saying about the Gentle Leader

I would like to pass along how impressed I am with your Gentle Leader® Headcollar. I previously had a 14-year-old Lab, and it was always a tug-of-war to walk him. I decided that when I got our new puppy, Mason, I would start early to help him be a better walker. We had previously tried praise, a body harness, a muzzle, and even a choke chain, but nothing did the trick. My son saw the video for the Gentle Leader at the local pet store and we decided that we had nothing to lose. Mason took to it immediately. He now knows that when we are putting it on him, he is about to be rewarded with a nice long walk. We have taken him all kinds of places that we never thought we'd be able to before such as a parade, hiking, the city, and to my son's school. It has been a great experience, and my arm is no longer being pulled from its socket. I have even allowed my 5-year-old daughter to take the dog for a walk, which is something that would have resulted in disaster without your product. We are such big fans of the Gentle Leader that we plan to give out a few to our dog loving relatives and friends for Christmas. Thank you for a great experience.

— Rich Mehrenberg

Gentle Leader® Deluxe Headcollar & Leash Set

The Gentle Leader Deluxe Headcollar is a perfect blend of best-in-class performance, improved comfort and stylish good looks. In addition to controlling pulling, lunging and jumping, our Deluxe Headcollar sports an evolved nose loop adorned with a fashionable ribbon accent and cushy felt pad. The retail package also includes a 6-foot matching ribbon and nylon leash.



Beamer



Baubles



Bones on Squares



My Little Angel



ALSO AVAILABLE IN ECO page 13

Gentle Leader Headcollar (price list page 2)

RETAIL PACKAGE: Gentle Leader Headcollar, training DVD and training guide.

MSRP	SIZE	WEIGHT	DOG MATCH	BREED	COLORS
\$19.99	Petite	< 5 lbs.	Tiny Toys, Puppies		Red, Hot Pink, Deep Purple,
\$19.99	Small	< 25 lbs.	Beagles, Shelties		Ice Blue, Royal Blue, Green,
\$19.99	Medium	25-60 lbs.	Dalmatians, Spaniels		Blaze Orange, Fawn, Brown,
\$19.99	Large	60-130 lbs.	Danes, Golden, Labs		Black, Silver
\$19.99	X-Large	> 130 lbs.	Giant & Oversized Dogs		

Gentle Leader (Bulk hang tag; no packaging) (price list page 2)

Available only to vets, trainers and adoption organizers. INCLUDES: Gentle Leader Headcollar and fitting instructions (no leash).

MSRP	SIZES
\$17.99	All

Gentle Leader System (price list page 2)

Ideal for vet practices or trainer consultations.

RETAIL PACKAGE: 66-pg. training booklet, training DVD, Gentle Leader Headcollar, 4-ft. leash and 10-ft. drag line.



MSRP	SIZES
\$31.99	All

Gentle Leader Deluxe Headcollar (price list page 3)

RETAIL PACKAGE INCLUDES: Gentle Leader Deluxe Headcollar, matching 6-ft. ribbon & nylon leash, instruction guide and training DVD.

MSRP	DOG MATCH			COLOR COMBINATIONS
	SIZE	LEASH WIDTH	WEIGHT	
\$29.99	Petite	1/2"	< 5 lbs.	Tiny Toys, Puppies
\$29.99	Small	1/2"	< 25 lbs.	Beagles, Shelties
\$29.99	Medium	5/8"	25-60 lbs.	Dalmatians, Spaniels
\$29.99	Large	3/4"	60-130 lbs.	Danes, Golden, Labs
\$29.99	X-Large	3/4"	> 130 lbs.	Giant & Oversized Dogs


Gentle Leader Deluxe (Bulk hang tag; no packaging) (price list page 3)

Available only to vets, trainers and adoption organizers. INCLUDES: Gentle Leader Deluxe Headcollar and fitting instructions (no leash).

MSRP	SIZES
\$22.99	All



Merchandising



Easy Walk Harness or Easy Walk Reflective Harness Packs

D2 16 Harnesses

BROCHURE Available at no cost

4 hook large rack

Easy Walk® Harness

The Easy Walk Harness is designed to gently discourage dogs from pulling while walking on a leash. Unlike traditional collars, our harness never causes coughing, gagging or choking because the chest strap rests low across the breastbone. Its unique front-chest leash attachment stops pulling by steering your dog to the side and redirecting his attention towards you.

Quality Features:

- Quick snap buckles on shoulder and belly straps for easy on and off.
- Four adjustment points for maximum comfort and a reliable fit.
- The belly strap is a complementary color to make it easy to tell up from down.



What people are saying about Easy Walk Harness

I don't know what we would do without your products; I think my favorite is the Easy Walk Harness. We opened a training facility in Scottsville, Kentucky in March and refer all of our products, as we ourselves use them and believe in them. We love the Gentle Leader also for dogs that may have barking issues when they are at dog sport events from excitability. It teaches the dogs NOT to bark, and we have proven this with one of our own. Our dogs also run in AKC dog sports and many pet parents want to know everything we use. I cannot tell you how many Easy Walk Harnesses we have sold. We highly endorse your products.

Kay Murphy AKC/CGC Evaluator
Kentucky Dock Dogs Vice President



Easy Walk® Reflective Harness & Leash Set

All of the no-pull benefits of an Easy Walk Harness with the added safety of extra nighttime visibility! Highly reflective strips are woven into our choice nylon, making your dog visible up to 1,000 feet. The harness comes with a coordinating reflective leash in red or black. Leashes also available separately.







Red



Black

Headcollar & Harness Comparison Chart

Product Benefits

	 Gentle Leader® Headcollar <small>(p. 5,6,13)</small>	 Easy Walk® Harness <small>(p. 7,8,13)</small>	 Sure-Fit Harness® <small>(p. 9)</small>	 TopNotch™ Harness <small>(p. 9)</small>
Discourages pulling on a leash.	√+	√	-	-
Never causes choking, gagging, coughing.	√	√	√	√
Helps prevent jumping and lunging.	√	-	-	√
Helps manage behavior problems such as fear, anxiety, aggression.	√	-	-	-
Helps control barking.	√	-	-	-
Requires little acclimation time or special technique.	-	√	√	-
For times you need extra control (i.e., vet's office, busy streets).	√+	√	-	√
Great for everyday walking.	√	√	√	√
Veterinarian and trainer recommended.	√	√	√	√
Comfortably fits on short-nosed breeds.	-	√	√	√
Can be used to walk puppies as young as 8 weeks.	√	√	√	√

Easy Walk Harness (price list page 4)

MSRP	SIZE	WIDTH	GIRTH	BREEDS	COLORS
\$25.99	Petite	3/8"	12" - 16"	Miniatures, Terriers, etc.	Red/Cranberry, Royal Blue/Navy, Green/Black, Fawn/Brown, Deep Purple/Black, Black/Silver
\$25.99	Petite/Small	1/2"	14" - 18"	Terriers, Shelties, Spaniels, etc.	
\$25.99	Small	1/2"	15" - 20"	Terriers, Shelties, Spaniels, etc.	
\$25.99	Small/Medium	3/4"	19" - 25"	Border Collies, Retrievers, etc.	
\$25.99	Medium	3/4"	20" - 28"	Border Collies, Retrievers, etc.	
\$25.99	Medium/Large	1"	25" - 35"	Shepherds, Rotties, etc.	
\$25.99	Large	1"	26" - 36"	Shepherds, Rotties, etc.	
\$25.99	X-Large	1"	34" - 46"	Giant Breeds	

Sizing guidelines found on page 49.

Easy Walk Reflective Harness & Leash (price list page 4)

MSRP	SIZE	WIDTH	GIRTH	BREEDS	COLORS
\$29.99	Petite/Small	1/2"	14" - 18"	Miniatures, Terriers, etc.	Reflective Red, Reflective Black
\$29.99	Small	1/2"	15" - 20"	Terriers, Shelties, Spaniels, etc.	
\$29.99	Small/Medium	3/4"	19" - 25"	Border Collies, Retrievers, etc.	
\$29.99	Medium	3/4"	20" - 28"	Border Collies, Retrievers, etc.	
\$29.99	Medium/Large	1"	25" - 35"	Shepherds, Rotties, etc.	
\$29.99	Large	1"	26" - 36"	Shepherds, Rotties, etc.	
\$29.99	X-Large	1"	34" - 46"	Giant Breeds	

Reflective Leashes (Bulk; no packaging) (price list page 4)

MSRP	WIDTH	LENGTH	COLORS
\$8.99	1/2"	6'	Reflective Red, Reflective Black
\$10.99	3/4"	6'	
\$12.99	1"	6'	

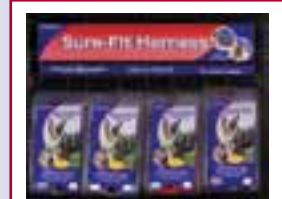
Easy Walk Harness (Bulk; no packaging) (price list page 4)

Available only to vets, trainers and adoption organizers. INCLUDES: Easy Walk Harness and fitting instructions.

MSRP	SIZES
\$23.99	All



Merchandising



Sure-Fit Harness Packs
 C1 16 Harnesses
 4 hook large rack

Sure-Fit Harness®

With five-point adjustability, our Sure-Fit Harness offers the best possible fit for absolutely every dog. It's like buying a custom-made harness tailored to your dog's measurements! Pressure is placed on the breastbone, avoiding a dog's delicate tracheal area. Features two quick snap buckles and high quality nylon for an array of uses. Available in a clamshell with a Car Control Strap or sold alone with hang tag packaging.



Car Control Strap (CCS)

For use with the Sure-Fit Harness or TopNotch Harness, to keep your dog secure while you drive. Seat belt passes through the loop. Adjustable with solid brass snap.

TopNotch™ Harness

Our TopNotch Harness offers ideal adjustability, a supreme fit, and greater versatility with three attachment options.

1. Attach the leash to the D-ring at the end of the nylon "T" for a standard all-purpose harness for casual walks.
2. Attach the leash to the O-ring at the top of the shoulder straps for more control and to help teach "sit" by gently shifting your dog's weight from front to back.
3. Attach our Car Control Strap to the bottom O-ring directly behind the front legs to keep Fido securely in his seat.



Sure-Fit Harness (retail package w/ CCS) (price list page 5)

MSRP	SIZE	WIDTH	GIRTH	COLORS
\$20.99	X-Petite	3/8"	9.5"-13.5"	Cranberry, Red, Hot Pink, Dusty Rose, Burgundy, Deep Purple, Bright Purple, Ice Blue, Cadet Blue, Royal Blue, Navy Blue, Teal, Green, Electric Lime, Gold, Blaze Orange, Fawn, Black, Silver
\$20.99	Petite	3/8"	12"-16"	
\$22.99	X-Small	1/2"	15"-21"	
\$23.99	Small	3/4"	18"-22"	
\$24.99	Medium	3/4"	22"-30"	
\$25.99	Large	1"	28"-42"	

Car Control Strap/CCS (Bulk; no packaging) (price list page 5)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$5.49	Petite	3/8"	11" - 13"	Red, Deep Purple, Royal Blue, Green, Fawn, Black
\$5.99	Small	1/2"	12" - 14"	
\$6.49	Medium	3/4"	13" - 16"	
\$7.49	Large	1"	15" - 20"	

Sure-Fit Harness (Bulk; no packaging) (price list page 5)

MSRP	SIZE	WIDTH	GIRTH	COLORS
\$14.99	X-Petite	3/8"	9.5"-13.5"	25 colors (*X-Small is only available in colors listed for the retail version above)
\$14.99	Petite	3/8"	12"-16"	
\$15.99	X-Small*	1/2"	15"-21"	
\$17.99	Small	3/4"	18"-22"	
\$18.99	Medium	3/4"	22"-30"	
\$20.99	Large	1"	28"-42"	

TopNotch Harness (Bulk; no packaging) (price list page 6)

MSRP	SIZE	WIDTH	GIRTH	COLORS
\$12.99	X-Petite	3/8"	10.5"-14"	Red, Black, Royal Blue, Deep Purple
\$14.99	Petite	3/8"	12"-16"	
\$14.99	Small	3/8"	15"-21"	
\$17.99	Medium	3/4"	18"-22"	
\$18.99	Large	3/4"	22"-30"	
\$19.99	X-Large	1"	28"-42"	



The Premier® Collar

Better than a buckle, safer than a choke

Our #1 selling collar! Used with a leash or with your hand, the martingale-style Premier Collar tightens to give greater control and reduces the risk of a dog "backing out" and escaping. Because it offers limited closure, it's safer than a traditional choke collar. Wonderful for use in training classes, on walks, or around the home.



Sizing information

The Premier Collar is "sized" differently than other collars. The measurement is taken from round the top of the neck behind the dog's ears. This looser fit provides firm control yet reduces matting and bald spots, and allows for seasonal coat changes.



Did you know?

The Premier Collar was the first product ever made by Premier. Inspired to find a collar that her rescued greyhound Shadow couldn't slip out of, Sharon started by sewing collars in a spare bedroom in 1989. She distributed them out of the back of her station wagon to greyhound rescue groups and small pet stores. From those humble beginnings, Premier Pet Products® was born.

The Premier Collar with Quick Snap Inset

The same features as our traditional martingale-style Premier Collar with an added quick release snap buckle for easier on and off.



The Premier Collar with Quick Snap Inset (price list page 7)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$10.49	Petite	3/8"	5" - 8"	Black, Green, Red, Royal Blue
\$10.49-\$10.99	Small	3/8", 3/4"	8" - 12"	
\$11.49-\$11.99	Medium	3/4", 1"	10" - 16"	
\$11.99-\$12.49	Large	3/4", 1"	14" - 20"	
\$13.49	X-Large	1"	18" - 28"	

The Premier Collar (price list page 7)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$6.49	Petite	3/8"	5" - 8"	25 colors
\$6.49-\$6.99	Small	3/8", 3/4"	8" - 12"	
\$7.49-\$7.99	Medium	3/4", 1"	10" - 16"	
\$7.99-\$8.49	Large	3/4", 1"	14" - 20"	
\$9.49	X-Large	1"	18" - 28"	

Sizing guidelines found on page 49.

Merchandising



Premier Collar & Leash Racks

- B1 30 collars
- C1 30 collars; 24 leashes*

- *6 hook rack
- *6 hook, 2 tier rack system

Promotional Materials



Premier Collar

BROCHURE Available at no cost

Merchandising



Quick Snap Collar & Leash Racks

- B1 30 collars
- C1 30 collars; 24 leashes*
- 6 hook rack
- *6 hook, 2 tier rack system



Nite Lites Collar Rack

- B1 24 collars
- 6 hook rack

Quick Snap collar

What makes ours the best? Soft nylon in 25 colors, contoured quick release snap buckle, and unmistakable Premier craftsmanship.



Nite Lites Collars & Leashes

Reflects lights from cars and glows in the dark after being exposed to light. Perfect for early morning and evening walks.



Brutus

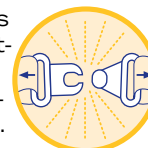
KeepSafe® Break-Away Collar

Prevent strangulation accidents



Savannah

The most frequently reported collar accidents happen as two dogs are playing; collars getting caught around fences and decks, in crates and kennels, on heating and cooling vents, and on shrubs and branches. Designed to prevent dogs from getting entangled by their collars, the KeepSafe Collar has a patented break-away safety buckle that releases when pressure is applied.



The petite and small KeepSafe collars for puppies and miniature breeds feature a break-away safety snap.



PlaySafe™ Daycare Safety Collar

This collar is designed to provide both the ability to instantly control and/or restrain your dog, as well as an emergency safety release. The safety feature is intended for the typical doggie daycare or dog park situation.

Unlike "quick-release" buckles which jam with increased tension, VELCRO® allows an instant release if dogs become entangled, even if the collar has twisted tightly around the neck. Can open from either side in an emergency.



Piper

Kaizen

What people are saying about...

...KeepSafe Collars

I purchased your KeepSafe collar for Kasey, but I didn't think it would be necessary to get one for my three month old, Mina. Boy, was I wrong! Mina managed to get her collar wrapped around a decorative metal leg of a coffee table. Luckily, my friend and I were able to get her unhooked before she hurt herself. The old collar went out the window and Mina received a KeepSafe Break-Away Collar; she is 4 now and is still wearing it. Thank you for making such a wonderful product! - Steph T.

...PlaySafe Collars

We're a dedicated advocate of the PlaySafe collar in a doggie daycare environment. It holds true to its name and genuinely allows dogs to 'play safe' together. One dog at our daycare became aggressive during play, resulting in another dog getting caught up in his PlaySafe collar. We were able to quickly release him from the entanglement and move the aggressive dog to a controlled environment. We've owned our PlaySafe collars for a year and a half and not only are they still in great condition, they also wash well when needed. We give them an A+!

Lou Mizgalski
Logan's Pet Grooming and Daycare, Hartford, WI

Quick Snap Collar

(price list page 8)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$4.49	Petite	3/8"	7" - 10"	25 colors
\$4.99	Small	3/8", 3/4"	10" - 14"	
\$5.99-\$6.49	Medium	3/4", 1"	13" - 20"	
\$6.99	Large	1"	17" - 28"	
\$7.49	X-Large	1"	22" - 34"	

Nite Lites Collars & Leashes (price list page 9)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$8.49	Small	3/4"	10" - 14"	Red, Hot Pink, Deep Purple, Royal Blue, Green, Electric Lime, Neon Lemon, Blaze Orange, Black
\$10.49-\$11.49	Medium	3/4", 1"	13" - 20"	
\$12.49	Large	1"	17" - 28"	
Leashes				
\$10.49-\$11.49	Small/Medium	3/4"	4', 6'	Red, Hot Pink, Deep Purple, Royal Blue, Green, Electric Lime, Neon Lemon, Blaze Orange, Black
\$12.49-\$13.49	Large	1"	4', 6'	

KeepSafe Break-Away Collar (price list page 9)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$9.99	Petite	3/8"	7"-10"	Red, Deep Purple, Royal Blue, Green, Blaze Orange, Black
\$9.99-\$15.99	Small	3/8", 3/4"	10" - 14"	
\$15.99	Medium	3/4", 1"	14" - 20"	
\$15.99	Large	1"	18" - 28"	
\$15.99	X-Large	1"	22" - 34"	
Reflective Collars				
\$20.99	Medium	1"	14" - 20"	Red, Blaze Orange
\$20.99	Large	1"	18" - 28"	

PlaySafe Collar (price list page 9)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$9.99	Small	3/4"	12" - 15"	Red, Neon Lemon, Cadet Blue
\$9.99	Medium	3/4"	15" - 21"	
\$9.99	Large	1"	18" - 26"	

Merchandising



Gentle Leader Headcollar & Leash Packs
 D2 16 Packs (pre-set assortment)
 16 16 Packs (customer choice)
 ■ 4 hook large rack

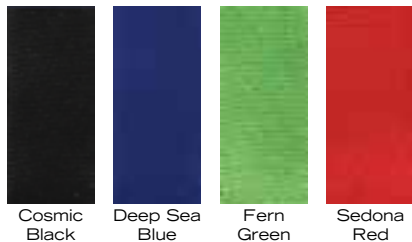


Easy Walk Harness & Leash Packs
 D2 16 Packs (pre-set assortment)
 16 16 Packs (customer choice)
 ■ 4 hook large rack



Our exciting ECO line features our top selling products made with eco-friendly materials in mind. All products consist of webbing

made of 100% recycled milk cartons and 100% recycled packaging. Great products that you can feel good about! Available in four colors.



Gentle Leader Headcollar & Leash



Veterinarian and trainer recommended for eliminating leash pulling in a positive, no-pain manner. Includes matching leash.



Jake



Kiddo

Premier Collars

Used with a leash or your hand, the martingale-style Premier Collar tightens to give greater control and reduces the risk of a dog "backing out" and escaping.



Martingale loop

Quick Snap Collars

These collars feature a contoured quick release snap buckle for easy on and off.



Walter

Merchandising



Premier and Quick Snap Collar Packs
 3HK 49 collars, 23 leashes (each)*
 D1 64 collars, 30 leashes (each)
 ■ *3 hook rack
 ■ 4 hook large rack



Zip

Easy Walk Harness & Leash

Gently discourages dogs from pulling while on a leash by steering them to the side and redirecting their attention to you. Includes matching leash.



6' Leashes

ECO Leashes perfectly complement ECO Premier and Quick Snap Collars. Available in 3/4" and 1" widths.



ECO Gentle Leader Headcollar & Leash

(price list page 10)

MSRP	SIZE	WEIGHT	DOG MATCH	BREED	COLORS
\$24.99	Small	< 25 lbs.		Beagles, Shelties, etc.	Sedona Red, Deep Sea Blue, Fern Green, Cosmic Black
\$24.99	Medium	25-60 lbs.		Dalmatians, Spaniels, etc.	
\$24.99	Large	60-130 lbs.		Danes, Golden Retrievers, Labs, etc.	

ECO Easy Walk Harness & Leash

(price list page 10)

MSRP	SIZE	WIDTH	GIRTH	BREEDS	COLORS
\$29.99	Small	1/2"	15" - 20"	Terriers, Shelties, Spaniels, etc.	Sedona Red, Deep Sea Blue, Fern Green, Cosmic Black
\$29.99	Small/Medium	3/4"	19" - 25"		
\$29.99	Medium	3/4"	20" - 28"	Border Collies, Retrievers, etc.	
\$29.99	Medium/Large	1"	25" - 35"		
\$29.99	Large	1"	26" - 36"	Shepherds, Rotties, etc.	

Sizing guidelines found on page 49.

The ECO Premier Collar

(price list page 10)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$6.99	Small	3/4"	8" - 12"	Sedona Red, Deep Sea Blue, Fern Green, Cosmic Black
\$7.99	Medium	3/4"	10" - 16"	
\$8.99	Large	1"	14" - 20"	

Sizing guidelines found on page 49.

ECO Quick Snap Collar

(price list page 10)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$4.99	Small	3/4"	10" - 14"	Sedona Red, Deep Sea Blue, Fern Green, Cosmic Black
\$5.99	Medium	3/4"	13" - 20"	
\$6.99	Large	1"	17" - 28"	

ECO Leashes (price list page 10)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$7.99	Medium	3/4"	6'	Sedona Red, Deep Sea Blue, Fern Green, Cosmic Black
\$9.99	Large	1"	6'	

Merchandising



Nylon Leash & Quick Snap Collar Packs
 C1 30 collars; 24 leashes
 Available with Premier or Quick Snap Collars
 6 hook, 2 tier rack system



RECYCLE REUSE
 ALSO AVAILABLE
IN ECO
 page 14

Nylon Leashes

Soft, durable nylon in more colors than you can wag your tail at. Available in 3 widths and lengths.

Latigo Leather Training Leads

Premium latigo leather and brass snaps.



Cotton Training Leads

Just tell us how long you need it; we've got it or we'll make it. Comes either rolled and banded, or poly-bagged with header card.



Nylon Kennel Leads

Top-quality nylon means these kennel leads will really last.



Martingale Collar/Lead Combo

Popular with show dog handlers and also very useful in kennel operations. Quick, easy way to lead your dog and eliminate your dog's ability to "back out" of the collar.



Couplers & Adjustable Couplers

Why get tangled up in two leashes? Try using a coupler. Our adjustable coupler fits any two dogs. Just adjust the length of nylon.



"superb customer service"

I just wanted to let you all know how much I appreciated the superb customer service I received from your Customer Service team. Within a few months of buying my second Easy Walk Harness for Rosie, the buckle broke. I called your customer support team and they provided me with a return authorization number. I sent the harness to you along with a photo of Rosie and some comments. Promptly after receiving the harness, Premier's Manager of Customer Service personally called me. She had read my note and suggested that perhaps Rosie should go up a size in the harness. We discussed the options and agreed that Rosie is probably a M/L 'tweener' (she is a retriever/hound mix). The new harness came quickly and fits Rosie nicely. Premier's Customer Service team is top notch. — Melissa Laird

Nylon Leashes (price list page 11)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$4.49-\$4.99	Small	3/8"	4', 6'	25 colors
\$5.99-\$7.49	Medium	3/4"	2', 4', 6'	
\$7.99-\$9.49	Large	1"	2', 4', 6'	

Cotton Training Leads (price list page 12)

MSRP	SIZE	WIDTH	LENGTH	COLOR
\$4.99-\$30.49	Fits All	1/2", 5/8"	2', 4', 6', 8', 10', 15', 20', 25', 30', 40', 50'	Black

Nylon Kennel Leads (price list page 12)

MSRP	WIDTH	LENGTH	COLORS
\$3.49-\$3.99	3/8"	4', 6'	Red, Hot Pink, Deep Purple, Ice Blue, Royal Blue, Teal,
\$4.49-\$4.99	3/4"	4', 6'	Green, Electric Lime, Blaze Orange, Fawn, Black, White

Latigo Leather Training Leads (price list page 11)

MSRP	SIZE	WIDTH	LENGTH	COLOR
\$5.99-\$13.99	Petite	1/4" Toy	3', 4', 6'	Sunset Tan
\$9.99-\$14.99	Petite	1/4"	2', 3', 4', 6'	
\$8.99-\$15.99	Small	3/8"	1', 2', 3', 4', 6'	
\$11.99-\$23.99	Medium	1/2", 5/8"	1', 2', 3', 4', 6'	
\$13.99-\$32.99	Large	3/4", 1"	1', 2', 3', 4', 6'	
Leather Pull Tab				
\$6.49	Petite	1/4"	8"	Sunset Tan
\$6.99	Small	3/8"	10"	
\$7.99	Medium	1/2"	10"	

Martingale Collar/Lead Combo (price list page 12)

MSRP	SIZE	WIDTH	LENGTH*	COLORS
\$6.49	Petite	3/8"	5" - 8"	Red, Hot Pink, Deep Purple,
\$6.49	Small	3/8"	8" - 12"	Ice Blue, Royal Blue, Teal, Green,
\$6.99	Medium	3/8"	10" - 16"	Electric Lime, Blaze Orange, Fawn,
\$6.99	Large	3/8"	14" - 20"	Black, White
\$7.49	X-Large	3/8"	18" - 28"	

*Reflects collar length. All leads are 4' in length.

Couplers & Adjustable Couplers (price list page 12)

MSRP	SIZING		COUPLER LENGTH		COLORS
	SIZE	WIDTH	STANDARD	ADJUSTABLE	
\$5.99-\$6.99	Small	3/8"	14"	14" - 18"	Red, Deep Purple,
\$7.99-\$9.49	Medium	3/4"	16"	16" - 20"	Royal Blue, Green,
\$8.99-\$10.49	Large	1"	18"	18" - 23"	Fawn, Black

Merchandising

Promotional Materials



SpraySense Anti-Bark Collar

BROCHURE Available at no cost

SpraySense® Anti-Bark Collar

The humane solution for problem barking

A harmless yet highly effective burst of spray interrupts barking and redirects behavior without painful consequences. The SpraySense Anti-Bark Collar offers the highest level of quality and reliability, and is recommended by leading veterinarians, behaviorists and trainers.



Amy



SprayCommander™ Remote Spray Training System

It's back! The SprayCommander Remote Spray Training System offers unparalleled versatility for the most effective and humane training possible. Featuring three separate functions...tone, short spray burst and long spray burst...this product enhances reward reinforcement training, as well as provides a harmless yet effective spray to distract your dog and disrupt the unwanted behavior. Now waterproof.



Spray refills and batteries

Only Premier branded spray refills should be used to fill a SpraySense or SprayCommander device. Citronella and scentless aerosols are available in 3 oz. cans. Premier also packages 6-volt alkaline batteries in an economical 2-pack.



SprayShield® Animal Deterrent Spray

Humane and effective

SprayShield's innovative citronella formula interrupts attacks by surprising and distracting animals with a powerful and unusual scent, giving the user valuable time to move to a safe place. SprayShield is highly effective for dealing with low to medium level aggression, both inter-dog and dog-to-human.

When used on trained attack dogs, this citronella formula was found to be just as effective as 10% pepper spray, without the harmful side effects. Unlike pepper spray, the spray does not cause pain; therefore, it doesn't heighten aggression. Plus, it won't injure the user or onlookers if spray is accidentally "blown back" into the eyes.

MannersMinder® Remote Reward Training System

MannersMinder is a remote-controlled reward system that uses positive reinforcement for training dogs to behave appropriately at home. The system can be an invaluable tool in helping redirect a dog's focus away from barking at the door, jumping on house guests, and begging at the table for food. The system comes complete with a battery-operated treat-dispensing base unit, hand-held remote control, removable training wand and base, detailed instruction guide and corresponding DVD.



Visit www.askdryin.com/manners_minder/ to see a 5 minute introduction.



Jake

Merchandising



SprayShield Clip Strip
SPRAYSHIELD RETAIL CLIP 6 packages

Promotional Materials



MannersMinder
BROCHURE Available at no cost

SpraySense Anti-Bark Collar

(price list page 13)

Immediately and humanely stops problem barking. Is recommended for use with any breed of dog that is at least 6 months old and weighs 6 lbs. or more. **RETAIL PACKAGE INCLUDES:** anti-bark device (weighs 2.5 oz.), 3.0 oz. can of hypoallergenic spray (citronella or scentless), adjustable nylon collar, 6-volt alkaline battery and detailed instructions.

MSRP
\$69.99

Spray Refills (Bulk cans...price list page 13)

The 3-oz. refill can contains approximately 200 sprays. Safe for people, animals and the environment.

MSRP
\$9.99

PLEASE NOTE: Spray products ship via ground transport only.

SprayCommander Remote Spray Training System (price list page 13)

Immediately and humanely stops problem behavior. Is recommended for use with any breed of dog that is at least 6 months old and weighs 6 lbs. or more. **RETAIL PACKAGE INCLUDES:** spray device with on/off switch, remote control, 24" adjustable nylon collar, quick snap buckle and keeper, can of stain-free, gentle citronella scented spray, two 6-volt batteries, battery removal tool.

MSRP
\$130.00

Replacement Batteries (price list page 13)

RETAIL PACKAGE INCLUDES: 2 batteries. Also available on a clip strip of 6 packages.

MSRP
\$9.99

SprayShield (price list page 13)

Sold in a retail clamshell.

MSRP	DESCRIPTION
\$12.99	Retail clamshell, with clip

Reusable holster & bulk cans (price list page 13)

(price list page 13)

For professional use.

MSRP	DESCRIPTION
\$9.99	Bulk SprayShield can
\$5.99	Reusable SprayShield holster



MannersMinder System

(price list page 14)

MSRP
\$150.00

MannersMinder Target Wand & Base

(Bulk; no packaging...price list page 14)

MSRP
\$30.00

PLEASE NOTE: Spray products ship via ground transport only.



Merchandising



Clik-R or Clik Stik Packs
 CLKR CLIP 6 6 Clik-Rs (pictured)
 CL ST CLIP 6 6 Clik Stiks
 clip strip

Calming Cap™

Designed to filter a dog's vision and reduce the stimulus responsible for triggering anxiety or aggression.

The Calming Cap is not a blindfold—your dog can still see light and shapes.



Kaizen



Clik Stik®

The Clik Stik is an all-in-one clicker and retractable target stick. Training with the clicker sound as a marker and following the sound with a treat reward is very effective!

"The Clik Stik combination frees up one of the trainer's hands. This combination means there's one less piece of equipment to drop, juggle or lose!"

—Terry Ryan



Available in four colors: red, blue, green and black.



Treat Pouch

Designed by renowned trainer Terry Ryan, our Treat Pouch has a super strong hinge, water resistant lining, two storage pockets, a ring attachment and is roomy enough to fit your entire hand.



Clik-R™

Hand-held clicker with finger holder. Available in bulk or retail packaging.



Freeze Dried Liver Treats

Yum. These high-quality freeze-dried liver treats are perfect as rewards or motivation for training. Available in beef or chicken.

Squeaky Mice

The perfect quick reward for dogs that are motivated more by toys than food. Not a chew toy. Supervise during use.



Liver Biscotti®

Made from only fresh, whole ingredients, our Liver Biscotti treats are naturally wholesome and preservative-free. Baked fresh in the USA, dogs will go crazy for our Liver Biscotti treats. Available as Sprinkles or in Small, Original and Bow Wow Bite Sizes. Two recipes: Original and Wheat & Egg Free.

"Liver Biscotti is the best treat we have ever come across. It's ideal for training!"

—The Whole Dog Journal



Sprinkles

Merchandising



Liver Biscotti Packs
 LB BWB CLIP 8 8 bags (pictured)
 LB BWB CLIP 12 12 mixed bags
 clip strip

Calming Cap (Retail packaging) (price list page 14)

MSRP	SIZE	DOG MATCH	BREEDS	COLORS
\$19.99	Petite		Teacups, Miniatures & Puppies	Royal Blue, Patterned Print
\$19.99	Small		Terriers, Shelties, etc.	
\$19.99	Medium		Border Collies, Retrievers, Female Shepherds & Rotties	
\$19.99	Large		Mountain Dogs, Male Shepherds & Rotties	

Calming Cap (Bulk hang tag; no packaging) (price list page 14)

MSRP	SIZE	DOG MATCH	BREEDS	COLORS
\$18.99	Petite		Teacups, Miniatures & Puppies	Royal Blue, Patterned Print
\$18.99	Small		Terriers, Shelties, etc.	
\$18.99	Medium		Border Collies, Retrievers, Female Shepherds & Rotties	
\$18.99	Large		Mountain Dogs, Male Shepherds & Rotties	

Clik Stik (Retail packaging...price list page 14)

MSRP
\$19.99

Treat Pouch (price list page 14)

MSRP
\$14.99

Clik-R (price list page 14) Retail package includes training booklet.

MSRP	BULK	PACKAGED
\$2.49	✓	—
\$3.99	—	✓

Petzorb® (price list page 14)

Absorb pet accidents in no time! Just a small amount of these polymer crystals will absorb even the largest pet accident. This fast-action liquid lifter is an easy and effective way to clean accidents and seal off odors. Simply sprinkle, then scoop or vacuum. Works great on floors, carpets and upholstery. One 4.8 oz. bottle can absorb 12 gallons of liquid.

MSRP
\$11.49



Liver Biscotti (price list page 14)

Perfect for Twist 'n Treat, Tug-a-Jug, Chuckle, Waggle and Squirrel Dude rubber chew toys.

MSRP	ORIGINAL BITES	SMALL BITES	SPRINKLES
Original			
\$7.99	8 oz. bag	8 oz. bag	8 oz. jar
\$59.99	5 lb. bag	5 lb. bag	—
Wheat & Egg Free			
\$7.99	8 oz. bag	8 oz. bag	8 oz. jar
\$59.99	5 lb. bag	5 lb. bag	—

Squeaky Mice (price list page 15)

Available individually or in bags of 10 or bags of 60. Assorted colors.

MSRP
\$2.99

Liver Biscotti Bow Wow Bites (price list page 14)

Perfect for Busy Buddy Football and Biscuit Bouncer rubber chew toys.

MSRP	BOW WOW BITES
Original	
\$3.99	3.5 oz. bag
\$7.99	6.5 oz. bag
Wheat & Egg Free	
\$3.99	3.5 oz. bag
\$7.99	6.5 oz. bag

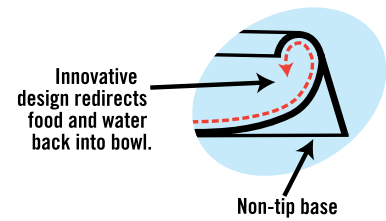
Freeze Dried Liver Treats (price list page 14)

Perfect for Twist 'n Treat and Squirrel Dude rubber chew toys.

MSRP	DESCRIPTION	SIZE
100% Freeze Dried Beef Treats		
\$6.99	Beef liver — small	2 oz.
\$11.99	Beef liver — medium	4 oz.
\$33.99	Beef liver — large	14 oz.
\$51.99	Beef liver — xlarge	21 oz.
100% Freeze Dried Chicken Treats		
\$6.99	Chicken liver — small	1.5 oz.
\$11.99	Chicken liver — medium	3 oz.
\$33.99	Chicken liver — large	10.7 oz.
\$51.99	Chicken liver — xlarge	16 oz.

Spill-Less Smart Bowl®

The ideal solution to help pets keep food and water where they belong. These bowls redirect contents back into the bowl so pets can't nose their food onto the floor or slosh water while they are drinking.



Kool Dogz Ice Treat Maker™

The Kool Dogz Ice Treat Maker has all the components necessary to create a customizable cool treat that's perfect for outside playtime.

Kool Dogz contains:

- Heavy-duty steel base and extension rod
- Deep water reservoir to collect water as it melts
- Ice treat recipes
- Reusable/freezable bucket with lid (96 oz)
- Stainless steel cap bar



Fido Float®

No need to worry whether on or off shore. Straps adjust for a snug fit and handles make it easier to lift any size dog from the water. Patented buoyancy collar holds a dog's head out of the water for added safety.



Extreme Fido Float®

Keep your dog fashionably safe on the water. These two sporty designs include all the same great benefits of our original floats, while featuring durable, scratch-resistant material and reflective strips for increased visibility in the water.



Spill-Less Smart Bowls (price list page 15)

MSRP	STYLE	SIZE	COLORS
\$11.99-\$13.99	Plastic	8", 10"	Turquoise, Purple, Blue

Kool Dogz Ice Treat Maker (price list page 15)

MSRP
\$29.99

Fido Floats (price list page 15)

MSRP	SIZE	GIRTH	COLORS
\$15.99	Tiny	10" - 14"	Yellow, Orange
\$16.99	X-Small	14" - 18"	
\$18.99	Small	18" - 22"	
\$20.99	Medium	22" - 26"	
\$26.99	Large	26" - 30"	
\$31.99	X-Large	30" - 37"	
\$41.99	XX-Large	37" - 47"	

Sizing guidelines found on page 49.

Extreme Fido Floats (price list page 15)

MSRP	SIZE	GIRTH	COLORS
\$24.99	Tiny	10" - 14"	Blue/Yellow, Red/Black
\$24.99	X-Small	14" - 18"	
\$29.99	Small	18" - 22"	
\$29.99	Medium	22" - 26"	
\$39.99	Large	26" - 30"	
\$39.99	X-Large	30" - 37"	

Sizing guidelines found on page 49.

Merchandising

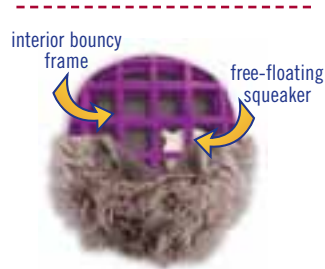


Pogo Plush toys are irresistible plush toys with inner bouncy frames, free-floating squeakers and no stuffing. Dogs love the unique bounce-back, and consumers love the no stuffing = no mess design. Machine washable.



Original

The first and original style Pogo Plush toy has become an instant classic. Dogs love the traditional faux sheepskin covering, and find the bounce-back action irresistible! Available in a small and large disk/ball shape.



The secret's inside!

Slap Happy™

There's even more to love about Pogo Plush in this toy! Features all the same benefits as the original – inner bouncy frame, no stuffing, free-floating squeaker – with extendable arms to appeal to a dog's natural shaking instinct. Also works wonderfully as a tug toy. Available in small and large sizes.



Frizzle™

The original Pogo Plush with a new shaggy covering! For dogs that prefer longer, shaggier plush toys, the Frizzle is sure to be their new favorite. Available in a small and large disk/ball shape.



Merchandising



Pogo Plush Original Ball/Disk
(price list page 16)

MSRP	SIZE
\$6.99	Small
\$9.99	Large

Slap Happy (price list page 16)

MSRP	SIZE
\$9.99	Small
\$14.99	Large

Frizzle (price list page 16)

MSRP	SIZE
\$7.99	Small
\$11.99	Large



Our Busy Buddy® toys are designed for longer lasting playtime! Each one is made with a different and unique chewing experience in mind and helps redirect potentially destructive chewing behavior into positive playtime.



Skills

Twist 'n Treat™

The adjustable opening allows for a variety of treats and can be twisted wider for easier access to treats or tighter for longer playtime.



Large



Medium

Small



Medium/Large

Small

X-Small

Tug-a-Jug™

Provides a multi-sensory appeal to keep dogs interested and motivated to play. Use the Tug-a-Jug to play games, teach training commands or feed meals. Treats dispense as the toy is tipped, tugged and rolled.

Twist 'n Treat (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$7.99	Small	< 20 lbs.	Miniatures, Terriers, etc.
\$10.99	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$16.99	Large	> 50 lbs.	Labs, Golden Retrievers, etc.

Tug-a-Jug (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$9.99	X-Small	< 10 lbs.	Chihuahuas, Yorkies, Pomeranians, etc.
\$12.99	Small	10-40 lbs.	Beagles, Cocker Spaniels, Shelties, etc.
\$19.99	Med/Lg	> 40 lbs.	Dalmatians, Golden Retrievers, Labs, etc.

Merchandising



Busy Buddy Merchandising

Premier can provide the perfect mix of products to fill any display space. Call for recommendations or to learn more.

Kibble Nibble™

The Kibble Nibble appeals to a dog's natural instincts by enticing him to actively engage in mealtimes. Features two Treat Meters™ to randomly dispense kibble and treats.



X-Small/Small

Medium/Large

Chuckle™

Shake for a funky sound that's sure to perk up playtime! Includes our Treat Meter for added hours of fun.



Medium/Large



Squirrel Dude™

High durability and funky bounce coupled with the patented Treat Meter™ provides dogs with hours of fun.



Small

Medium

Large

Waggle™

Its super flexible middle allows this toy to be playfully "wagged" and shaken back and forth. Treat Meter randomly dispenses treats.

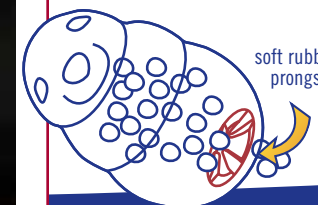


Medium/Large

Small



Patented Treat Meter



soft rubber prongs

The round opening has inner-facing, soft and adjustable rubber prongs that move aside to allow for easy stuffing of kibble into the toy. As the dog plays, treats will randomly fall through the opening, rewarding the dog and encouraging further play for hours of fun.

Chuckle (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$10.99	Medium/Large	> 20 lbs.	Spaniels, Shelties, Labs, Rotties, etc.

Waggle (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$7.99	Small	< 20 lbs.	Miniatures, Terriers, etc.
\$9.99	Medium/Large	> 20 lbs.	Spaniels, Shelties, Labs, Rotties, etc.

Kibble Nibble (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$12.99	X-Small/Small	< 20 lbs.	Chihuahuas, Pomeranians, Yorkies, etc.
\$19.99	Medium/Large	> 20 lbs.	Spaniels, Shelties, Labs, Rotties, etc.

Squirrel Dude (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$6.99	Small	< 20 lbs.	Miniatures, Terriers, etc.
\$9.99	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$14.99	Large	> 50 lbs.	Labs, Golden Retrievers, etc.

Merchandising



Busy Buddy Treat Packs

TRT BB OHS CLIP 6 6 bags
All Busy Buddy treats available as clip strips

clip strip



Busy Buddy Toy Packs

BB CHK CLIP 6 6 Chuckles
All Busy Buddy toys available as clip strips

clip strip

BROCHURE Available at no cost

Buddy-Ohs!™ Treats

They're irresistible as a training reward or a perfect stuffable delight that pairs wonderfully with our Busy Buddy® toys.



Buddy-Ohs! & Buddy-Berries Ingredients:
Chicken Meal, Potato Starch, Oat Hulls, Alfalfa, Natural Chicken Flavoring, Salt, Yucca Schidigera Extract, Mixed Tocopherols (mixed preservatives), Rosemary Extract.



Buddy-Berries™ Treats

Same recipe as our Buddy-Ohs! in a smaller-sized treat.



Biscuit Bouncer™

Is it treat time? These durable balls feature the Treat Trapper™ which firmly holds a variety of treats, including our Gnawhide Strips.

Patented Treat Trapper

Uniquely designed opening in our Biscuit Bouncer and Football firmly grips and holds a variety of treats, gradually releasing them as dogs chew.



Football

These solid, natural rubber footballs are extremely durable, will float and bounce wildly. Features our patented Treat Trapper™ which firmly grips and holds an array of treats.



Bristle Bone®

The nylon bristles and rubber nubs provide dogs with a stimulating chewing surface. Irresistible replaceable Gnawhide treats extend playtime beyond giving treats alone.



Darby



Bouncy Bone™

Three toys in one! The durable nylon bone and rubber ball give pups plenty to chew after the replaceable treats are gone.



Funny Bone™

The Funny Bone allows dog owners to customize the quantity of Gnawhide treats given to their pet. The treat channels hold the replaceable Gnawhide Strips in place, making dogs work harder for their treats.



Gnawhide® Rings & Strips

Replaceable treats for the Bouncy Bone, Bristle Bone and Funny Bone toys. Treat refills are available in a 16-piece natural rawhide or 16-piece flavored cornstarch pack.



Gnawhide Rings toy match chart

Gnawhide Rings	Bristle Bone	Bouncy Bone
S	XS	S
M	S & M	M
L	L	M/L & L

Buddy-Ohs! Treats (price list page 17)

Use with our Tug-a-Jug, and larger-sized Squirrel Dude and Twist 'n Treat toys.

MSRP
\$3.99

Buddy-Berries Treats (price list page 17)

Use with our Chuckle, Waggle, and small-sized Twist 'n Treat and Squirrel Dude toys.

MSRP
\$3.99

Biscuit Bouncer (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$5.99	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$10.99	Large	>50 lbs.	Dalmatians, Golden Retrievers, Labs, etc.

Football (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$4.99	Small	< 20 lbs.	Miniatures, Terriers, etc.
\$6.99	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$11.99	Large	> 50 lbs.	Labs, Golden Retrievers, Rotties, etc.
\$12.99	Large (black)	> 50 lbs.	Aggressive Chewers

Bristle Bone (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$5.99	X-Small	<10 lbs.	Toy Breed Puppies, Teacup Poodles, Chihuahuas, etc.
\$9.99	Small	10-20 lbs.	Maltese, Toy Poodles, Pugs, etc.
\$14.99	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$19.99	Large	> 50 lbs.	Labs, Golden Retrievers, Rotties, etc.

Bouncy Bone (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$4.99	Small	< 10 lbs.	Puppies, Miniature & Teacup Breeds, etc.
\$9.99	Medium	10 - 30 lbs.	Beagles, Shelties, Small Terriers, etc.
\$19.99	Medium/Large	30 - 60 lbs.	Spaniels, Large Terriers & Schnauzers, etc.
\$24.99	Large	> 60 lbs.	Boxers, Shepherds, Retrievers, etc.

Funny Bone (price list page 16)

MSRP	DOG MATCH		
	SIZE	WEIGHT	BREEDS
\$14.99	Medium/Large	> 20 lbs.	Spaniels, Shelties, Labs, Rotties, etc.

Gnawhide Rings (price list page 17)

MSRP	SIZE	TOY MATCH	
		Toy	Match
Natural Rawhide			
\$3.99	Small	Sm. Bouncy Bone, X-Sm. Bristle Bone	
\$7.99	Medium	Med. Bouncy Bone, Sm. & Med. Bristle Bone	
\$9.99	Large	Med./Lg. & Lg. Bouncy Bone, Lg. Bristle Bone	
Flavored Cornstarch			
\$3.99	Small	Sm. Bouncy Bone, X-Sm. Bristle Bone	
\$7.99	Medium	Med. Bouncy Bone, Sm. & Med. Bristle Bone	
\$9.99	Large	Med./Lg. & Lg. Bouncy Bone, Lg. Bristle Bone	

Gnawhide Strips (price list page 17)

MSRP	SIZE	TOY MATCH	
		Toy	Match
Natural Rawhide			
\$9.99	One Size	Funny Bone	
Flavored Cornstarch			
\$9.99	One Size	Funny Bone	

Merchandising

Busy Buddy Puppy Packs



BB P XS CLIP 9 9 extra small pieces
All Busy Buddy Puppy toys available as clip strips
clip strip



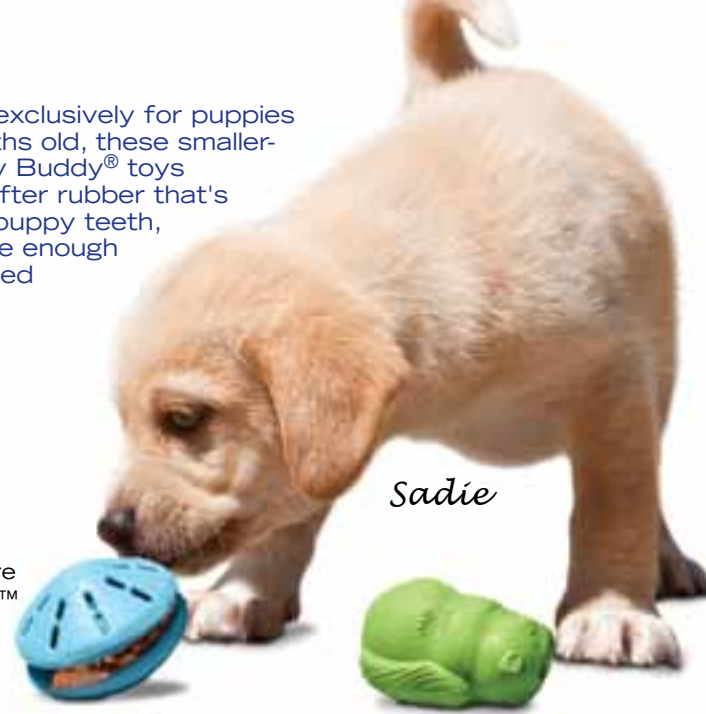
BB P BLK SD CLIP 6 6 puppy toys
All Busy Buddy Puppy toys available as clip strips
clip strip



Designed exclusively for puppies 2 - 6 months old, these smaller-sized Busy Buddy® toys feature softer rubber that's gentle on puppy teeth, but durable enough for extended playtime.

Biscuit Block™

These resilient blocks feature our patented Treat Trapper™ which firmly grips a variety of treats, gradually releasing them as the puppy chews.



Sadie

Waggle™

The patented Treat Meter™ allows treats to randomly dispense as the toy is tossed and "wagged." Its super flexible middle makes the Waggle a fun toy for all puppies.



Squirrel Dude™

The Squirrel Dude features the Treat Meter™ which randomly dispenses kibble and treats as the puppy plays. Coupled with its fun & funky bounce, this toy provides puppies with hours of play.



Twist 'n Treat™

This treat dispensing toy features an adjustable opening that allows for a variety of treats to be stuffed inside. The opening can be twisted wider for easier access to treats or tighter for longer playtime.



These patented toys link together to form endless toy possibilities, driving return traffic to stores as consumers return to purchase more toys and treats. Linkables Treats are made from simple, natural ingredients and are designed to be the perfect size and shape for use with Linkables Toys.



1 Easy



2 Intermediate



3 Advanced



Delilah



Linkables Treats Ingredients:
Brown Rice, Chicken Meal, Oats, Chicken Fat, Flax Seed, Natural Chicken Flavoring, Mixed Tocopherols (preservative), Rosemary Extract.



Merchandising



Linkables Packs
BB LINK PA 22 22 pieces (pictured)
BB LINK CLIP 6 6 pieces
All Linkables toys & treats available as clip strips
clip strip

Biscuit Block (price list page 17)

MSRP	DOG MATCH	
	SIZE	BREEDS
\$6.99	Small	Beagles, Spaniels, Shelties, etc.
\$9.99	Medium/Large	Dalmatians, Golden Retrievers, Labs, etc.

Waggle (price list page 17)

MSRP	DOG MATCH	
	SIZE	BREEDS
\$4.99	X-Small	Chihuahuas, Yorkies, Pomeranians, etc.
\$6.99	Small	Beagles, Spaniels, Shelties, etc.
\$9.99	Medium/Large	Dalmatians, Golden Retrievers, Labs, etc.

Twist 'n Treat (price list page 17)

MSRP	DOG MATCH	
	SIZE	BREEDS
\$4.99	X-Small	Chihuahuas, Yorkies, Pomeranians, etc.
\$6.99	Small	Beagles, Spaniels, Shelties, etc.
\$9.99	Medium	Dalmatians, Golden Retrievers, Labs, etc.

Squirrel Dude (price list page 17)

MSRP	DOG MATCH	
	SIZE	BREEDS
\$4.99	X-Small	Chihuahuas, Yorkies, Pomeranians, etc.
\$6.99	Small	Beagles, Spaniels, Shelties, etc.
\$9.99	Medium	Dalmatians, Golden Retrievers, Labs, etc.

Linkables (price list page 17)

MSRP	DESCRIPTION
\$12.99	Orb Toy
\$9.99	Elbow Toy
\$9.99	Twist Toy
\$4.99	Treats

What people are saying about Linkables

Busy Buddy Linkables gave Monty, my Labrador, a thorough mental workout. A truly innovative, challenging but fun group of toys. We love them!

Leslie Heywood
Labradors Worldwide

Merchandising



Team Realtree Packs
 875010 6 Footballs
 All Realtree products available as net strips or clip strips
 ■ clip strip

Exclusive **Team REALTREE** Designs

Millions of Americans hunt, fish or participate in related outdoor activities. It's a growing market and one in which more outdoorsmen and women trust Realtree® than any other camouflage brand. Premier Pet Products has joined with Team Realtree to bring this growing legion of loyal pet owners a unique line of fun and functional dog products. The partnership between Realtree and Premier is great news for dogs.



Carly

Sydney

Team Realtree Busy Buddy® Designs
 (price list page 18)

MSRP	DOG MATCH			
	TOY	SIZE	WEIGHT	BREEDS
\$10.99	Chuckle	Medium/Large	>20 lbs.	Spaniels, Shelties, Labs, Rotties, etc.
\$9.99	Waggle	Medium/Large	>20 lbs.	Spaniels, Shelties, Labs, Rotties, etc.
\$10.99	Twist 'n Treat	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$16.99	Twist 'n Treat	Large	>50 lbs.	Labs, Golden, Rotties, etc.
\$9.99	Squirrel Dude	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$14.99	Squirrel Dude	Large	>50 lbs.	Labs, Golden, Rotties, etc.
\$7.99	Football	Medium	20 - 50 lbs.	Beagles, Shelties, Spaniels, etc.
\$12.99	Football	Large	>50 lbs.	Labs, Golden, Rotties, etc.

Team Realtree Advantage MAX-4 Liver Rewards
 (price list page 18)

MSRP	SIZE
\$7.99	6.5 oz. bag

Team Realtree Squeeze Meeze Designs
 (price list page 18)


MSRP	DESIGN	SIZE	FEATURES
\$6.99	Bass	Small	Tail Waves
\$6.99	Duck	Small	Tail Waves
\$6.99	Goose	Small	Tail Waves
\$6.99	Pheasant	Small	Tail Extends
\$6.99	Raccoon	Small	Tail Extends
\$6.99	Turkey	Small	Wattle Extends

Squeeze Meeze™
 Regular & Jr.-sized Latex Toys


Vibrantly colored and playful, our latex toys are sure to keep dogs occupied for hours on end. Each toy squeaks when squeezed and has unique extendable features. The junior line features miniature versions that are perfect for small breeds.



Merchandising



Squeeze Meeze Dump Bin
 LTX DB 54 54 pieces
 LTX JR DB 54 54 jr. pieces (pictured)
 ■ dump bin: 17" x 30" x 13"



Squeeze Meeze Packs
 LTX NS 18 18 pieces
 LTX JR NS 18 18 jr. pieces (pictured)
 ■ net strip

Squeeze Meeze Jr. (price list page 18)

MSRP	DESIGN	SIZE	FEATURES
\$4.99	Bass	Petite	Tail Waves
\$4.99	Chameleon	Petite	Tongue & Tail Extend
\$4.99	Dragon	Petite	Tongue/Flames & Tail Extend
\$4.99	Duck	Petite	Tail Waves
\$4.99	Elephant	Petite	Trunk & Tail Extend
\$4.99	Frog	Petite	Tongue Extends
\$4.99	Ladybug	Petite	Legs Extend
\$4.99	Octopus	Petite	Arms Extend
\$4.99	Turkey	Petite	Wattle Extends

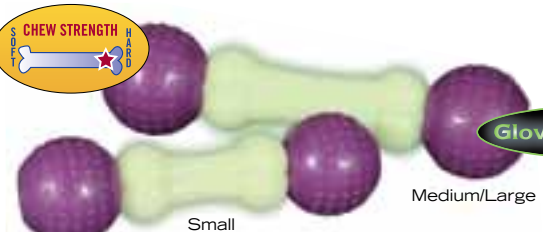
Merchandising



Tennis Tug Packs
TT PUR/ARG CLIP 6 6 pieces
clip strip

Galaxy Glow™

It's never been easier to play games of fetch past sundown. The Galaxy Glow toys glow in the dark after exposure to light or flash on impact. They're fun for play, both night and day!



Small

Medium/Large

Glow-in-the-dark

Flashes on impact



Small

Medium/Large



Medium/Large

Tennis Tug™

Our exclusive and durable Tennis Tug will create the ultimate tugging and pulling experience for your dog. It is excellent for multiple dog fun and great for agility training. We offer the Tennis Tug in two colors: solid purple and argyle print.

Recommended by Dr. Ian Dunbar, packaging includes Ian's "Rules of Tug" for safe playing.



Squirrel

Raccoon

Fox

Tennis Tails®

Combines a dog's all-time favorites — a tennis ball and plush squeaky toy — into one terrific time! Tough double-wall tennis ball, self-sealing squeaker and heavyweight fabric.

Wild Thangs!™

Spark dogs' natural instincts with these realistic plush animals. Durable, heavyweight faux fur and self-sealing squeakers. Toss this toy and let the hunt begin! Machine wash/line dry.



Fox

Skunk

Raccoon

Rabbit

Squirrel

2 foot Monster Bone

Flower

Alex

Edward

Fido's Favorites® Faux Sheepskin

No dog's toy box should be without these timeless classics! Bones, balls, teds and tugs in a variety of sizes. High-quality, durable fabrics and self-sealing squeakers. Machine wash/line dry.



Ted

Ball

Bone

Tug

Galaxy Glow (price list page 19)

MSRP	STYLE	SMALL	MED./LG.
Glow-in-the-dark			
\$6.99-\$7.99	Rubber/nylon Bar-Bone	✓	✓
\$6.99	Latex Football	--	✓
Flashes on impact			
\$9.99-\$13.99	Rubber Football	✓	✓

Tennis Tug (price list page 19)

MSRP	SIZE	COLORS
\$14.99	One Size	Solid Purple, Argyle Print

Tennis Tails (price list page 19)

MSRP	STYLE	SIZE		
		TINY	SMALL	MEDIUM
\$4.49-\$8.49	Squirrel	✓	✓	✓
\$4.49-\$8.49	Fox	✓	✓	✓
\$4.49-\$8.49	Raccoon	✓	✓	✓

Wild Thangs! (price list page 19)

MSRP	SIZE	
	SHAPE	MEDIUM
\$9.99	Squirrel	✓
\$9.99	Fox	✓
\$9.99	Rabbit	✓
\$9.99	Raccoon	✓
\$9.99	Skunk	✓

Fido's Favorites Faux Sheepskin (price list page 19)

MSRP	SHAPE	SIZE		
		SMALL	MEDIUM	LARGE
\$5.49-\$10.99	Ball	✓	✓	--
\$5.49-\$10.99	Bone	✓	✓	✓
\$5.49-\$10.99	Ted	✓	✓	✓
\$4.49-\$7.49	Tug	✓	✓	--
\$14.99	Monster Bone	--	--	✓

Merchandising



Wild Thangs! Packs
WLD NS M 18 18 med. pieces
net strip



Tennis Tails Packs
TT NS M 18 18 med. pieces
TT NS S 18 18 sm. pieces
TT DB M 54 54 med. pieces (pictured)
net strip
dump bin: 17" x 30" x 13"



Faux Sheepskin Dump Bin
SHP DB M 36 36 med. pieces
dump bin: 17" x 30" x 13"

Merchandising



Bark Avenue Wire Dog Rack

DP WD 20 collars; 10 leashes

6 hook wire dog rack. All Bark Avenue styles available in wire dog racks.



Bark Avenue 3 hook Rack

3HK 33 collars; 9 leashes

3HK DP2 *36 collars; 15 leashes

6 hook rack



Bark Avenue 6 hook Rack

3HK 33 collars; 9 leashes

3HK DP2 *36 collars; 15 leashes

3 hook rack. All Bark Avenue styles available in 3 hook racks.



Biggs

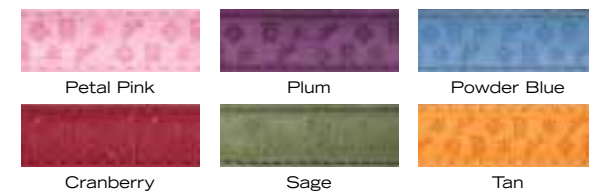


Bark Avenue

Adorable and affordable, this line of faux leather is the epitome of economic chic. Available in both embossed and printed designs, each style features brushed nickel hardware, sumptuous padding and a sweet charm.

Solid, embossed styles

Available in 6 pleasing colors.



New designer fashions

Our expanding line of embossed fashion collars and leashes makes it even easier to find the perfect style—or two!



Bones & Hydrants Beautiful Butterflies Chic-O



Limey Bones MacDawg Plaid Pink Zinnias

Fido Finery® Ribbon Overlay Collars & Leashes

Bow WOW! This lovely line of ribbon overlay collars features stylish ribbon selections overlaid on vibrant, high quality nylon and is finished with brass hardware. This fabulous assortment is sure to get tongues – and tails – wagging.



Argyle (on Cadet Blue) Baubles (on Ice Blue) Bones & Dots (on Red) Bones on Squares (on Black)
 Celtic (on Red) Daisy Block (on Dusty Rose) Houndstooth (on Red) Illusion Bones (on Royal Blue)
 Jag (on Black) My Little Angel (on Red)
 Oregon (on Teal) Preppy Puppy Plaid (on Black)
 Ring-a-Ding (on Brown) Yin Yang Paisley (on Burgundy) Opti Bones (on Deep Purple)



Jake

Merchandising



Fido Finery 3 hook Rack

3HK 36 collars; 15 leashes

3 hook rack



Fido Finery Packs

C1 36 Quick Snap collars; 18 leashes

C2 36 Premier collars; 18 leashes

QUICK 6 24 small collars; 24 medium collars; 18 large collars; 24 leashes

(pictured)

6 hook, 2 tier rack system

6 hook, 4 tier rack system

Bark Avenue Collars

(price list page 20)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$6.99	Small	3/4"	10"-16"	Cranberry, Sage, Tan, Petal Pink, Plum, Powder Blue, Bones & Hydrants, Beautiful Butterflies, Chic-O, Limey Bones, MacDawg Plaid, Pink Zinnias
\$7.99	Medium	3/4"	14"-20"	
\$8.99	Large	1"	17"-27"	

Bark Avenue Leashes

(price list page 20)

MSRP	WIDTH	LENGTH	COLORS
\$9.99	3/4"	6'	Cranberry, Sage, Tan, Petal Pink, Plum, Powder Blue, Bones & Hydrants, Beautiful Butterflies, Chic-O, Limey Bones, MacDawg Plaid, Pink Zinnias
\$11.99	1"	6'	

Fido Finery (price list page 20)

MSRP	SIZE	WIDTH	LENGTH
Quick Snap Collars			
\$6.49	Petite	1/2"	7" - 10"
\$6.99-\$7.49	Small	1/2", 3/4"	10" - 14"
\$7.99-\$8.49	Medium	3/4", 1"	13" - 20"
\$9.99	Large	1"	17" - 28"
\$10.49	X-Large	1"	22" - 34"
Premier Style Collars			
\$8.49	Petite	1/2"	5" - 8"
\$8.99-\$9.49	Small	1/2", 3/4"	8" - 12"
\$9.99-\$10.49	Medium	3/4", 1"	10" - 16"
\$11.99	Large	1"	14" - 20"
\$12.49	X-Large	1"	18" - 28"

MSRP	SIZE	WIDTH	LENGTH
Finery Leashes – price list page 21			
\$9.49	Small	1/2"	6'
\$10.49	Medium	3/4"	6'
\$12.49	Large	1"	6'

Fido Fleece® Coats & Booties



Our top selling Fido Fleece coats keep your dog cozy and chic. With a wide array of styles - from trendy to classic to uber posh - our designer styles keep Fido toasty warm and looking hot. These durable coats keep a dog's vulnerable underside protected and feature our signature collar-to-tail VELCRO® closure for easy on and off. Constructed of 280 gram anti-pilling fleece, these coats wear like iron and are super easy to clean - machine wash and tumble, hang, or shake dry. Available in 15 sizes for a perfect fit. These are a seasonal item, so order early for best availability.

Coats



While quantities last



Booties

Practical and fashionable. The soles and toes are wrapped with durable, anti-abrasion TUFF-TEK®, and the CORDURA® inside prevents nails from penetrating the fleece. VELCRO® strap and draw cord keep booties snug. Machine wash/ tumble, hang or shake dry. Seasonal item.



Fido Fleece Coats (price list page 21)

MSRP	SIZE	LENGTH	GIRTH (UP TO)
\$20.99	8	8 1/2"	12 1/2"
\$20.99	10	10 1/2"	15"
\$26.99	12	13"	17"
\$26.99	12bc	13"	21"
\$26.99	14	15"	20 1/2"
\$26.99	14bc	15"	24"
\$30.99	16	17"	22"
\$30.99	16bc	17"	25"
\$35.99	18	20"	26"
\$35.99	20	22"	30"
\$40.99	22	25"	34"
\$40.99	24	26"	38"
\$50.99	26	28 1/2"	40"
\$50.99	28	31"	42"
\$50.99	30	32 1/2"	44"

Sizing guidelines found on page 49.

Fido Fleece Booties (Packaged with 4 booties) (price list page 21)

MSRP	SIZE	PAWS	COLORS
\$20.99	Tiny	up to 1 1/2"	Black, Red
\$20.99	X-Small	1 1/2" - 2"	
\$25.99	Small	2" - 2 1/2"	
\$25.99	Medium	2 1/2" - 3"	
\$30.99	Large	3 1/2" - 4"	
\$30.99	X-Large	over 4"	

Sizing guidelines found on page 49.

FIDO Fleece Cloud Beds™



Cup-shaped poly-filled bolsters, combined with a center pillow provide the cushiony comfort and security dogs crave. Guaranteed to hold its shape and not fade, our anti-pilling custom fleece repels dirt, resists odors, is machine washable and dryer safe.



Cloud beds are reversible!

Our Cloud Beds are fully reversible, creating four unique looks for each style. Change it up as much as you want!



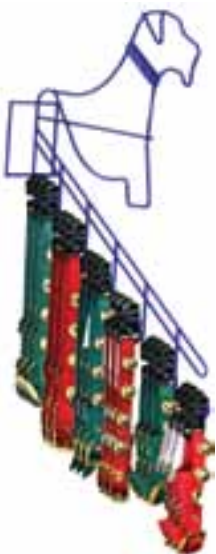
Jingle Bell Collar



A holiday must have! Festive gold-tone jingle bells riveted onto brass finish buckle collars. Please note that these collars are a seasonal item, so order early for best availability.



Merchandising



Jingle Bell Collar Wire Dog Rack

JBC WD 22 assorted collars

6 hook wire dog rack

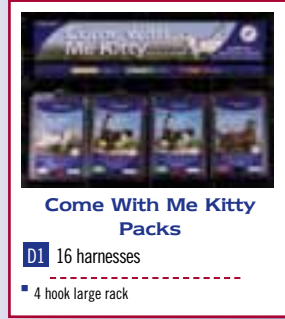
Fido Fleece Cloud Beds (price list page 21)

MSRP	DOG MATCH			BREEDS
	SIZE	WIDTH	DEPTH	
\$34.99	Petite	20 1/2"	17 1/2"	Chihuahuas, Miniatures, etc.
\$44.99	Small	29 1/2"	23"	Beagles, Spaniels, Terriers, etc.

Jingle Bell Collar (price list page 21)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$8.99	Small	3/4"	10"-14"	Red, Green
\$9.49	Medium	3/4"	13"-19"	
\$9.99	Large	1"	16"-22"	

Merchandising



Come With Me Kitty™ Harness & Bungee Leash

Give your customers a completely new approach to the cat harness

- Patented harness includes shoulder straps that gently tighten as needed.
 - More control
 - Better fit
 - Safe & secure
- No pressure on the throat.
- Bungee leash provides gentle give when walking.

"Premier has created a totally new and innovative cat harness that offers greater safety, comfort and humane control than any other on the market. Most indoor cats need far more exercise, and this harness provides an opportunity for both cat and owner to enjoy the health benefits of daily walks. I highly recommend it for all owners who wish to enrich their cats' lives and strengthen the human-animal bond."

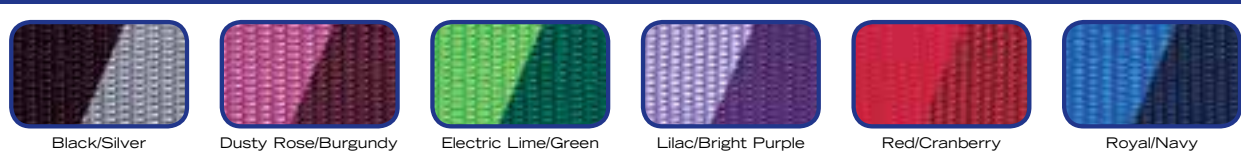
R.K. Anderson, DVM, MPH, DACVPM, DACVB
 Professor Emeritus, College of Veterinary Medicine
 University of Minnesota, Minneapolis MN



Come With Me Kitty Harness & Bungee Leash (price list page 22)

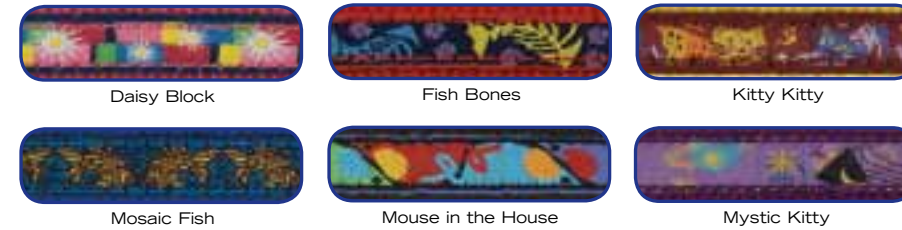
MSRP	SIZE	FITS	WIDTH	GIRTH	COLORS
\$14.99	Kitten/Small	Kittens to small cats	3/8"	9"-11"	Black/Silver, Red/Cranberry, Electric Lime/Green,
\$14.99	Medium	Small to average cats	3/8"	10 1/2"-14"	Royal/Navy, Dusty Rose/Burgundy,
\$14.99	Large	Average to large cats	3/8"	13"-18"	Lilac/Bright Purple

Available in 6 color combinations



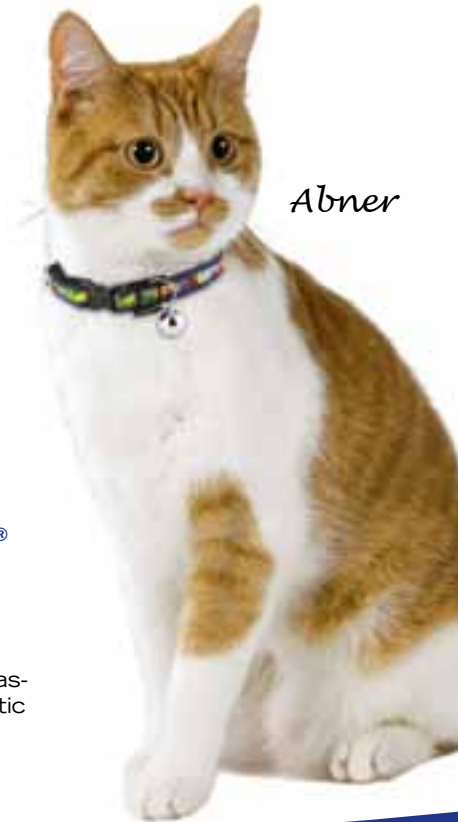
Pretty Kitty® Cat Collar

The ultimate in feline fashion! Decorative ribbon overlay on nylon collars comes in six fantastic patterns. Also features a break-away safety snap.



Glo Kitty™ Cat Collar

Perfect for cats on the prowl at night. Safety collar reflects lights from cars and glows in the dark after being exposed to light, plus has a break-away safety snap.



Twice as Nice® Kitty Collar

Combines the dual safety features of stretch elastic and a break-away safety snap. The soft elastic moves with the kitty for "barely there" comfort.

Pretty Kitty Cat Collar (price list page 22)

MSRP	SIZE	WIDTH	LENGTH	RIBBON DESIGNS
\$6.99	Fits All	1/2"	8" - 12"	Daisy Block, Fish Bones, Kitty Kitty, Mouse in the House, Mosaic Fish, Mystic Kitty

Glo Kitty Cat Collar (price list page 22)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$5.99	Fits All	3/8"	8" - 12"	Red, Hot Pink, Deep Purple, Royal Blue, Green, Electric Lime, Neon Lemon, Blaze Orange, Black

Twice as Nice Kitty Collar (price list page 22)

MSRP	SIZE	WIDTH	LENGTH	COLORS
\$5.99	Fits All	3/8"	8" - 12"	Red, Hot Pink, Dusty Rose, Deep Purple, Royal Blue, Green, Gold, Black

Merchandising



Kitty Collar Rack
 TKC KITTY RACK 24 collars
 4 hook small rack

Merchandising



Funkitty Packs
FUN TNT CLIP 6 6 Twist 'n Treats
 All Funkitty products available as clip strips
 clip strip



Funkitty® kibble and treat-dispensing toys are designed to keep cats of all ages engaged, active and stimulated. Turn mealtime into playtime!

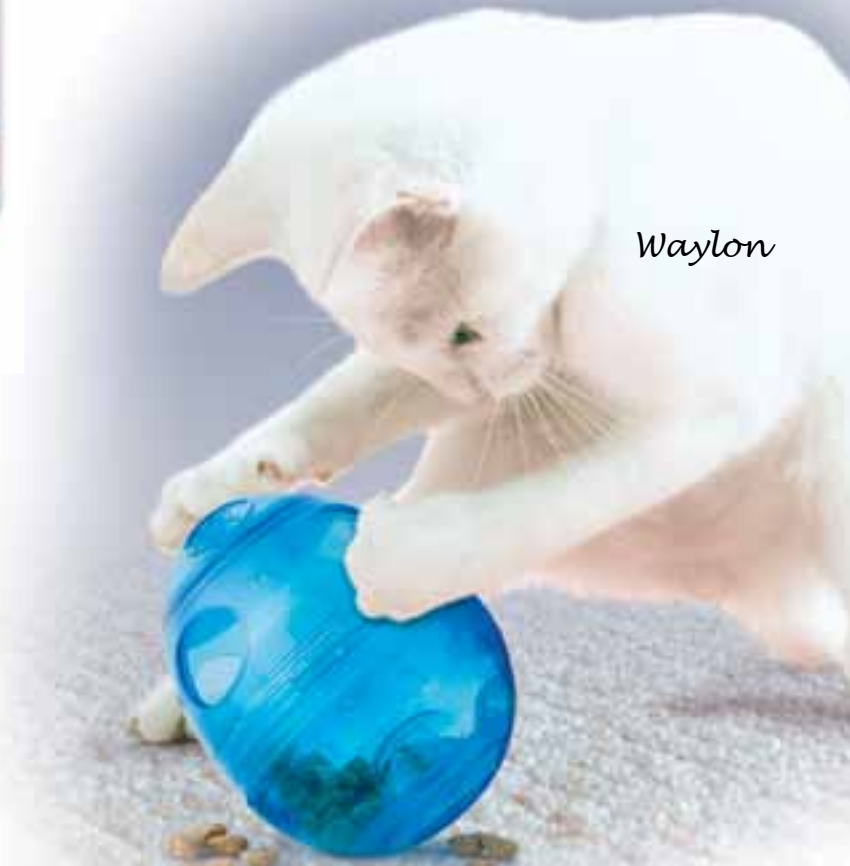
Twist 'n Treat™

The Funkitty Twist 'n Treat easily adjusts to your cat's level of play. Leave the two halves twisted far apart for easier access to treats and kibble, or twist closer together for more of a challenge.



Doorway Dangli™

Yet another version of the original Twist 'n Treat! Turns any doorway into an instant kitty activity and feeding center. Includes a safety break-away feature, and a fun furry tail makes it irresistible.



Waylon

Merchandising



Funkitty Packs
FUN EGG PACK 6 6 Egg • Cersizers
 All Funkitty products available as clip strips
 clip strip



Speedy



Twist 'n Treat™ Teaser

A new twist on the original. Comes with two attachable feathers and a weighted base to create a funky bobble effect while dispensing treats.



Egg • Cersizer™

Can be used for both treating and feeding of meals. With the flexibility to open 1, 2 or 3 dispensing holes, this toy can be customized to meet each cat's needs and increase the challenge over time. The patented Treat Meter™ in the bottom allows for treat distribution from all angles.

Funkitty Twist 'n Treat

(price list page 22)

MSRP
\$3.99

Funkitty Twist 'n Treat Teaser

(price list page 22)

MSRP
\$7.99

Funkitty Doorway Dangli

(price list page 22)

MSRP
\$7.99

Funkitty Egg • Cersizer

(price list page 22)

MSRP
\$7.99

Adjust for level of play





Squeaky Mice

They're furry. They're squeaky. Cats will go batty. (Doggies like them too.)

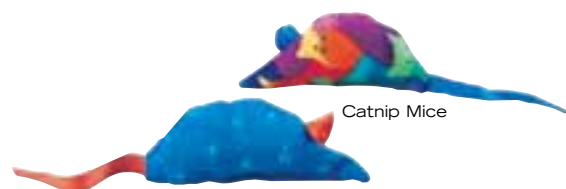


Dana



Bonkers™ Catnip

The freshest, spunkiest catnip comes stuffed in mice, pillows and "straight up" in stay-fresh tubs. See order form for details.



Catnip Mice



Sk'daddle® Cat Deterrent System

The gentle way to protect off-limit areas

Sk'daddle sets indoor boundaries, keeping your cat away from "off-limit" areas. This innovative spray deterrent system uses an adjustable sensor to detect a cat's movement, and can be set to deliver an audible warning, short burst of compressed air or a combination of the two. It's safe, effective and stands guard whether you're present or not.



Tiger



Includes decorative can cover



Captain

Feather Tether® Bird Harness

Now you can take your bird for a walk! The Feather Tether harness was developed with an avian veterinarian and prevents the tragedy of fly-aways. Ideal for biking, boating, hiking, picnics, etc. The harness can be fitted for perching or walking and each size is adjustable.



Ferret Fun 5-in-One® Collar, Harness & Leash

For ferret owners in-the-know, this is the ultimate in convenience, safety and value!

- 1 Quick release collar
- 2 Instant ID tag
- 3 Locator bell
- 4 Easy harness attachment
- 5 Leash adjusts from four to eight feet



Rascal

Squeaky Mice (price list page 22)

Available individually or in bags of 10 or bags of 60. Assorted colors.

MSRP
\$2.99

Bonkers Catnip (price list page 22)

MSRP	TYPE	SIZE
	Stuffed Mice	
\$4.99	Mouse	Small
\$15.99	Glass & chrome jar	1 gallon
	Pillows	
\$5.99	Pillow	Rectangular
	Tubs of the pure stuff	
\$3.99	Tub	1/2 oz.
\$5.99	Tub	1 oz.

Sk'daddle Cat Deterrent System (price list page 22)

The system uses a 5-position motion sensor, offers a 3-position vertical spray angle and can be set to spray, tone or tone/spray modes. **RETAIL PACKAGE INCLUDES:** spray device, can of stain-free, scentless spray and instruction guide.

MSRP
\$35.00

Spray Refills (price list page 22)

The 4.5 oz. refill can contains well over 100 sprays. 100% safe for people, animals and the environment.

MSRP
\$9.99

Feather Tether Bird Harness (price list page 23)

MSRP	SIZE	WIDTH	BIRD MATCH	COLORS
\$10.99	Petite	3/8"	Cockatiels, etc.	Red, Hot Pink, Deep Purple, Ice Blue, Royal Blue,
\$11.99	Small	3/8"	Quakers, etc.	Teal, Green, Electric Lime,
\$19.99	Medium	3/8"	Amazons, etc.	Neon Lemon, Gold, Black, Silver
\$19.99	Large	3/8"	Macaws, etc.	

Ferret Fun 5-in-One (price list page 23)

MSRP	SIZE	WIDTH	GIRTH	COLORS
\$13.99	Fits All	3/8"	Fits All	Red, Hot Pink, Dusty Rose, Deep Purple, Lilac, Ice Blue, Royal Blue, Teal, Green, Electric Lime, Fawn, Black

Merchandising



Feather Tether Harness Packs

D1 16 harnesses

4 hook large rack