

## **Ruff and Tumble is a small family company from England with big ambitions and a dog obsession...**

Alison Priestley, the founder and owner, passionately believes that dogs are happiest when running around outside, whatever the weather. Whilst being realistic about the mess they make every day she also cares about their welfare. Ruff and Tumble's Drying Coats and Drying Mitts are the quickest, easiest and most effective way to dry, warm and comfort wet dogs after walks, hikes, dog sports, baths, working and hydrotherapy.

Lovingly made from double thickness natural cotton towelling, these practical and stylish Drying Coats make your life easier, your home cleaner and your dog happier. Soft and absorbent, the unique design ensures maximum wicking, warmth and comfort, without restricting movement. Their swaddling nature also calms and comforts dogs after surgery and during fireworks. Use all year round: dry wet dogs in winter and cool overheated dogs in summer by simply damping down the inside.



Alison designed her first Dog Drying Coat on her kitchen table in 2012. Motivated by the love of her four dogs, she wanted a solution to their shivers and the sandy mess in the car after walking them on the beaches of Norfolk, England. Drying with towels was hopeless, so she began to look for a dog drying coat.

Unfortunately, there were none she liked. Man-made fibres, difficult to put on and not comfortable, she had no choice but to make

one of her own. One became several, word spread, Alison's sons joined the business, a website was built, and a business was born.

**Fast forward to 2020 and nearly quarter of a million sales of Dog Drying Coats later and the company is ready to bring their market leading Dog Drying Coats to the US.**



Ruff and Tumble Drying Coats have many detailed design features, making them effective at drying, comfortable to wear and stylish too.

The high-quality thick towelling breathes and is more comfortable and efficient at drying than man-made material. A key difference is that there are two layers of towelling. This is key because the under-layer wicks away the moisture from the dog's fur. Their body heat then pushes the moisture through to the outer layer of the coat, thus ensuring that the dog does not sit in a damp towel. The dog dries first, followed by the Drying Coat which dries itself from the inside out, whilst being worn. This makes the Ruff and Tumble Drying coat more effective at drying than single layered coats.

Dogs don't stand still for long, so the Drying Coats are simple and quick to put on. Place over the head and fasten at the side and neck and the job is done. Velcro is used for fastening because it's quicker and easier to use, as well as being more comfortable for the dog than straps or a tie around the middle. There is a lot of tailoring in the Drying Coats too: clever darts and tucks ensure the coat fits snugly like a proper dressing gown. A very popular detail is the thick collar which folds up into a hood and dries the ears and head. The final unique difference is the very wide belly flap. The underside is the dirtiest and wettest area, so the design and cut of the bellyflap is generous for maximum effectiveness.



Ruff and Tumble Drying Coats come in three Collections: The Classic, The Country and The Design. The range includes **Drying Mitts** for legs and paws and **Slip/Clip Leads** both of which match every colour of Drying Coat.

**The Classic Collection**, Drying Coats. With four colours and sixteen sizes this comprehensive range is the most popular. Fits dogs from 2 - 265lbs. Recommended price range \$45-\$85.

**The Country Collection**, Drying Coats. Distinguished by a faux leather trim and traditional country colours, this stylish range is super smart for owners who like a distinctive look. In three colours and seven sizes, they fit dogs from 11-110lbs. Recommended price range \$65-\$85.

**The Design Collection**, Drying Coats. Our newest collection features the 'Beach' Drying Coat. Made with custom-dyed cotton, this premium range is stripey, very soft and stands out from the crowd. Fits dogs from 11-265lbs. Recommended price range \$70-\$100.



**Drying Mitts:** Made of two layers of cotton towelling, they absorb wet and wipe away mud easily. Unlike using towels, owners can see and feel the paws as they clean them, so it's so easy to clean paws thoroughly and quickly. These luxuriously soft and extra-long mittens feel lovely to use and protect clothes too. One size. Recommended price \$30 per pair. All colours to match Drying Coats.

**Dog Leads:** Made of soft woven fabric and over a metre long, they feel soft to hold and are easy to use. Pliable enough to pop into a pocket and with an adjustable slide on the slip leads, they are finished with leather bindings with colour matched top stitching and solid brass fixings. Match with a Drying Coat and Mitts for the co-ordinated accessory dog lover. 8 colours. Recommended price \$25.

