

## Ruffwear Shows Fall/Winter 2015 Gear at SuperZoo, Gives Sneak Peek of New Leather Line & Additional Spring/Summer 2016 Products

Ruffwear, the leader in performance dog gear, is preparing for fall with a new line of camping accessories, technical apparel and the Web Master Pro™ Harness (all available August 1st). The company has also announced the addition of premium leather collars and leashes to its SS16 line. The Frisco™ Collar and Frisco™ Leash integrate Ruffwear's trusted design approach with new Ruffwear-designed hardware and fresh colors. SuperZoo attendees will also get a sneak peak at other SS16 products, including a new Brush Guard™, waterproof leash and design updates to the flagship Grip Trex™ Boots, Doubleback™ Harness and more.

### NEW! Fall/Winter 2015



#### Highlands Sleeping Bag™

A packable, durable sleeping bag that provides warmth and comfort on the trail for your canine companion. Lightweight synthetic insulation with durable water repellant treated shell compresses into its included stuff sack. The integrated pad sleeve accepts the Landing Pad™ sleeping pad (sold separately) and zippered opening seals for warmth. Fits in Ruffwear's Palisades Pack™. Meadow Green. \$99.95

#### Landing Pad™

The Landing Pad™ packable sleeping pad provides comfort and insulation on the trail. Lightweight closed-cell foam insulates while the soft, durable polyester shell provides a comfortable sleeping surface. Use alone or with the Highlands Bed™ and/or Highlands Sleeping Bag™ for a complete sleep system. Granite Grey. \$29.95



#### Powder Hound™

Recently awarded Pet Product News' Editors' Choice, the Powder Hound™ hybrid jacket combines the warmth of synthetic insulation with a breathable, technical stretch fabric for range of motion. Sleeved jacket provides full coverage and performance fit with zipper closure. This weather resistant and packable insulated jacket is ideal for cold weather activities. Red Currant, Larkspur Purple, Baja Blue. \$89.95

**Web Master Pro™**

The Web Master Pro™ Harness is a durable lift-and-assist harness designed for and with input from professional avalanche rescue and SAR teams. Built on the proven safe and secure chassis of the Web Master™ Harness, this professional-grade harness features all-metal hardware, an oversized handle for gloved hands, and two low-profile pockets. In addition, the Web Master Pro™ has two points of leash connection, comes in a bright red color for professional representation and weather-proof zippers on the pockets that retain function in snow, ice and dirty environments. Red Currant. \$99.95

**NEW! Spring/Summer 2016**

Frisco™ Collar



Frisco™ Leash



Headwater™ Leash



Brush Guard™

**Frisco™ Collar**

Ruffwear's take on the classic leather collar, the Frisco™ is durable and water-resistant. Partnering with Pittards, a company ethically and sustainably supplying performance leather since 1826, the odor-resistant full-grain cowhide leather ages gracefully. All-metal Crux Buckle™ and D-ring offer security and efficient design. Three colors. Handcrafted in UK. \$54.95

**Frisco™ Leash**

Partnering with Pittards, a company ethically and sustainably supplying performance leather since 1826, the Frisco™ is Ruffwear's take on the classic leather leash. Full-grain, water-resistant cowhide, glove leather-lined handle for comfortable grip, and ergonomic Talon Clip™ make this 4-foot leash great for keeping dogs close. Three colors. Handcrafted in UK. \$99.95

**Headwater™ Leash**

To compliment the Headwater™ Collar, this new waterproof coated webbing leash keeps grunge and water out and cleans with ease. Ruffwear-designed Talon Clip™ is strong, secure and ergonomically designed for one-handed use. Four-foot length keeps dogs close. \$39.95

**Brush Guard™**

Designed to provide chest and belly protection from abrasion while adding support for lifting and assisting dogs. Hook and loop sleeves anchor onto existing harness and pack straps to provide protection while offering full range of motion. 42D nylon exterior sheds foxtails, stickers, snow and ice. Durable and lightweight, fits with the Web Master™, Web Master™ Pro, Approach™ and Palisades™ Packs. \$24.95

**UPDATED Spring/Summer 2016**

The re-designed **Doubleback™** strength-rated harness has been updated with streamlined materials and construction; new chest plate pattern; and cleaner webbing and leg loop stowage to offer a lighter weight harness with the same 2,000 lbf strength rating. \$124.95

The updated **Grip Trex™ boots** feature new Strobel last and lighter, more streamlined construction and materials with fewer seams to reduce bulk and increase performance. Secure closure system locks out debris, while breathable mesh upper and Vibram® outsole offer rugged, all-terrain paw wear. New Blue Spring colorway. \$74.95

The popular waterproof and stink-proof **Headwater™ Collar** has been updated with a new single piece, anodized aluminum Crux Buckle™ to offer durability and security without bulk. New colors: Blue Spring, Alpenglow Pink. \$29.95

**The Top Rope™** and **Chain Reaction™ Collars** and **Slackline™ Leash** colors have been updated, featuring two-tone Twilight Grey, Meadow Green, Purple Dusk and Kokanee Red, with reflective trim.

Look for Ruffwear's **new packaging**, starting with its Fall/Winter 2015 product line launching August 1st. Designed to help retail staff and customers quickly and easily learn more about the product while also being able to take the product out of the packaging to explore and try on.

Ruffwear is committed to enhancing the lives of all dogs and their human companions through relationships with Best Friends Animal Society and The Conservation Alliance. Through its [Ruff Adventure Dog](#) adoption program with Best Friends, Ruffwear covers the cost of adoption fees and travel expenses for newly adopted dogs from their Kanab, Utah Sanctuary, as well as a new Ruffwear collar and leash to go home with. By protecting wild places for their habitat and recreation values through membership in [The Conservation Alliance](#), Ruffwear works to ensure there are plenty of wild, open spaces for dogs and their humans to enjoy together.

To see Ruffwear's new FW15 and SS16 lines, please visit booth 21113 at Super Zoo. For sales inquiries, please contact Dove Gibson, [dove@Ruffwear.com](mailto:dove@Ruffwear.com). For media inquiries, please contact Kate Ketschek, [kate@revolutionhousemedia.com](mailto:kate@revolutionhousemedia.com).