



Hi there.
Welcome
to our **world.**

Product Catalogue





So, what's this little book all about?

Our company is made up of a whole bunch of wonderful yet different people, products and brands; but what's important is that we all believe in and strive for the same things.

This book is to help us share our vision and our portfolio with you.



Little
spark

BIG

idea

It all started in 1979 with Dr Roger Mugford, a globally renowned animal psychologist. Through his work, he became acutely aware that dogs pulling on the lead was the number one bugbear for dog walkers around the world. His solution? Well, if horses could be controlled by a headcollar – why not dogs? It wasn't long before he created the Halti Headcollar, the world's first no-pull headcollar for dogs, and The Company of Animals was born.

The rest is history (well 40 years of it).



Over the last 40 years....



We're very proud of our ever-growing family.

Halti

Pet Corrector

Baskerville



Coachies



Car Safe



4 ...we've been busy



As a family owned
business, we have
values that we stand by.
Things that we really,
truly believe in.



We're on a
mission

To make every moment between
you and your dog a more joyful one.



We made ourselves a promise

To always deliver products and services
that make having a pet even more rewarding.
For pets and their people alike.





**Strong
ambitions
need
solid
foundations.**

These are ours

Animal wellbeing

Pet health and happiness is our No.1 priority.
We will never divert from this. No matter what.

Only the best

We never compromise on quality.
No corner cutting. No easy-way-outs.

Owner empowerment

We give owners the confidence to take control and do it themselves.
Because when you're happy, they're happy.

Sharing the love

Everything we do is driven by our deep insights into
the relationship between people and pets.
Built up over 40 years and counting, we're not
selfish with our knowledge; we love to share.





Our Values

We have values that we live by every day..."



create

We never stand still. We love to innovate. We know that we're a great company with great products and services, but we can always be better and do more.

playful

We take what we do very seriously.
But ourselves? Not so much.
Learning can, and should, be fun
because after all, life's too short.

honest

Nobody is harder on us than ourselves. We have to be. We always try to do the right thing by pets and their owners. We have to gain their trust, as their pet is often their world. We **NEVER** forget this – because we feel the same.

passionate

We love animals and work hard to make them happier every day.
It's that simple.



We've got every aspect of a dog's life covered

From walking to barking issues, treats and grooming, whatever age, size or breed your four-legged friend may be, our products are here to solve your canine headaches, so you can get straight back to enjoying life with your pooch again.



These dogs were
made for
walking

Refresh your pulling solutions



Halti® No-Pull Harness

Perfect for different levels of pulling, this harness offers two no pull functions. There is an gentle but effective lifting action from the back, combined with front control if needed.

S | M | L



Halti® Front Control Harness

Ideal for medium to large dogs, this harness has lead connection rings on the chest and back to give you full steering control.

S | M | L



Halti® Training Lead

This versatile double clip lead offers over 5 different training uses for everyday walking. And when combined with a Halti Headcollar or Harness provides optimum control with strong pulling dogs. Available in red & black.

S | L



Halti

No pull
on



We're walkies experts.

That's how we know that dog walks are the foundation of every great dog/human relationship.

We think every dog walk, hike or leisurely amble should be a joy, so our range of Halti products are innovatively designed to ensure a calming and comfortable experience for both dog and owner.

Does he pull you along?

If your pup has a tendency to pull on the lead, our Halti Headcollars and Harnesses are the perfect way to gently re-train your dog.

Designed by Dr Roger Mugford as a totally humane training option versus very traditional no pull methods like choke chains and prong collars, we created the first dog headcollar over 38 years ago.

Our latest range of market leading no pull solutions enable you to successfully teach your dog to walk nicely on the lead, so you both get to enjoy daily walks together.



Halti® Headcollar

This 5th generation Halti Headcollar has a unique responsive no pull function for the effective control and training of even toughest pullers! Its strong yet lightweight design with a fully padded noseband, provide everyday comfort.

sizes:
0,1,2,3,4,5*



Halti® OptiFit Headcollar

A flexible headcollar option for dogs with broad or long face shapes. The adjustable noseband and cheek straps ensure a perfect.

SIMIL



Halti

No pull on

Lead the way

Who needs the catwalk when you've got the dogwalk? Our innovative range of leads, collars and harnesses are all made using premium grade fabrics, with 3M™ Scotchlite™ reflective and come in a variety of sizes and colours, and thanks to their 5 point adjustment can suit every type of dog. So, all you will have to think about is where your next adventure will take you!

Halti



Halti® Lead

A stylish and comfortable daily walking essential, with a strong reinforced trigger clip to keep dogs safe.

S | L



Halti® Double Ended Lead

This flexible lead offers over 7 different functions including 3 lead lengths. The double clip design means two dogs can be walked together and provides easy tethering. With fully padded webbing, owner comfort is ensured whether hand held or worn around the waist.

S | L



Halti® Active lead

The perfect running and hiking dog lead with bungee shock absorber and versatile design so it can be used in hand or worn around waist. The soft neoprene padded handle/waist belt provides all day comfort.

S | L



Halti® Walking Harness

With 5 points of adjustment, this harness ensures freedom of movement with a secure, comfortable fit for any size or shape of dog.

XS | S | M | L



Halti® Comfort Collar

A simple yet practical collar that's easy to adjust with a strong and secure button release clasp.

XS | S | M | L



Halti® Retractable Lead

This full tape extendable lead with its easy one touch on/off, gives freedom to dogs and reassurance to owners when moving from open to more busy surroundings.

S | M | L



Safe & secure

Dogs wear muzzles for loads of different reasons – from managing aggressive behaviour and ensuring the safety of a vet or groomer, to preventing food and wildlife scavenging. So, if a dog needs a muzzle, then we think it should be as comfy as possible.

Our range of Baskerville Muzzles are often copied never equalled. We design muzzles to allow for panting and drinking at all times, guaranteeing a happy, safe and comfortable pooch.

Removes risk in new situations e.g Vet & Groomer



Gives peace of mind on public transport



Helps retrain aggressive behaviour



Prevents wound licking



Eating unknown objects in the park



Prevents wildlife scavenging



Baskerville

Baskerville® Ultra Muzzle

The latest Baskerville® Ultra Muzzles retains its promise of safety first while offering new features for dog comfort and easier use.

Made with materials that can be heat shaped for a tailored fit on the dog. The design allows the dog to pant, drink and take a reward treat at all times. Now features a clip connection to aid quick fitting and removal, with an optional lock for extra peace of mind. The head strap has also been re-designed for easier fitting, with no metal work.

sizes: 1,2,3,4,5,6



Baskerville® Classic

With its additional guard feature this muzzle is perfect for preventing food scavenging and harmful self-licking of wounds.

The Classic's box design shape makes it ideal for dogs with longer noses like Greyhounds and Collies. Larger sizes come in a wide-fit format, perfect for broader-nosed breeds like Staffies or Rottweilers.

sizes:
1,2,3,4,5,6,7,8,9,10
Wide fit: 12/13/15/16





On their best Behaviour

The innovative, pain-free way to get your dog to pay attention.

Humane, easy-to-use and highly effective.

A specially designed nozzle uses compressed air to make a noise that replicates the natural warning hiss sound made by snakes, cats and geese (sounds which dogs are innately attuned to). Simple.

Totally pain-free, yet so effective that often just the sight of the red can be

enough to deter your dog from their bad habits.

Please remember that the Pet Corrector® is not a punishment and shouldn't be used as such. It's simply an easy way of grabbing your dog's attention and must be used alongside a training reward to help reinforce the best behaviour.

Pet Corrector® should not be used to try and correct anxiety-driven behaviours such as separation barking. It won't work and they'll still miss you!

Barking



Jumping Up



House Manners



Stealing



Pet Corrector



30ml



50ml



200ml



LOVE FROM *Head to Paw*

Our new fruity grooming range, fits any dog's coat and nose! The new & improved formulas, with upscale & yummy fragrances and our iconic packaging have arrived.

All packed with natural & wholesome ingredients that nourish the dogs fur leaving it soft, shiny and smelling great.



PACKED with our pet care *promises*



DITCH THE DIRT DEODORISING RANGE

A deodorising range suitable for all dogs and everyday use.

Deodorising Shampoo 300ml From rolling outdoors to snuggling indoors! Our powerful yet gentle shampoo uses charcoal powder to neutralize odours, leaving pooches smelling fresh, clean and ready for cuddles!

Deodorising Conditioner 250ml Enriched with charcoal and orange peel oil, this deodorising conditioner removes any remaining odour and softens any coat.

Deodorising Spray 300ml Roll, play, spray, repeat! Neutralize odors and get pooches smelling fresh on the go with this charcoal infused deodorising spray.

ORANGE
with ALOE VERA



SENSITIVE SOUL SENSITIVE RANGE

A soothing range full of nourishing ingredients for dogs with delicate skin.

Delicate skin Shampoo 300 ml Soothe delicate skin and get that tail wagging again. Our sensitive shampoo is packed with oatmeal and marula oil, gently cleansing, and calming delicate skin.

Delicate skin Conditioner 250ml Full of oatmeal and marula oil, this bottle of gentle goodness will lovingly condition the most sensitive coat.

Delicate skin Spray 300ml A spray a day keeps dry skin at bay! Enriched with soothing oatmeal and marula oil, our sensitive spray is gentle enough to use whenever pooches needs extra care.

COCONUT
with MARULA OIL





MUCKY PUP

PUPPY RANGE

A kind and gentle range, perfect for puppies' young and delicate skin.

Puppy Shampoo 300ml Feel the puppy love! Perfect for those first baths and tiny paws. Our gentle combination of chamomile and pear seed oil lovingly nourishes, leaving all pup's skin even more huggably soft.

Puppy Conditioner 250ml Made for those precious little pups, this softening conditioner is gentle enough for even the most sensitive skin.

Puppy Spray 300ml Get that mucky pup smelling sweet! Our mild Puppy Spray gently spruces up those playful pups, leaving coats sweet-smelling and smooth to the touch.

PEAR
with CHAMOMILE



FURTAISTIC

CURLY RANGE

A moisturising range, perfect for detangling long and lifeless coats.

Knot detangler Shampoo 300ml With a coat this smooth, they will be leading the pack! Detangle those stubborn knots and let that coat shine with this super-hydrating, tail-turning shampoo.

Knot detangler Conditioner 250ml For those long and furry coats, this conditioner deeply moisturises giving soft, silky and tangle-free results.

Knot detangler Spray 300ml That's one smooth looking dawg! Spray onto dry fur and brush through to effortlessly fix knots and leave fur silky, soft and tangle-free.

WATERMELON
with SHEA BUTTER



QUICK FIX

CONVENIENT RANGE

An easy, everyday range that makes cleaning more enjoyable for all.

2in1 Shampoo & Conditioner 300ml Less time rinsing means more time for cuddling! This fabulous 2-in-1 shampoo and conditioner effectively and nourishes, getting pooches clean and cuddly in half the time.

Dry clean Spray 300ml Spray your way to a peachy clean! Our peach dry clean spray is perfect for cleaning pooches on the go! Spray onto fur, let dry and brush out for an effortless refresh.

No-rinse Foam 200ml Keeping that gorgeous coat clean is now a walk in the park! Our no-rinse foam makes paw, face and fur cleaning fuss-free! Massage and towel dry for beautifully clean results.

Paw & Body Wipes 80 units Wipe away the day! Suitable for both cats and dogs, our enriched peach wipes will get pet's freshened up in seconds.

PEACH
with ARGAN OIL





ON ALL PAWS

PAW RANGE

A highly hydrating range to soothe and relieve the driest of paws.

Paw butter 40g Keep pooches buttered up! Our super nourishing paw butter is perfect for keeping cracked skin at bay! Gently massage into paws and noses whenever pooches need some extra care.

OATMEAL
with COCONUT OIL



FELIN' GOOD

CAT RANGE

An everyday range to get cats clean, soft and fluffy.

Nourishing cat Shampoo 300ml Oh fur real! Enriched with lemon and strawberry oil, this fabulous, fruity shampoo can get your cat's fur even smoother and silkier.

Cat Dry clean Spray 300ml Keep your kitty feline fresh! An easy way to freshen up! Spray onto dry coat, let dry and brush out for fabulously clean fur.

Cat No-rinse Foam 200ml A purrrfect clean for furry felines! Our no-rinse foam makes cleaning fuss-free! Massage into fur, towel dry and brush out for a beautifully clean coat.

LEMONBERRY
with LEMON OIL





Play, Learn,
Grow, Together.



Coachi[®]

Our expertly designed Coachi range was developed by Dr Roger Mugford and his team of training & behaviour specialists at the Company of Animals Pet Centre, who have been helping dogs and creating unique product solutions since 1979.

The range is focused on training through positive learning experiences, helping to create a loving bond between dogs and owners.

Different categories for easy navigation within the range



Recall & Manners



Play & Reward



Tricks & Retrieval

Training



Recall & Manners

Learning the basics of social behaviour through positive and rewarding experiences.



AVAILABLE IN:
● ●

Training Whistle

The Coach Dog Training Whistle is the perfect all round whistle anyone can use. It's suitable for all types of retrieval and obedience, gun dog and puppy training too! There is also a reflective and adjustable lanyard.



AVAILABLE IN:
● ●

Professional Whistle

This lightweight professional dog whistle allows owners to adjust the pitch to suit each dog's sensitivity or change the tone for different dogs. There is also a reflective and adjustable lanyard.



Two-Tone Whistle

The Coach Two-Tone Whistle is the perfect all-round whistle anyone can use, ensuring dogs will always receive clear signals and commands. There is also a reflective and adjustable lanyard.



Toilet Training Bells

The Coach Toilet Training Bells help make toilet training easy by helping owners to train their dogs to communicate when they need to go outside. Perfect for all puppies and dogs.



Waterproof Training Line

The Coach Training Line is great for safe training outdoors. It allows owners to give their dogs more freedom whilst keeping control in new situations. Perfect for puppies, newly acquired or nervous dogs.



Puppy Training Line

A great solution to help teach puppies or newly acquired dogs how to behave at home, it helps stop unwanted behaviour and it is a really useful tool to help simplify training.



Training Line 5m & 10m

The Coach Training Line is great for safe training outdoors. It allows owners to give their dogs more freedom whilst keeping control in new situations. Perfect for puppies, newly acquired or nervous dogs.

- 5m line: best suited to smaller puppies and dogs.
- 10m line: best suited to larger puppies and dogs.





Play & Reward

Engaging through play, to develop a positive and happy relationship between dogs and their owners.



Chase & Treat

This mentally stimulating toy can be filled with treats to encourage interaction for those dogs less interested in toys. Great for motivating dogs to play and chase.



Chase & Crinkle

The Coachi Chase & Crinkle is great for all dogs who love to chase. This fun crinkle toy has a long handle which is great for chasing and encouraging recall by luring.



Tuggi Hide

The Coachi Tuggi Hide is great for close-up play & recall training. The hidden pocket can be filled with items to encourage play and it has a strong bungee with a soft neoprene handle, to ensure games are gentle on the dog's neck and owner's arms.



Tuggi Ball

The Coachi Tuggi Ball is a super-tough foam ball with stretchy bungee handle, great for reward, fetch and tug. The soft neoprene handle makes it comfortable too!



Tuggi Tug

The Coachi Tuggi Tug is great for playing tug and also as a fun and enticing toy for games and rewarding recall. It can also help interrupt play biting and chewing.



Tuggi Helix

The Coachi Tuggi Helix is a completely new innovative design. It is lightweight, incredibly robust and features a super-strong bungee and soft neoprene handle, to ensure games are gentle on the dog's neck and owner's arms.



Tuggi Spider

The soft but strong Coachi Tuggi Spider features a strong bungee with a soft neoprene handle. It is great for games of Tug and also as a fun and enticing toy for games and rewarding recall. It can also help interrupt play biting and chewing.





Tricks & Retrieval

Extra fun to strengthen the bond and build the relationship between dogs and owners, helping to raise confident dogs.



AVAILABLE IN:
● ●

Multi-Clicker

Clicker training is easy, fun and effective! Three volume settings cater for puppies and nervous dogs right through to more boisterous canines! The adjustable wrist strap comfortably keeps the clicker to hand.



AVAILABLE IN:
● ●

Whizzclick

The Coachi Whizzclick is a great training accessory that combines two of our most popular dog training tools; a clicker and a whistle, making it an essential training product. The adjustable wrist strap comfortably keeps the clicker to hand.



Target Stick

The Coachi Target Stick is a key accessory for clicker training and tricks training as it allows dog owners to lure the dog into different positions.



AVAILABLE IN:
● ● ●

Training Dummy

The Coachi Training Dummy is a classic padded style toy, which is great for softer mouthed dogs. It's suited to all types of retrieval training, including gun dog training and it's perfect for puppy training too!



AVAILABLE IN:
● ●

Train & Treat Bag

This generously sized dog treat bag has an easy access treat compartment to keep those tasty treats to hand and an invertible liner for simple, easy cleaning.



Fetch & Reward

The Coachi Fetch & Reward is a great interactive training toy, perfect for retrieving, training, motivating play, and practicing recalls.



AVAILABLE IN:
● ● ●

Training Dumbbell

The Coachi Training Dumbbell is a classic toy and great for all types of retrieval training, including gun dog training. It's perfect for puppy training too!



AVAILABLE IN:
● ●

Pro Train & Treat Bag

The professionals choice! This extra large, easy-access treat bag has a secure hidden magnetic closure to keep treats fresh and stop them falling out!



What makes a great reward?

Well, we think it's one that a dog really likes to eat (duh!), that's also really good for them, and that an owner is really happy to give them... So that's what we made.

And believe us, our dogs really, really like to eat them!

A recipe for SUCCESS

Each Coachies® reward is only 2 calories, which makes it an ideal and effective treat to reward dogs with repeatedly during training. They're also oven-baked to lock in all those lovely nutrients and have no artificial colours, flavours or added sugars – because who wants those?



Deliciously semi-moist
& easily breakable



Oven baked to lock in
nutrition & freshness



Packed with vitamins
& minerals



Contains no artificial
flavour or sugars



Only 2 calories
per treat



Made in
the UK

Coachies



ADULT TRAINING REWARDS

Packed with vitamins, minerals and calcium, making treat time healthy. Made with Beef, Chicken & Lamb for added variety and excitement, keeping dogs motivated during training sessions.



SENSITIVE TRAINING REWARDS

Perfect for training dogs with sensitive stomachs or allergies, these treats are a wheat free complementary feed for adult dogs, with added yogurt and rice for easy digestion.



PUPPY TRAINING REWARDS

These can be fed from 8 weeks old and are packed with omegas and vitamins for brain development and added calcium for growing teeth and bones. They are made with yoghurt and Chicken, for a perfect tasty reward that's ideal for a puppy's



Protect the smile you LOVE

If you thought our 40-year credentials were good, how about 150 years! That's how long Arm and Hammer® has been in households!

Known for its wonder ingredient, baking soda, this pet dental range provides everything that a dedicated owner needs, from toothpaste and toothbrushes, to dental rinse for water bowls. Your pooch's pearly whites will never have looked so good.



Products designed for Puppy & Adult Dogs

With over 80% of dogs showing some form of periodontal disease by the age of 3, it's never too early to start preventative care and that is why we have dedicated puppy and adult dog ranges available.



Water Additive
Simply add to water bowl
For fresh breath plus plaque and tartar reduction



Mint Toothpaste
Use with finger or standard toothbrush
For ultimate cleaning and long lasting freshness



360° Toothbrush
Special design reduces cleaning time
For the ultimate teeth clean



Dental Kit
Contains everything you need to get started
Great kit for all your dogs dental needs



Dental Spray
Spray on to teeth & gums
Clings to teeth for longer lasting freshness

NEW
for
2021

Everyone Protected

Global research shows that in most countries between 60-85%* of dog owners do not secure their dog when travelling, putting themselves and their dog at risk. Combined with a worldwide trend on increasing road safety legislation, dog car harnesses are a growth opportunity in pet retail.

Our new CarSafe range of dog car harnesses can help dog owners make the right choice for their pet. The CarSafe range offers two safety focused options; a secure dog restraint harness and a fully crash test certified harness design.



Keeps dogs safe and secure in car



Single loop webbing design for strength



Lightweight with soft padding for comfort



High visibility reflective



Versatile use from car to dog walk



CarSafe™

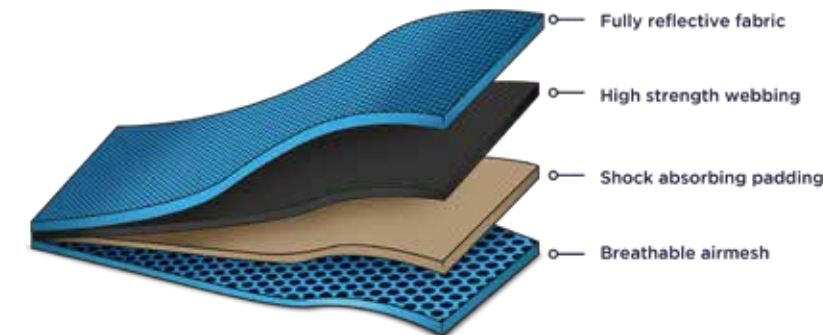


Crash Tested Harness

This crash tested dog car harness is certified up to 32Kg / 70lbs to provide extra peace of mind for dog owners. It directly links to the car seat belt system with no extra connection clip required. Thanks to its cushioned and breathable layers, dogs can travel in comfort and the latest reflective fabric technology ensures hi visibility.

Upon arrival, this lightweight harness converts to a walking harness and with both front and back lead connection points providing some extra control if needed.

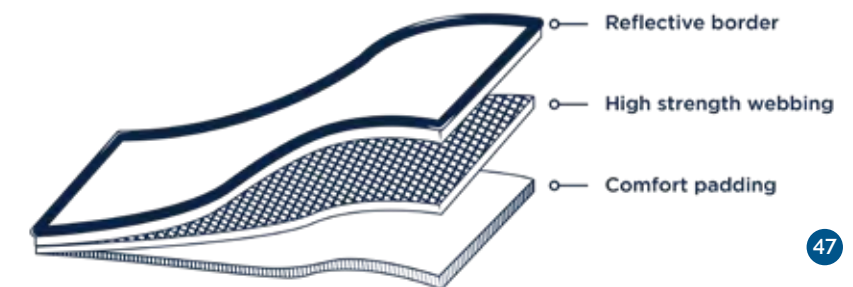
Sizes XS / S / M / L



Dog Travel Harness

Ensures dog and owner travel safely together and within the law. Utilising the car seat belt system to create a safe dog car seat belt, the Dog Travel Harness also has a padded chest piece for harness stability and comfort. Designed with reflective piping for extra visibility and on arrival changes to a comfortable walking harness.

Sizes XS / S / M / L





Happy training. Harmonious living.

Did you know?

Dog barking is one of the most common training problems. The majority of barking issues occur in and around the home. Pavlov collars have been designed, researched and tested by the Behaviour Experts at Company of Animals. Combining over 40 years of dog training behaviour knowledge and expert product design.

Using innovative digital technology our Pavlov collars react quicker than analogue types, meaning the interruptive stimulus is delivered more effectively.

With a High Tech MEMS microphone, the collar listens for barking but doesn't pick up other noises, like door banging. And for persistent barkers, our smart digital technology escalates and changes the frequency of the interruption. In response to continued disruption. Plus, with an extended battery life of 3-6 months, Pavlov has a significant advantage over many other collar designs.

Because when it comes to teaching our dogs, we're in it together.

Safe & humane



Sound & vibration
- No shock



Small and
Ultra light



Smart digital
Technology



7 Sensitivity
Levels



Intelligent
Listening



Padded &
Adjustable for comfort



Water resistant



Extended battery life:
3-6 months



Pavlov® Digital No Bark Collar

Created by the experts at Company of Animals, the Pavlov Digital No Bark Collar is designed to automatically respond to your dog's barking. The 'Anti-Bark' programme was carefully devised to achieve the best possible results; it listens to how often your dog barks and will automatically adjust the response. For example, if your dog starts to bark in quick succession, the collar will increase the frequency and length of the sound stimulus that it delivers.

The Pavlov Digital No Bark Collar is available in two sizes, so you'll be able to achieve a good fit for your dog. It's super lightweight at only 38g and is padded for extra comfort. And most importantly, unlike many collars which have uncomfortable prongs, this collar has a smooth easy-to-wear surface.

Collar Length: S | L



Ideal to use:

At home



In the car



In the garden





The ultimate TOUGH BALL

With Boomer Ball he will have endless hours
of great fun!

It is a great entertainment for those ball-obsessed dogs
and because it's made of super-tough material, it's
perfect for highly energetic toy destroyers too.

Playing with Boomer Ball is also a great exercise for
dogs. While chasing and pushing the ball with their nose
and paws, they run and move around in a very healthy
game. It's so fun that even tigers, bears, elephants and
other inquisitive animals love Boomer Balls.

BOOMER BALL!



Boomer Ball

Made of super-tough polyethylene, Boomer Ball is suitable for any dog breed. Because it's not
designed for your dog to carry, it should be bigger than the dog's jaw gape.

Available in 4 sizes:

4 inch/100mm, 6 inch/150mm, 8 inch/200mm, 10 inch/250mm

Virtually indestructible
Good for their health
Great for chase and conquer



Slow it DOWN

Got a greedy dog who eats too fast? Or is your cat in need of some mental stimulation? The Slow Feeders are just what you need to turn mealtimes into a challenging game.

Cats and dogs lack mental stimulation throughout the day which can lead to boredom and unwanted behaviours. The Slow Feeders stimulate pet's natural behaviour and motivate them to find and push food out of the grass shaped feeder, keeping them entertained while eating slower.

Eat slower. Be healthy. Have fun.

slow feeders®

Dogs



Mini & Regular

Cats



Regular

Feeders

Green Slow Feeder and Catch Interactive Feeder are both made from phthalate free plastic, can be used indoor or outdoor and are dishwasher safe. They are designed for all dogs and cats regardless of weight and breed. It can contain both dry and wet food.

Turn meals into a game
Goodbye boredom
Happier, healthier pet



Thank you
for your time

