

Hi there.

Velcome

to our World.

Product Catalogue







Founded in 1979 by Dr Roger Mugford, a renowned UK dog expert and behaviourist, Company of Animals is a hub of activity, research and innovation. We are constantly developing exciting products that work to resolve petrelated behaviour and training problems, improve animal welfare and enrich the lives of pets and their families.

- +60 employees

- Offices in UK, USA, Australia

- Warehouses in UK, USA, Australia, China and
The Netherlands





We're on a Me're on a

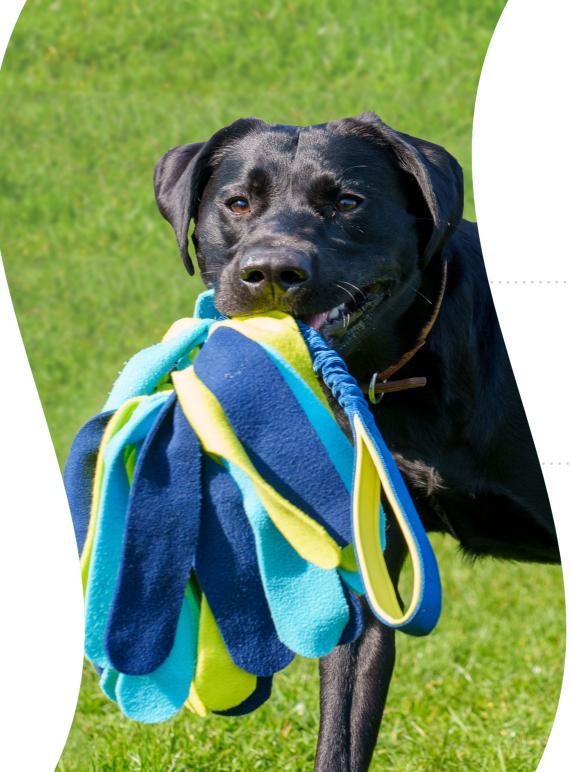
To enrich the lives of animals and their owners through innovative, best-in-class products and services.



Company of Animals Values

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

truly believe in.





We endeavour to be kind to animals, our community, and our planet.

Be Fair

To continue to be fair to our customers, vendors, and colleagues.

Be Bold

We aspire to be entrepreneurs and innovators, be bold and prepared to take risks.









Our Pledge to CB etter Euture

Sustainability is the core of our actions and global contributions. We minimise our carbon footprint, enhance packaging recyclability by reducing plastic usage, support solar panel development, and champion various green initiatives.

Additionally, we engage in philanthropy, supporting **charities worldwide**. Our ongoing commitment to environmental responsibility is reflected in these efforts, driving us towards a better and more sustainable future.





Introducing our new

CEC



The knowledge and experience I have gained from interacting with pets and their owners on a daily basis throughout my veterinary career provides a unique insight enabling me to lead the Company of Animals into the next chapter, building on the strong foundations created by my father, Dr. Roger Mugford.

We plan to expand the worldwide presence of our 5 core brands, delivering humane and effective training, behaviour and grooming products, and developing new and innovative products to enrich the lives of pets and their owners, helping them lead happier and healthier lives.

Dr. Emily Mugford BVetMed(Hons) MRCVS

CEO and Veterinary Surgeon



Training/Lifestyle

Training/Behaviour













Grooming/Health/Hygiene





Cat Furniture







* What's NEW in 2024

Discover our new Halti Anatomy range!

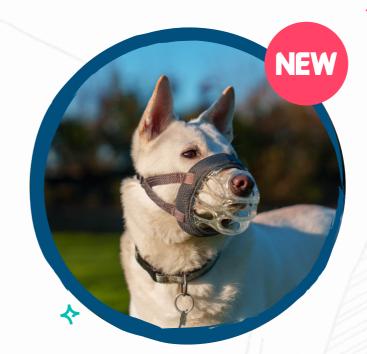
Our cutting-edge line of premium dog walking accessories designed around the dog's anatomy, allowing complete freedom of movement! Explore three innovative products tailored for every life stage, available in four vibrant colours!



Learn more on page **24-25**

Baskerville unveils disruptive muzzle innovation!

The unveiling of INVISA is set to disrupt the muzzle category, while redesigned classics promise to propel the industry forward, making muzzles stronger, safer and more customizable!



Learn more on page **34-35**

Experience earth friendly shampoo with Pet Head!

Our 3-in-1 shampoo bar offers cleansing, hydration and nourishment all in one. Crafted with responsibly sourced ingredients and entirely plastic free, it's the sustainable choice for reducing grooming waste.



Learn more on page

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Halli

A leader in innovative dog training and walking solutions.

Halti Train addresses pulling problems, while Halti Walk offers diverse everyday products.

Our Brand Values







Solution Orientated



Forward Thinking



Dog & Owner Bond









Halti Train stands as the pioneering arm of Halti, tracing its inception back to 1979 when we introduced the first headcollar for dogs. It's the area of Halti dedicated to developing effective training solutions for addressing pulling problems in dogs.

Our legacy of innovation continues as we develop products that enhance the walking experience.











Colour: Black

Sizes: XS, S, M, L



Halti Optifit Headcollar

Ideal for broad or short nosed breeds

Colour: Black Sizes: S, M, L



Halti Front Control Harness

A great option, with no leg lifting required

Colours: Black/Red Sizes: S, M, L



Halti Training Lead

Versatile in design and provides optimal control for no pull training with Halti Headcollars and Harnesses.



Halli Walk

Halti Walk covers a diverse range of everyday walking products tailored to varying needs. The Go range is for those seeking simplicity without compromising quality.

Whereas the Anatomy range, backed by scientific studies, offers premium walking products that are designed around the dog's anatomy and ensure maximum freedom of movement.

designed around the dog's anatomy and ensure maximum freedom of movement.









Anatomy Harness





The Anatomy Puppy Harness is designed to adjust as a young dog grows, making it the perfect first harness for puppies and an ideal choice for miniature breeds.

Sizes: XXS, XS

Colour: Grey

The Anatomy Harness has been designed around the dog's anatomy to provide complete freedom of movement and is perfect for running, hiking and walking.

Sizes: XS, S, M, L, XL

Colours: Grey, Teal, Green, Magenta



The Anatomy Multi Lead is a uniquely versatile dog lead that offers a range of uses and features, including a shock absorbing bungee that can be used for different activities.

Sizes: S. L

Colours: Grey, Teal, Green, Magenta















The Halti Go Range

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



Halti Lead

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

Sizes: 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.

Sizes: XS | S | M | 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.

Sizes: 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.

Sizes: L



Halti Comfort Collar

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

Sizes: XS | S | M | L



Halti Comfy Harness

This comfortable dog harness is made from highgrade nylon and lined with a cosy soft fleece. Perfect for longer walks, the harness has an adjustable chest strap to ensure a tailored fit and a fleece lining to reduce any rubbing. Ideal for elderly dogs and puppies thanks to the extra comfort

Sizes: XS | S | M | L | XL





Everyone Protected Protected

1 in 3 dog owners globally don't secure their dogs during travel, even where legally required, risking danger for both themselves and their pets.* With a global rise in road safety laws, dog car harnesses present a growth opportunity in the pet retail market.

Our CarSafe range of dog car harnesses provides peace of mind for responsible dog owners.





Versatile use from car to walk



Direct seatbelt attachment



Lightweight and breathable



Crash Tested Harness

Certified up to 32kg / 70lbs, this crash tested dog harness ensures the top level of safety for dogs. Lightweight and padded for comfort, the harness directly attaches to any car seat belt system.

Sizes XS / S / M / L



Dog Travel Harness

The Dog Travel harness ensures dog and owner travel safely and within the law. Ideal for everyday usage, It has a padded chest piece for stability and easily transitions to a lightweight walking harness on arrival.

Sizes XS / S / M / L



US Federal Motor Vehicle Safety Standards (FDMVSS)21 Child Restraint Systems



Canadian Motor Vehicle Safety Standards (CMVSS)213 Child Restraint Systems

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Baskerville

EST. 1987

Designed by experts for over 35 years.

Baskerville humane muzzles guarantee top standards of safety both for dog and owner, while allowing the best comfort possible for the dog to pant, drink and take treats.

Our Baskerville range is suitable for all situations, from re-training aggressive dogs, to visits to vets and groomers and public transports, and is available in a variety of shapes and sizes, making it ideal for small, medium and large breeds.



Baskerville EST. 1987



Designed dog-first

Our humane muzzles allow the dog to pant, drink and receive treats freely.



Designed for safety

Our unique design provides advanced bite protection and peace of mind for people around.



Designed for a custom fit

Our TPR basket is reshapable in hot water for an optimal fitting.

A muzzle for every need, all designed in TPR and reshapable in hot water

Baskerville ULTRA Muzzle

The globally best-selling Baskerville ULTRA muzzle fits most breeds. Its patented basket design ensures safety for dogs and owners, allowing comfort for panting, drinking, and treating. The removable head strap adds extra safety.

sizes: 1-6



Baskerville CLASSIC Muzzle

The NEW Classic Muzzle, with improved TPR material for reshaping in hot water. Including a guard insert to prevent scavenging and wound licking.

Designed for longer-nosed breeds like Greyhounds and Collies, it is padded for enhanced comfort.

Sizes 1-10



Baskerville WIDE FIT Muzzle

The Baskerville Wide Fit Muzzle is specifically designed for broad or short nosed dogs to provide a secure fit. The new TPR material is strong yet lightweight and is padded to ensure comfort in all situations.

sizes: 1,2





INVISA Designed and patented, using computer opti



Designed and patented, using computer optimized topology, Baskerville INVISA is clearly the next generation of muzzle.









Pet êrectore

The Original Sound-Based Training Aid. Humane, easy-to-use and highly effective.

Pet Corrector works by interrupting unwanted behaviour (such as barking) with a hiss sound that replicates the natural warning hiss sound made by snakes or cats. The sound simply distracts their unwanted behaviour, and dogs should be immediately rewarded with a treat or praise, so there is a positive association with stopping the unwanted behaviour and receiving a reward.





Excessive Barking



Dog Fight/Attacks



Jumping Up



House Manners





Pet êrectore







30ml

5on

200ml







Play. Learn. Grow. Together.

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.

Uniquely designed

for all stages of dog training











Recall & Manners

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



Training Whistle

The Coachi 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.



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 Coachi Two-Tone Whistle is the perfect allround 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 Coachi 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.



Training Line 5m & 10m

The Coachi 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.



Waterproof Training Line

The Coachi 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.



Coachi





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.



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.



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.



Fetch & Reward

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



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!



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.



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!



Pro Train & Treat Bag

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





The ultimate TCUGH TGUALL BALL ALL The ultimate TAGUALL TOUGH TOU

With Boomer Ball your dog will have endless hours of great fun!

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

Good for mental stimulation the Boomer Ball is designed to keep dogs mentally stimulated for hours by using the dogs natural instinct to chase.

It even floats on water too! The lightweight, waterproof material makes this the ideal toy for dogs that love water.



Designed for those larger-than-life characters who love to chase and conquer. It is designed not to be picked up by the dog, so should be a size bigger than the dog can carry. Perfect for dogs who love to herd and push ball around with their nose!

Available in 4 sizes:

10 inch/250mm 2 8 inch/200mm 3 6 inch/150mm 4 4 inch/100mm

Virtually indestructible • Puncture proof • Great for outdoor use One of the toughest toys on the market • Great exercise



PACKED with our pet care

promises





· LOVE FROM Head to Paw

Our fruity grooming range fits any dog's coat and nose!

Our improved formulas, with upscale & yummy fragrances and our iconic packaging, are packed with ethically & responsibly sourced natural ingredients that nourish dogs fur leaving it soft, shiny and smelling great.







SHAMPOO BAR

FOR ALL COATS 3-IN-1

Our NEW Pet Head Pomegranate Dog Shampoo Bar – a natural and eco-friendly choice 3-in-1 - cleanses, hydrates, and nourishes.

Shampoo Bar 85g Crafted with responsibly sourced ingredients, it leaves the pet's coat irresistibly soft and shiny. Our bar is 100% plastic-free, providing a sustainable solution for waste reduction.

This bar works as effectively as liquid shampoo but offers more washes. Can be used in all areas and coats.

POMEGRANATE EXTRACT

with OAT KERNEL EXTRACT and COCONUT 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 & COCONUT
with OATMEAL EXTRACT
and COCONUT OIL



SENSITIVE SOUL

SENSITIVE RANGE

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

Sensitive Soul Shampoo 300ml Soothe delicate skin and get that tail wagging again. Gently cleansing, and calming delicate skin.

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

Sensitive Soul Spray 300ml A spray a day keeps dry skin at bay! our sensitive spray is gentle enough to use whenever pooches needs extra care.











QUICK FIX

CONVENIENT RANGE

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

Cleans and nourishes in half the time!

2in1 Shampoo 300ml & Conditioner 250ml This fabulous 2-in-1 shampoo and conditioner effectively and nourishes, getting pooches clean and cuddly in half the time.

Dry clean Spray 300ml 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 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 Suitable for both cats and dogs, our enriched peach wipes will get pet's freshened up in seconds.





MUCKY PUP

PUPPY RANGE

A kind and gentle range, perfect for puppies or dogs with delicate skin.

Puppy Shampoo 300ml Feel the puppy love! Perfect for those first baths and tiny paws. Our gentle 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 Our mild Puppy Spray gently spruces up those playful pups, leaving coats sweet-smelling and smooth to the touch.





FURTASTIC

LONG AND CURLY HAIR / DETANGLING

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

Furtastic Shampoo 300ml Detangle those stubborn knots and let that coat shine with this super-hydrating, tail-turning shampoo.

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

Furtastic Spray 300ml Spray onto dry fur and brush through to effortlessly fix knots and leave fur silky, soft and tangle-free.











DITCH THE DIRT

DEODORISING RANGE

A deodorising range for very dirty dogs, breeds that tend to be smelly or for the more senior dogs.

Deodorising Shampoo 300ml 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 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.





FELIN' GOOD

CAT RANGE

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

Nourishing cat Shampoo 300ml 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 An easy way to freshen up! Spray onto dry coat, let dry and brush out for fabulously clean fur.

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





BIRTHDAY SPARKLE

CELEBRATORY RANGE

For their B-Day or Gotcha Day this celebratory range will make all furry friends feel special!

Birthday Sparkle Shampoo 300ml Our Birthday Sparkle Shampoo is great to clean and nourish all skin types. Enriched with marshmallow extract and peach kernel oil that help hydrate and provide a shiny c nourishing effect.

Birthday Sparkle Spray 300ml A spray on their big day & they'll be fresh and on their way! This fabulous spray is great to clean and soothe all skin types.





HOLIDAY EDITION

SENSITIVE SKIN

A special range to care for their skin throughout the holidays!

Holiday Edition Shampoo 300ml and Holiday Edition Spray 300ml 'Tis the season! Treat your pooch with our shampoo and deodorising spray - ideal for dog's with sensitive skin. This combo will leave your pup feeling jolly soft and smelling super festive. A fragance with notes of clove, nutmeg and caramel which is the perfect winter warmer for you and your pooch.











Protect the smile you

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, dental range provides everything that a dedicated owner needs, from toothpaste and toothbrushes, owner needs, for water bowls. Your pooch's pearly whites will never have looked so good.



Baking Soda

Acts as a powerful, yet gentle natural cleaning agent.



Coconut water

Is rich in nutrients, providing essential electrolytes for hydration.



Long lasting

Coconut oil formulas last and work for longer than water-based.



Natural

The ultimate mix of natural ingredients for a healthy, clean mouth.



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.



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.

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.





SIOWIT

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 behaviour of the grass shaped feeder, keeping them food out of the grass shaped slower.

entertained while eating slower.

Eat slower. Be healthy. Have fun.





















The Green Slow Dog Feeder is available in 2 sizes: Mini, perfect for puppies and small dogs and regular, suitable for medium to large breeds. The Catch Interactive Cat Feeder, is available in one size and perfect for all kittens and cats of all ages.

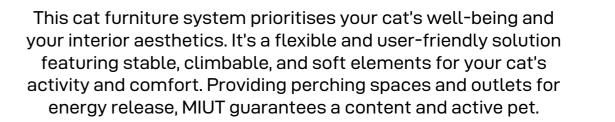
Feeders

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.

Slows down eating time, which can reduce the risk of Bloat* Turns meals into a challenging game Ideal for dogs and cats on a restricted calorie diet







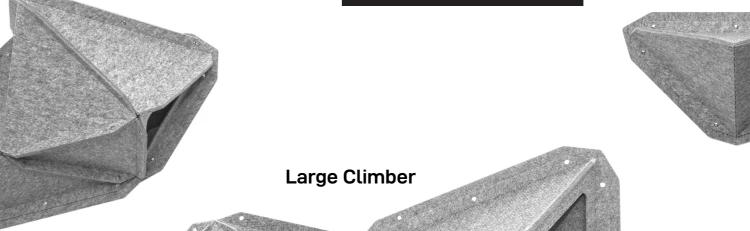
Functional and durable

MIUT is all about convenience and longevity. Its functional and durable design makes it a breeze to use, and it can be adapted and extended to accommodate new needs and living spaces. Plus, the unique modular design lets you repair and maintain climbing elements as required, ensuring its lasting quality.





Medium Climber



By combining different sizes and mounting them to the wall, you can create new territory for your cat.

Small Climber

Available in three sizes:

Small – 56cm x 33cm x 35cm Medium– 85cm x 50cm x 35cm Large – 107cm x 45cm x 40cm









Thank you

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