



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

Product Catalogue





Who we are

Founded in 1979 by Dr Roger Mugford, a renowned UK dog expert and behaviorist, Company of Animals is a hub of activity, research and innovation. We are constantly developing exciting products that work to resolve pet-related behavior 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 **mission**

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.



Be Kind

We endeavor 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 a Better Future

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 CEO



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, behavior 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



Our portfolio of global brands



Training/Lifestyle



Training/Behavior



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 **53**





Halti®

A leader in innovative dog training and walking solutions. Halti Train addresses pulling problems, while Halti Walk offers diverse everyday products.

Our Brand Values



Dog Focused



Solution Orientated



Forward Thinking



Dog & Owner Bond



**Walking with
you since 1979**

Halti® Train

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.



Halti Train



The **Halti**[®] Train Range

Halti[®] Train

Halti Headcollar

Perfect for strong pullers

Colors: Black, Red
Sizes: 0, 1, 2, 3, 4, 5



Halti No-Pull Harness

A simple solution for all breeds

Color: Black
Sizes: XS, S, M, L



Halti Optifit Headcollar

Ideal for broad or short nosed breeds

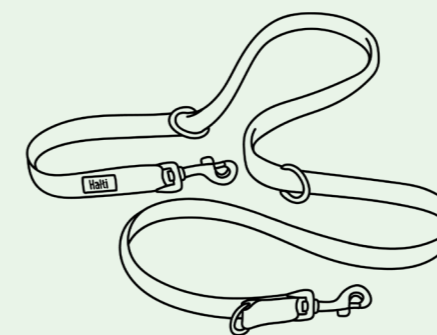
Color: Black
Sizes: S, M, L



Halti Front Control Harness

A great option, with no leg lifting required

Colors: 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.

Halti Train



Halti[®]

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.



Discover the **NEW** Anatomy range!



Anatomy Puppy 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

Color: Grey



Anatomy Harness



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

Colors: Grey, Teal, Green, Magenta



Anatomy Multi Lead



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

Colors: 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!



Color:



Halti Lead

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

Sizes: L



Colors:



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



Colors:



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



Colors:



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



Colors:



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



Color:



Halti Comfy Harness

This comfortable dog harness is made from high-grade 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

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.

*Ford-commissioned survey 2018



Versatile use from car to walk



Direct seatbelt attachment



Lightweight and breathable

CarSafe™



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



Elected as Best dog muzzle**, Baskerville is recommended and used by behaviorists and vets around the world.

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.

Source: **Insider December 2023, US



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

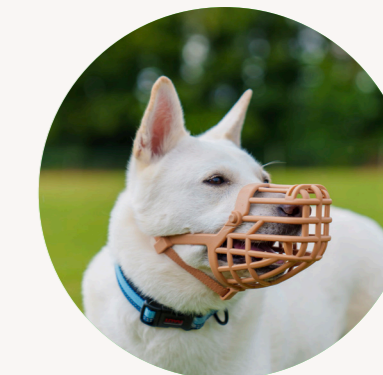
Baskerville ULTRA Muzzle

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



INVISA

NEW!

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

30% **stronger** and 30% **lighter**

Unique V-shaped reflective strapping for **safety** and **stability**



Clear basket design, lets dogs read social signs

Breathable padding for **enhanced comfort**

Training & Behavior



RESHAPABLE IN HOT WATER FOR A CUSTOM FIT





Life gets better,
naturally



Pet Corrector®

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

Pet Corrector works by interrupting unwanted behavior (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 behavior, and dogs should be immediately rewarded with a treat or praise, so there is a positive association with stopping the unwanted behavior and receiving a reward.



Pet Corrector helps owners tackle unwanted behavior



Excessive Barking



Dog Fight/Attacks



Jumping Up



House Manners

Safe Nature's Hissing Sound



Pet Corrector®



30ml



50ml



200ml

Training & Behavior



Perfect for puppies and dogs
8+ weeks

Uniquely designed
for all training needs

Developed by
Company of Animals experts

Coachi



Our expertly designed Coachi range was developed by Dr Roger Mugford and his team of training & behavior 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



Training



Recall & Manners

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



AVAILABLE IN:

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.



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 Coachi 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 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 behavior and it is a really useful tool to help simplify training.



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.



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!



Fetch & Reward

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



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!



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.



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!



The ultimate TOUGH BALL

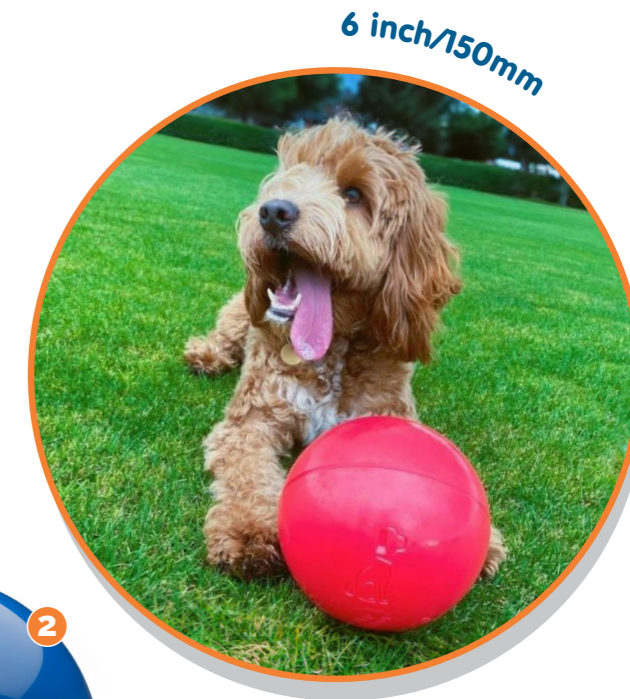
With Boomer Ball your dog will have endless hours of great fun!

It's great entertainment for those ball-obsessed 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.

BOOMER BALL!



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:

- 1 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

- VEGAN
- PH BALANCED
- CRUELTY FREE
- GENTLE FORMULAS
- FRUITY FRAGRANCES
- NEW BONE CAP
- NATURAL OILS & EXTRACTS



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 3 oz 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 1.4 oz 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 16 fl oz Soothe delicate skin and get that tail wagging again. Gently cleansing, and calming delicate skin.

Sensitive Soul Conditioner 8.4 fl oz Full of oatmeal and marula oil, this bottle of gentle goodness will lovingly condition the most sensitive coat.

Sensitive Soul Spray 10.1fl oz A spray a day keeps dry skin at bay! our sensitive spray is gentle enough to use whenever pooches needs extra care.

COCONUT
with MARULA OIL





QUICK FIX
CONVENIENT RANGE

An easy, everyday range that makes cleaning more enjoyable for all. Cleans and nourishes in half the time!

2 in 1 Shampoo & Conditioner 16 fl oz This fabulous 2-in-1 shampoo and conditioner effectively and nourishes, getting pooches clean and cuddly in half the time.

Dry clean Spray 10.1fl oz 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 6.7 oz 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.

PEACH
with ARGAN OIL



MUCKY PUP
PUPPY RANGE

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

Puppy Shampoo 16 fl oz Feel the puppy love! Perfect for those first baths and tiny paws. Our gentle formula leaves all pups' skin even softer and more huggable.

Puppy Conditioner 8.4 fl oz Made for those precious little pups, this softening conditioner is gentle enough for even the most sensitive skin.

Puppy Spray 10.1fl oz Our mild Puppy Spray gently spruces up those playful pups, leaving coats sweet-smelling and smooth to the touch.

PEAR
with CHAMOMILE



FURTASTIC
LONG AND CURLY HAIR / DETANGLING

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

Furtastic Shampoo 16 fl oz Detangle those stubborn knots and let that coat shine with this super-hydrating, tail-turning shampoo.

Furtastic Conditioner 8.4 fl oz For those long and furry coats, this conditioner deeply moisturises giving soft, silky and tangle-free results.

Furtastic Spray 10.1fl oz Spray onto dry fur and brush through to effortlessly fix knots and leave fur silky, soft and tangle-free.

WATERMELON
with SHEA BUTTER





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 16 fl oz Our powerful yet gentle shampoo uses charcoal powder to neutralize odours, leaving pooches smelling fresh, clean and ready for cuddles!

Deodorising Conditioner 8.4 fl oz Enriched with charcoal and orange peel oil, this deodorising conditioner softens any coat.

Deodorising Spray 10.1fl oz Roll, play, spray, repeat! Neutralize odors and get pooches smelling fresh on the go with this charcoal infused deodorising spray.

ORANGE
with ALOE VERA



FELIN' GOOD CAT RANGE

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

Nourishing cat Shampoo 16 fl oz Enriched with lemon and strawberry oil, this fabulous, fruity shampoo can get your cat's fur even smoother and silkier.

Cat Dry clean Spray 10.1fl oz An easy way to freshen up! Spray onto dry coat, let dry and brush out for fabulously clean fur.

Cat No-rinse Foam 6.7 oz 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



BIRTHDAY SPARKLE CELEBRATORY RANGE

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

Birthday Sparkle Shampoo 10.1fl oz 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 & nourishing effect.

Birthday Sparkle Spray 10.1fl oz 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.

COTTON CANDY
with MARSHMALLOW EXTRACT



HOLIDAY EDITION SENSITIVE SKIN

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

Holiday Edition Giftset 20.2 fl oz (Shampoo 10.1 fl oz & Deodorising Spray 10.1 fl oz)

'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 fragrance with notes of clove, nutmeg and caramel which is the perfect winter warmer for you and your pooch.

ROASTED CHESTNUT
with CINNAMON EXTRACT





This cat furniture system prioritises your cat's well-being and your interior aesthetics. It's a flexible and user-friendly solution featuring stable, climbable, and soft elements for your cat's activity and comfort. Providing perching spaces and outlets for energy release, MIUT guarantees a content and active pet.

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.



Easy to clean



Can withstand up to 8kg



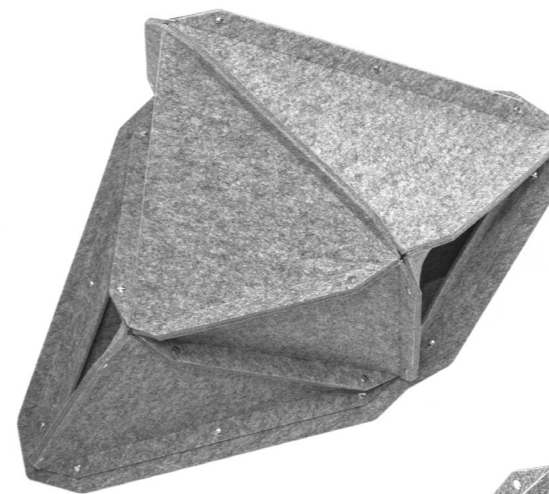
Easy to build



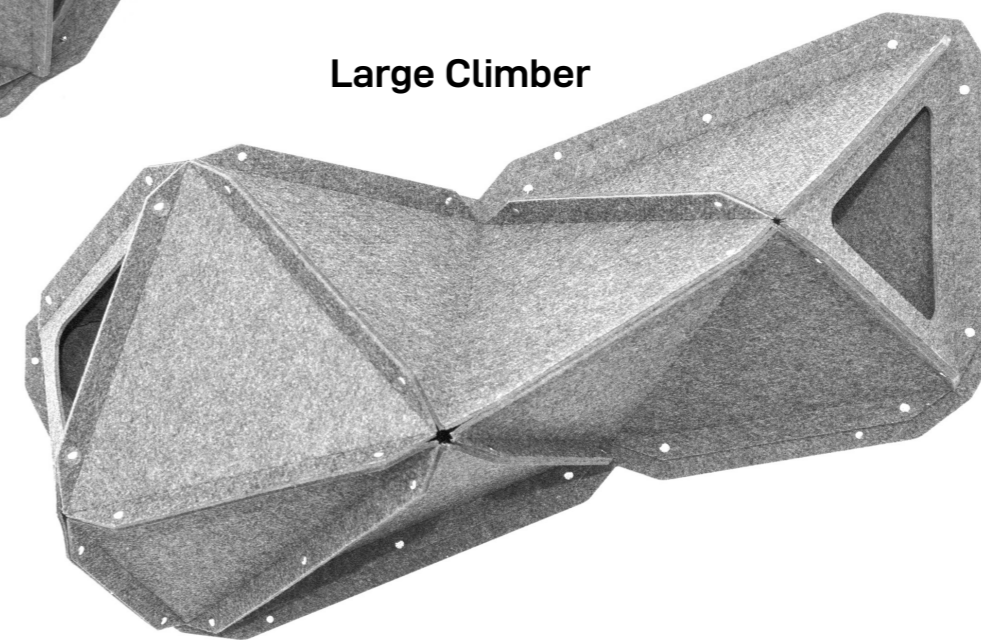
Recyclable



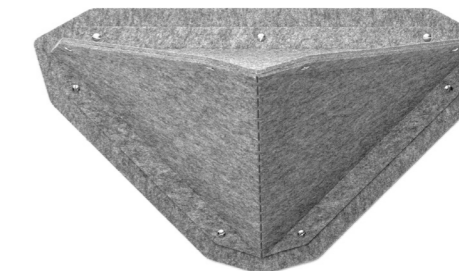
Medium Climber



Large Climber



Small Climber



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

Available in three sizes:

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



Thank you

salesus@wearecoa.com

