

Coachi®

Play. Learn. Grow. Together.

Train Like a Pro

Tips & Tools from the Experts at Coachi by Company of Animals.
Each week, our expert training and behavior centre at Company of Animals welcomes 400 dogs, supported by groomers and an on-site physio. That's why we've created a range of training products perfect for every stage of your dog's learning journey.

With over 30 products, including a dedicated range for puppies and small dogs, Coachi has every area of training covered.

learn

Learn: The first stage of training, focused on building basic behavior and communication. Ideal for new dog owners, this includes recall lines, whistles and toilet training bells to lay strong foundations.

play

Play: Strengthen your bond through games and rewarding interactions. Tug and fetch toys are perfect for fun training sessions, especially for dogs less motivated by food.

fun & tricks

Fun & Tricks: Ready to go beyond the basics? This stage adds variety with extra games and activities to keep training engaging and exciting.

rewards

Rewards: Coachi Rewards are dedicated to enriching your dog's training journey. Whether it's mastering basic commands or providing mental stimulation, Coachi Rewards support your dog's development.

Find us

For more information please visit
www.companyofanimals.com

COMPANY OF ANIMALS EST. 1979

Coachi

Reward-Based Training

At Coachi, we believe in the power of positive reinforcement. Using rewards, like tasty, bite-sized training treats, helps motivate and encourage your dog to learn. Many dogs also love working for toys, just like those in agility or police training.

For best results, mix it up, with both reward toys and treats to keep training fun, engaging, and effective.



Tuggi Reward Toys – Chase Engagement Toys

Built for interaction - Designed for you and your dog to use together during training.

Reward-focused - Given after good behavior to reinforce learning.

Not for solo play - Keeping the toy special makes it a more effective reward.

Great for non-foodies - Perfect for dogs less motivated by treats.

Ideal for puppies – Helps manage biting and chewing by providing an appropriate outlet.

Teething support – Encourages healthy chewing habits during the teething stage.



Find us

For more information please visit
www.companyofanimals.com

COMPANY OF ANIMALS EST. 1979

Coachi

Coachi natural treats

Designed by Experts, Loved by Dogs

Perfect for reward-based training, the range includes Puppy and Dog variants, alongside a new Calming option for relaxation and focus. Each calming treat contains on average 66mg of L-tryptophan and may help calm dogs prior to vet visits.



How many treats to feed?

Training Treats

With just 2 calories each, these treats are perfect for frequent use during training. Remember to adjust your dog's daily food intake accordingly.

Calming Treats

Offer 1 treat per 5kg of your dog's body weight.

Dog size	Dog weight	No. of treats
Small	5-10kg	1-2 treats
Medium	10-20kg	2-4 treats
Large	20-30kg	4-6 treats
X-Large	30-40kg	6-8 treats

Find us

For more information please visit **www.companyofanimals.com**

Company of Animals EST. 1979

Coachi

Puppy & Mini Coachi

Designed for little learners!

Perfect for puppies and small breeds, the range features engaging training aids to build confidence, encourage play and develop essential skills from day one!



Play



Motivate





Reward



Train

Early Walks & Socialization

Training Line 5m – encourages gentle exploration while keeping your puppy close
Treats & Treat Pouch – ideal for rewarding calm behavior in new environments

Teaching Recall

Training Line 5m – provides safe freedom while practicing recall
Whizzclick – combines a loud whistle to get attention and a clicker for marking good behavior
Treats or Reward Toys – offer instant praise and motivation when your puppy returns

Teething & Biting

Reward Toys – redirect biting by encouraging play with toys, not hands
Training Line 2.5m – helps manage interactions and redirect unwanted behavior

Toilet Training

Toilet Training Bells – lets your puppy signal when they need to go outside
Treats or Reward Toys – reinforce successful toilet trips with positive rewards

Find us

For more information please visit
www.companyofanimals.com

Company of Animals EST. 1979

NEW!

Coachi Boomi Ball





Keeps dogs active

Floats on water

For energetic dogs





Built to last

Suitable for all ages & breeds

Solving everyday behavior challenges

Reduces boredom

Refines focus

Releases energy

Redirects chewing

Diameter/ Diameter	Typical Breed/ Typical Breed
4”/10cm	Jack Russell / Westie / Pug
6”/15cm	Border Collie / Cocker Spaniel / Frenchie
8”/20cm	Retriever / Boxer / Staffie
10”/25cm	GSD / Rottweiler / Doberman

Designed for chasing (not carrying) choose a size larger than your dog’s jaw.

Find us

For more information please visit **www.companyofanimals.com**

COMPANY OF ANIMALS EST. 1979

learn

Coachi
Play. Learn. Grow. Together.

Coachi Training Whistles

A dog whistle provides a clear, consistent sound that travels further than your voice, making it ideal for recall training, long-distance communication, and ensuring consistent cues when multiple handlers are involved.

Getting Started

You will need







1. Training your dog to react to the whistle is a simple task of linking the sound with a reward.
2. Firstly, condition your dog to the sound of the whistle by blowing the whistle and then immediately give your dog a treat. They don't have to be sitting or doing anything else.
3. To reward your dog use high value rewards treats (taken from their daily food allowance) or other motivator such as a Reward Toy.
4. A whistle can be helpful for consistency especially if your dog is walked by different people and for the sound to be heard by your dog over a longer distance.



Teaching recall & distance sit

Before you start, decide on your whistle signal; typically 3 × short whistles for recall, 1 × long whistle for sit

Recall

1. Attach Training Line (only to flat collar or harness).
2. Allow dog to wander (only a short distance).
3. Call his name enthusiastically and give your chosen whistle command and open your arms wide.
4. Back away from dog, encouraging him towards you.
5. If he is reluctant, use the Training Line to "reel" him in.
6. Once he has reached you, praise and reward.
7. Repeat until consistent.
8. When responding well, stop using your verbal command and just use the whistle and open arm signal.
9. Repeat, gradually increasing the distance.
10. Once consistent, you can remove the Training Line.

Distance Sit

1. Hold a treat just above your dog's nose, and slowly move it back over his head. His bottom should go to the floor (if he jumps up you have the treat too high).
2. As he sits, give your whistle command.
3. Praise and reward in the sit position.
4. Give a release command, such as Finish and encourage him forward.
5. Repeat, gradually phasing out using the treat.
6. When consistent, increase the distance between you and your dog before asking for the sit. It is important to return to your dog to reward him, so he understands the reward is for sitting and not for returning to you.

learn

Coachi

Coachi Training Lines

A reliable recall is one of the most important skills for keeping your dog safe and giving them freedom to explore. Using a training line allows you to practice recall safely and consistently, helping to build trust and responsiveness without the risk of your dog running off.

Only ever attach a training line to a flat collar or harness

5m lines: Perfect for small puppies & dogs

10m lines: Ideal for larger dogs and recall practice

Waterproof lines: Easy to wash and clean, perfect for muddy walks and beach visits!

Training Line: Teaching recall



You will need





1. Attach Training Line (only to flat collar or harness).
2. Allow dog to wander (only a short distance).
3. Call his name 'enthusiastically' and give his recall command i.e. "Come".
4. Back away from dog, encouraging him toward you.
5. If he is reluctant, use the Training Line to 'reel' him in.
6. Once he has reached you, praise and reward with treats or Reward Toy.
7. Repeat until consistent, gradually increasing the distance between you and your dog.
7. Once responding well, try dropping the Training Line and repeat as above, if he does not return pick up
8. Training Line and repeat again until consistent.
9. When consistent with the Training Line on the floor, you can try removing the Training Line.



Find us

For more information please visit **www.companyofanimals.com**

COMPANY OF ANIMALS EST. 1979

Training Made Easy with Coachi

A quick reference guide

	Toilet training	Separation anxiety	Biting & chewing	Walking/ socializing	Recall	Excessive barking	Jumping up/ attention seeking
Coachi Whistles 					✓		
Coachi Multi-Clicker 	✓						✓
Coachi Whizzclick 	✓				✓		✓
Coachi Toilet Bells 	✓						
Coachi Puppy Training Line 2.5m 	✓	✓	✓			✓	✓
Coachi Training Lines 				✓	✓		
Coachi Reward Toys 			✓	✓	✓	✓	✓
Coachi Natural Training Treats 			✓	✓	✓	✓	✓
Coachi Natural Calming Treats 						✓	✓
Coachi Treat Bag 	✓	✓	✓	✓	✓	✓	✓

Find us

For more information please visit
www.companyofanimals.com