



Active Recovery™ Specialist Dog Beds

Trade sales to veterinary practitioners

The Active Recovery range of pressure relief dog beds is design for dogs with joint issues, arthritis and those recovering from injury or surgery. Their construction is based on pressure relief structures used in medical environments. The castellated foam surface moves in response to loading, resulting in the dog lying in a neutral position, minimising load to sensitive zones. The beds comprise of a layer of high density upholstery foam for support topped by a castellated foam for pressure relief. The castellated foam is either memory foam or, for dogs who overheat easily, a light weight upholstery foam, which we call the CoolComfort option. Beds for medium to large dogs (over 15kg) are 10cm deep and for small and toy breeds, an 8cm deep bed is available - Active Recovery Lite.

The term orthopaedic could reasonably be applied to these beds, though no specific work has been conducted on the 'orthopaedic' benefits of these or any other dog bed making orthopaedic claims.

The range was designed by the Big Dog Bed Company and is sold online to the domestic market. Covers are waterproof, machine washable, antibacterial, urine and stain resistant and very hard wearing.



POSTER AND LEAFLET FACE

The same construction with waterproof, antibacterial PU covers with thermally welded seams is also sold to the veterinary market for use in kennels.

Trade sales on a drop shipping basis

We are offering these beds for trade sale to those involved in the veterinary care of dogs – vets, physiotherapists, hydrotherapists, and complementary therapists on a drop shipping basis. This avoids tying up space and money in stock. Orders and payment are taken by the practice or therapist and emailed to the Big Dog Bed Company which will fulfil the order and send the bed either directly to your client or to the practice for collection. The mark up varies with the bed size and varies between 36 and 42% of the trade price. The order forms and leaflets are personalised to the practice or therapist. An example can be found below.

| | ActiveRecovery Lite 8cm deep | | | | ActiveRecovery 10cm deep | | | |
|----------------|------------------------------|---------|----------|----------|--------------------------|----------|-------------|-----------|
| | MiniAR | K90AR | K120AR | MedLite | Medium | Large | Extra Large | Giant |
| Size (cm) | 80 x 60 | 90 x 60 | 120 x 60 | 105 X 75 | 105 x 75 | 120 x 85 | 134 x 95 | 145 x 105 |
| RRP ex VAT £ | 106.67 | 110.83 | 124.17 | 132.50 | 136.67 | 165.00 | 199.17 | 228.33 |
| RRP incl VAT £ | 128 | 133 | 149 | 159 | 164 | 198 | 239 | 274 |

Big Dog Bed Company Ltd. Company No. 07688854. Registered in England and Wales
Registered Address: The Business Centre, Greys Green Farm, Rotherfield Greys, Henley-on-Thames, RG9 4QG

Point of Sale Materials

A range of point of sales (POS) materials are available to display in waiting areas. These are:

- A2 Posters with two frame options
- Acrylic desk or shelf display stand – A4 or A5 options - with 50 leaflets, product details and 12 fabric samples for selection of cover colour.
- Wall or desktop standalone leaflet dispensers.
- Foam sample to show bed construction

There is no requirement to have all the point of sale items. The minimum POS requirement is the acrylic display stand as this holds the cover fabric samples. For those without premises, an A5 folder with fabric samples, leaflets and paper order forms is available. The POS materials display the product recommended retail price including VAT. If you have large or multiple waiting areas, you may want to consider having material on display in several places. If you have the space, you may like to have a full-sized bed on display for clients to view.

A charge is made for the POS items and will be reimbursed once sales exceed a trade value of £500 ex VAT. If no sales are made within six months, the POS items may be returned and their cost reimbursed as per the rates given below. The reason for the difference between cost and reimbursement value reflects the ability to reuse the material returned. Further details will be contained in the supply contract agreed by both parties.

Summary of Terms and Conditions

- Orders must be paid for by the client for when placed with the practice.
- The practice or therapist will be invoiced by Big Dog Bed Company for the trade cost of the order on receipt of the order and payment must be made before the order will be processed.
- Beds are made to order and will be dispatched within 12 working days of receipt of order and full payment.
- A delivery charge of £16 including VAT per bed will be made when shipped individually. Shipping costs for larger orders will be advised.

A full drop shipping contract will be need to be agreed prior to the provision of sales material. An example order for

Prices of Point of Sale items

| Item | Price ex VAT (£) | Reimbursement value (£) |
|--------------------------------|------------------|-------------------------|
| Acrylic A4 desktop display | 25.50 | 11 |
| Acrylic A5 desktop display | 23.50 | 9 |
| A5 Folder incl. postage | 13.00 | 0 |
| A2 Acrylic frame & poster | 36.70 | 28 |
| A2 Black Clip frame and poster | 15.70 | 12 |
| Freestanding leaflet dispenser | 2.50 | 0 |
| Wall mounted leaflet dispenser | 2.50 | 0 |
| Foam sample | 8.00 | 0 |
| Shipping of POS | 10.00 | 0 |

The point of sale material is illustrated below and can be ordered using the form provided. An invoice will be sent, and the items ordered dispatched within two days of receipt of payment. Any queries should be directed to info@bigdogbedcompany.co.uk .

Active Recovery

- A pressure relief sleeping surface for dogs with joints issues, arthritis and those recovering from injury.
- Applying research employed in the NHS, these dog beds use a construction proven to reduce pressure sores.

Construction

The Active Recovery pressure relief dog bed comprises a base of high density upholstery foam topped by a good quality memory foam cut to form a castellated surface. The individual cells of this surface move in direct response to the amount of pressure applied by a dog's body. This differential movement of the foam cells ensures an even distribution of a dog's weight, minimising pressure to sensitive areas and delivering a very neutral sleeping position. This bed is ideal for dogs with arthritis and joint problems since the elimination of pressure helps reduce joint inflammation, pain and stiffness.

For dogs that overheat easily, the **AR CoolComfort** option uses a lightweight upholstery foam to avoid the heat retention effect of memory foam. Since it is the foam structure that provides the pressure relief surface, not the type of foam, both foams provide the same excellent sleeping environment.

Pedigree

The Active Recovery range benefits from research to develop mattresses to prevent bed sores in long stay NHS patients. Extensive testing resulted in a high quality pressure relief surface. This science has now been applied to develop the Active Recovery Bed for dogs. No other dog bed offers a well researched pressure relief sleeping platform, designed to promote an improved sleep pattern in dogs.

Active Recovery is for medium to large dogs, typically those over 15kgs. The base foam and castellated foam layer are both 5cm deep giving a total bed depth of 10cm. A 5cm border of high density foam around the rim protects the castellations from damage and ensures the occupant is supported at the margins of the bed.

Active Recovery Lite for small dogs is 8cm deep making it easy for smaller dogs to get onto the bed. It comprises a 5cm castellated foam on a 3cm high density foam base. The rim is reduced to 3cm or for the smaller beds, omitted completely, to maximise the proportion of castellations across the smaller bed sizes.

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BACK FACE OF LEAFLET



Cushion constructions appropriate to your dogs specific needs



Covers are waterproof, urine & stain resistant, antibacterial Machine washable.



Ordering Process

To place an order, please select the bed style - Active Recovery or Active Recovery Lite - the bed size and the colour of fabric you would like. You may want to discuss the most appropriate size of bed with your veterinarian. Remember that your dog needs to be able to stretch out fully should they choose, even if they tend to spent a lot of time curled.

Your payment will be taken by and the order processed by the vet practice. The bed may either be sent direct to your home or to the practice for collection at your next visit. Orders typically take 14 days to be fulfilled and beds are dispatched by courier on an overnight service.

| Active Recovery (10cm) | Bed Size (cm) | RRP (£) |
|----------------------------|--------------------------------|---------|
| Medium | 105 x 75 | 164 |
| Large | 120 x 85 | 198 |
| Extra Large | 134 x 95 | 239 |
| Giant | 145 x 105 | 274 |
| Active Recovery Lite (8cm) | Delivery to clinic or home £15 | |
| Mini | 80 x 60 | 128 |
| K90 | 90 x 60 | 135 |
| K120 | 120 x 60 | 149 |
| MedLite | 105 x 75 | 159 |



SECOND PAGE OF INFORMATION



FOAM SAMPLE (30 X 30 X 10cm)



A5 FOLDER WITH FABRIC SAMPLES AND LEAFLETS



A5 LEAFLET DISPENSER



A4 AND A5 ACRYLIC DESKTOP DISPLAYS FOR INFORMATION AND COVER FABRICS WITH BLACK FRAMED WALL POSTER BEHIND



A2 BLACK FRAMED ACRYLIC POSTER MOUNT (example photo)



Point of Sale Order Form

info@bigdogbedcompany.co.uk

01491 818460

www.bigdogbedcompany.co.uk

Your Contact Details

| | | | |
|---|--|--------|--|
| Company | | | |
| Billing Address | | | |
| Contact person | | | |
| Role/Job Title | | | |
| Email | | | |
| Telephone | | Mobile | |
| Delivery address (if different from above) | | | |
| Telephone | | | |
| Contact person for delivery | | | |

Point of Sale items required

| Item | Price ex VAT (£) | Tick required items |
|--------------------------------|------------------|---------------------|
| Acrylic A4 desktop display | 25.50 | |
| Acrylic A5 desktop display | 23.50 | |
| A5 Folder incl. postage | 13.00 | |
| A2 Acrylic frame & poster | 36.70 | |
| A2 Black Clip frame and poster | 15.70 | |
| Freestanding leaflet dispenser | 2.50 | |
| Wall mounted leaflet dispenser | 2.50 | |
| Foam Sample | 8.00 | |
| Shipping of POS | 10.00 | |
| | Total cost | |

An invoice will be raised for the items indicated and sent to the named contact person for payment. The items will be dispatched within two days of receipt of payment.

**Please return to info@bigdogbedcompany.co.uk or
Big Dog Bed Company, 41 Bradley Road, Nuffield, Henley-on-Thames, RG9 5SG**

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May 2020

YOUR LOGO



Your contact details

*Pressure Relief beds for dogs with arthritis,
joint issues or recovering from trauma*

| | | | | | |
|-------------------------|--|--|-------------------|--|--|
| Customer details | | | Order Date | | |
| Name: | | | | | |
| Address: | | | | | |
| | | | | | |
| Email: | | | | | |
| Phone: | | | Mobile: | | |

Bed style and size (select one)

| Active Recovery (10cm/4in deep) | | | | | Active Recovery Lite (8cm/3in deep) | | | | |
|--|-----------|---------|-------|--------|--|----------|-------------|-------|--------|
| Size | cm | inches | Price | Select | Size | cm | inches | Price | Select |
| Medium | 105 x 75 | 41 x 29 | £164 | | MinAR | 80 x 60 | 31 x 23 | £128 | |
| Large | 120 x 85 | 47 x 33 | £198 | | K90AR | 90 x 60 | 35.5 x 23.5 | £135 | |
| Extra Large | 134 x 95 | 53 x 37 | £239 | | K120AR | 120 x 60 | 47 x 23.5 | £149 | |
| Giant | 145 x 105 | 57 x 41 | £274 | | MedLite | 105 x 75 | 41 x 29 | £159 | |

Fabric type and colour (select one)

| | | | | | | | | | | | | |
|--------------|--------|--|-----------|--|--------|--|-----------|--|------|--|------|--|
| Nova | Sage | | Ginger | | Nutmeg | | Heather | | Moss | | Dove | |
| Libra | Claret | | Deep Blue | | Slate | | Chocolate | | Pine | | Rust | |

Delivery Address

Indicate whether bed is to be delivered direct to the customer or to the practice

| | |
|---------------------|--|
| Deliver to customer | |
| Deliver to practice | |

| | | | | | |
|------------------|--|-----------------|------------|-------------------|--|
| Bed Price | | Delivery | £15 | Total Paid | |
|------------------|--|-----------------|------------|-------------------|--|



The Big Dog Bed Company aims to provide the best sleeping environment for your dog whether at home, in kennels, at the vets or on holiday.

www.bigdogbedcompany.co.uk

01491 818460