**Merchandising Inspiration**

Excite your customers with a fun presentation of West Paw toys to provide instruction and inspiration.

**Tasty Treats**
Show what products to use with the puzzle toys. From easy to difficult there are lots of options.

**Strategic Placement**
Hang a clip strip with the puzzle toys near the treat section of your store.

**Make It Float**
Use a glass vase with Zogoflex® toys, so people can see that they float.

**Touch & Feel**
Have a few toys that can be tossed, bounced or squeezed. Or order a sample of HardyTex® fabric.

**Get Social**

**US and Canada**
westpaw@westpaw.com
- westpaw.com
- @WestPawUS
- @WestPawUS

**International**
world@westpaw.com
- westpaw.com/international
- @WestPawUS
- @WestPawInternational

** CE Marked**

**Love It Guarantee™**

Dog’s Best Friend. That is West Paw’s goal. We do this by making things dogs love. We design, manufacture and ship from our facility in Bozeman, MT, USA. That’s why we guarantee all of our products are safe, durable and made responsibly.

If a customer is unhappy with the performance of a West Paw product, we offer a one-time replacement or refund for their purchase. Provide your customer with a better suited toy for their dogs playing or chewing behavior or direct them to us and we’ll take care of them.

westpaw.com/guarantee

**Sales Tips & Tricks for Dog’s Best Friend.**

**Touch & Feel**

**100% Recyclable**

**Floats**

**Non Toxic**

**Dishwasher Safe**

**CE Marked**
Get Tricky With It.

If a dog finds a puzzle toy too difficult the dog won’t be motivated and won’t play with it. Help your customers by explaining puzzle toys step by step. This will guarantee a better experience for both the pet owner and the dog. Depending on the difficulty fifteen minutes of a dog “working” on a puzzle is comparable with a one hour walk.

Beginner:
Fill puzzle toy with kibble that fall out immediately. This will spark curiosity and motivation.

Intermediate:
Increase difficulty with treats that won’t fall out easily. This will encourage dogs to find a solution for themselves.

Advanced:
Fill the toy with spreadable treats, such as nut butters, yogurt or raw food. For a longer lasting treat, you can even freeze it for a more difficult challenge.

Sell A Solution.

Playing with our dog is key to forming a lasting bond. Offer toys that provide simple solutions to common complaints you hear about a dog’s behavior.

Biting During Play?
Toys should provide enough distance between the dogs’ mouth and owners hands.

Distraction From Being Alone?
Provide your dog a puzzle toy filled with something delicious for mental stimulation.

Teething Puppy?
A gentle chew or play toy may help reduce the pain of teething. Try Zogoflex Air® or plush Rowdies® products.

Exercise or Stimulation?
Engage dogs’ interest by providing a puzzle or play toy for fetch and retrieve.

Super Chewer?
Offer chew toys for those dogs that are tough chewers and who damage everything.

Small Space?
Durable, lightweight toys are ideal for indoor use and easy on the furniture. Try our collection of durable plush or Zogoflex Echo® products.