

tug  
-e-  
nuff<sup>®</sup>  
Dog Gear

it's  
play time



yay!  
new toys!

ready?

# Complete guide to Tug

Your quick start guide to training,  
playing and winning with Tug-E-Nuff toys



## Who we are...

We're Tug-E-Nuff Dog Gear.  
We make motivational dog  
training toys that get results.

Since launching in 2009, our family-run company has become a firm favourite with dog owners like you who love our super-strong, irresistible training toys. All our toys are created based on our experience as professional trainers and hand-finished with care in our Devon workshop.



meet our humans

# Welcome!

This is our quick start guide to help you get the absolute best from your **new Tug-E-Nuff toy**.

## Here's what you'll find inside...

- Page 2.** How To Introduce Tug
- Page 4.** 4 Games To Try With Your New Tug-E-Nuff Toy
- Page 6.** How To Care For (And What To Expect From) Your Tug-E-Nuff Toy
- Page 8.** Our Best Blogs For Getting Started

## Why play tug?

**Playing tug** is a fantastic, fun way to keep your dog active and happy. But there are other big benefits too...

- 1 It's healthy!** Playing tug allows your dog to channel their natural urge to grab and pull with their mouth in a healthy, positive way.
- 2 It strengthens your bond!** Playing tug is a chance to enjoy proper, interactive quality time with your dog, helping make the bond and connection you share even more powerful.
- 3 It's the ultimate reward!** Your tug toy is the ultimate high value reward, motivating your dog to work harder than ever during training.



**Tug-E-Nuff tugs are not chew toys and should never be left unattended, as your dog could quickly destroy them. Read more on page 6-7.**



# How to Introduce Your Tug

Excited about playing tug with your dog - but worried about 'doing it wrong'?

## We've got you covered!

We believe every dog can safely enjoy playing tug. Follow these 7 steps to get started...



### Step 1. Think like prey

Start by introducing your dog to your Tug-E-Nuff toy in an environment with little or no distraction. Wiggle the toy on the floor using a variation of speed that mimics prey: slow, fast, slow.



### Step 2. Praise and encourage

When your dog grabs the toy, offer lots of praise so they know they are doing the right thing. Encourage your dog to grab the entire 'bite' area.



### Step 3. Get the tension right

Once your dog has hold of the bite area, only use slight tension on the toy. The tension should be enough that the toy falls away from your dog if they let go (so they can't 're-grip' it). Build confidence before tugging more firmly.



### Step 4. Match your dog's effort and enthusiasm

It's no fun losing all the time and, likewise, neither is being able to win without a challenge. Let your dog 'win' the game of tug every now and again, especially at the start.



### Step 5. Up the resistance

As your dog gets the hang of tugging, you can pull back on the tug toy more. Our toys with bungee handles are great for this as they reduce any jarring.



### Step 6. Use the correct motion

Use a back and forth or side to side motion, rather than up and down. This avoids straining your dog's neck - or your shoulder.



### Step 7. Teach start and stop cues

We like 'get it' as a verbal cue to kick off playtime. To end a game, put one hand on the toy (without pulling it) and another on your dog's collar. Ask them to 'leave'. Wait until they do - then reward with treats or another game of tug!



Watch the video at [tug-e-nuff.com/7steps](https://tug-e-nuff.com/7steps)



# 4 Games to try with your New Tug Toy

Playing games using your new Tug-E-Nuff toy is a fantastic way to add enrichment to your dog's every day routine.

To get you started, here are four of our favourite games and how to play...

*ready?*



## Hide & Seek

### Why play?

Hide and seek is a great opportunity to practice your 'sit stay' command - and your dog will love the thrill of finding you!

### How to play:

Start by asking your dog to 'stay' before moving into another room and hiding with your tug toy (don't make it too difficult at first - try ducking behind the sofa or behind a curtain). Then call your dog and wait for them to seek you out. When they do, reward them with a game of tug.

## Find It

### Why play?

Scent work is hugely enriching for dogs and this is a great way to make it extra rewarding.

### How to play:

After a quick game of tug, ask your dog to 'stay' while you hide their toy. Start easy - try hiding it under a cushion in the same room. Then ask your dog to 'find it' (make sure you are supervising) and when they do reward them with a game of tug! Tug toys that include real fur (like the **Pocket Magnet**) or foodie toys like **The Clam** work brilliantly for this.

## Toy Switch

### Why play?

This is a fantastic, high energy game for improving your dog's impulse control.

### How to play:

If you'd like to improve your dog's impulse control, toy switch is the game for you. For this one, you need two (ideally) identical Tug-E-Nuff toys. Hold one behind your back and play tug with the other. Then give the verbal cue 'switch' and swap the toys. Do this a few times before letting your dog 'win' the toy.

## Chase Me

### Why play?

Playing chase using a **Tug-E-Nuff Chaser** is a fantastic way to teach a solid recall.

### How to play:

Simply use the long handle to drag the Chaser along the floor (remember to move the toy like prey: slow, fast, slow) and let your dog give chase before they grab the bite area for a rewarding game of tug. Once your dog has the hang of the game, take your **Chaser** out on walks and reveal it at the moment you want your dog to come running.

Whatever game you choose to play, tug is a great reward and a fun way to reinforce everyday behaviours when out and about.

# How To Care For (and what to expect from) Your Tug-E-Nuff Toy



## Keep your Tug-E-Nuff toy for interactive, supervised play only.

It's intended as a high value reward - **not a chew toy**. We recommend putting it out of reach when not being used.



## Things to expect...

If your toy is made from real fur it's completely normal for small amounts of fur come away during the first few plays. The fur is organic matter and will not harm your dog if they accidentally ingest it.

Every dog plays differently and interacts with toys in their own way - and that's OK! It's worth spending some time building value into your new toy (by playing with it at home without distractions) before expecting results out and about.

It is not easy to predict how long a toy will last - but if used as advised (for interactive, supervised play only) it should provide you and your dog with almost endless hours of fun!

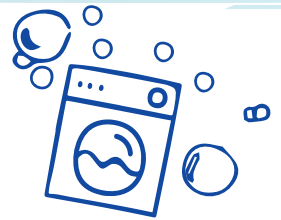
Your toy appeals to your dog because of its scent and the play value you build into it, not just how it looks.

So if, after a while, your toy starts to show some wear and tear, your dog will still love it just as much as when it was new.



## Washing your toy...

**From time to time** your toy will need a clean. Please read the guidelines below carefully to find out the best way to clean your toy.



### Sheep Skin Toys

You can pop your sheep-skin Tug-E-Nuff toy in the washing machine on a 30 degrees delicates wash. Colours can run so wash separately. Then, let it air dry and brush with a slicker.

### Rabbit Skin Toys

This is a delicate fur and hide and we do not recommend machine washing. Instead, use a damp cloth to wipe away any dirt. Then, let your toy air dry and brush gently with a slicker brush.

#### **WARNING:**

If your toy is made with black sheepskin, please remember that the non-toxic dye used in these toys will run when the fur is wet - so keep it separate from any fabrics or surfaces until completely dry.

### Faux Fur Toys

Our faux fur toys can be put in the washing machine on a 30 degrees delicates wash. Then, let air dry and brush with a slicker.

### Fleece Toys

Our fleece toys can be put in the washing machine on a 30 degrees delicates wash. Then, let air dry and brush with a slicker.

#### **WARNING:**

Do not submerge any toy with a squeaker in water as this will cause it to stop working.

Our best blogs



## For Getting Started...



**We have created a wealth of training advice,** tips and ideas over on the Tug-E-Nuff blog. To help you get off to the best start with your new Tug-E-Nuff toy, we've hand-picked a few of our most popular posts...

### How To Teach a 'Leave' Cue

A solid 'leave' command is an essential element of basic training - and important if you play tug or fetch with your dog. In this blog, our Play Expert, Chelsea, talks you through her three-step approach to teaching your dog to 'leave'.

[tug-e-nuff.com/leave-cue](http://tug-e-nuff.com/leave-cue)



### Help! My Dog Keeps Biting The Handle of My Tug Toy!

If this sounds familiar, don't worry. Handle-biting is common when some dogs first start playing tug. In this post, we share our top tips for nipping handle-biting in the bud, using positive reinforcement only.

[tug-e-nuff.com/handle-bite](http://tug-e-nuff.com/handle-bite)



Want our unmissable training tips in your inbox every week?



### The Science Behind Why Your Dog Loves To Play

We're big believers in the Power of Play. We know it boosts bond, helps keep dogs active and healthy and improves training results. But what's the science behind why our dogs love to play? We did the research - and shared everything we discovered in one fascinating blog.

[tug-e-nuff.com/science](http://tug-e-nuff.com/science)



### FUR FAQs: Everything You Need To Know About The Fur We Use & Why We Use It

We're not just dog lovers at Tug-E-Nuff Dog Gear, we're animal lovers. So we totally get it when new customers come to us with questions about the real fur used in our toys.

In this blog, we share the answers to some of the most common questions about our real fur toys - including how the fur is responsibly sourced and why we use real fur.

[tug-e-nuff.com/real-fur](http://tug-e-nuff.com/real-fur)



### Will Playing With Real Fur Encourage My Dog To Chase Livestock?

Our real fur products (and in particular our real fur chasers) are designed to tap into your dog's natural prey drive. However, sometimes owners see how much their dog loves our real fur toys - and worry that it will encourage them to chase livestock.

**Is this the case? The short answer is absolutely not** - but we wrote this post to explain why...

[tug-e-nuff.com/wildlife](http://tug-e-nuff.com/wildlife)



tug  
-e-  
nuff®  
Dog Gear

it's  
play time



Hand-finished in our  
UK workshop



Designed by dog training pros



Backed up by thousands  
of five star reviews



Aftercare and support from  
our dog-mad team

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