

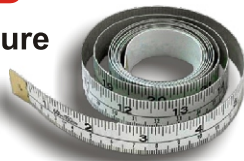


Measurement Guide

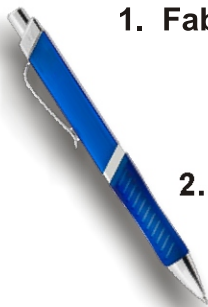
FOR ALL FIDOGEAR COATS

WHAT YOU WILL NEED

1. Fabric Tape Measure



2. Writing Utensil

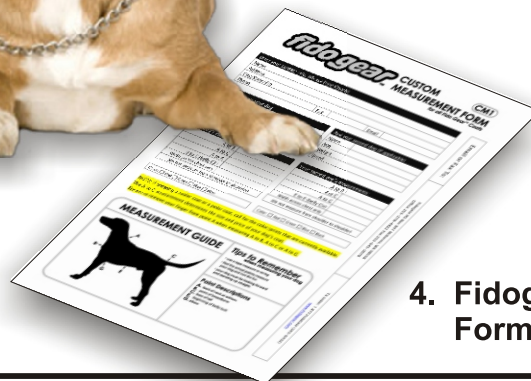


3. Treats (for The Dawg)

Get some for you as well, just in case you get famished in the process



5. The Loyal Side Kick (AKA - The Dawg)



4. Fido Gear Form

TIPS WHILE MEASURING

We always suggest having a partner assist you while measuring your dog. The partner can distract your dog with treats/toys and keep their attention while you measure. Also, your dog must be standing straight and looking forward (also known as standing "square"). Having the dawg "Square" keeps your measurements consistent and accurate.

When using the Treats:

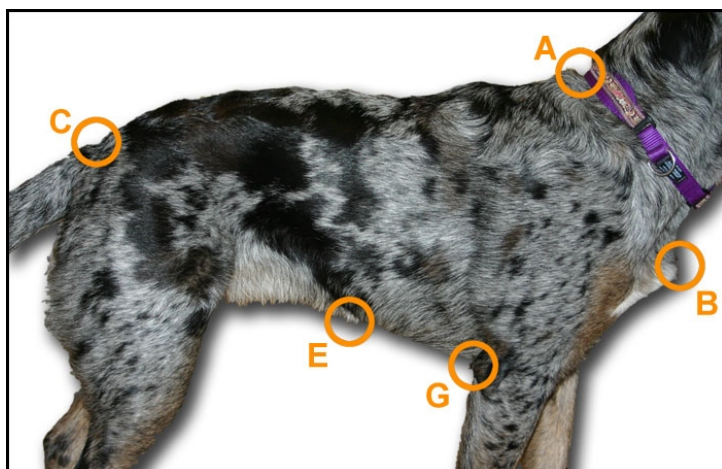
1. It works best to hold a treat between your fingers, do not let "The Dawg" get the treat right away, have them work at your fingers a bit, giving them treats sporadically.
2. The treats for you, can be consumed whenever and as often as you like. Whatever will keep you happy during this process.



When using the Tape Measure:



1. Be sure to pull the tape measure snug against "The Dawg's" body, as this will create a proper fit. This is especially important for Dawg's with heavier coats.
2. When going from "Point to Point" try to keep your fingers on each point. For instance, when measuring "Point A to B, then Point A to C" try to keep your finger on "Point A" when doing both of those measurements.



NOTE:

The dog model in this photo is "Sadie" - (AKA - Mascot Dawg). This photo is for reference, depending on the breed, size, sex, etc. These points can vary slightly on location.

Sadie is also, not standing "Square" in this image, her right front leg would preferably be forward a bit more than shown.

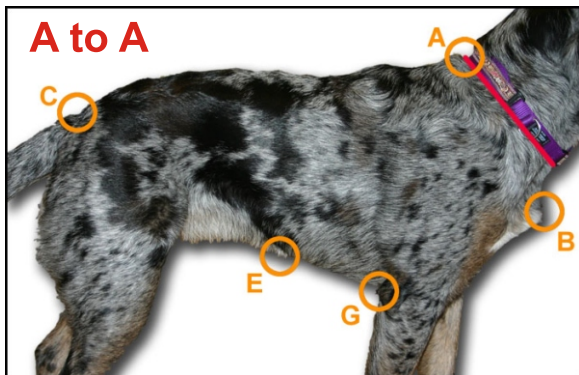
POINT DESCRIPTIONS

- (A) Back of neck at withers
- (B) Point of Breastbone Tuck
- (C) Base of Tail
- (E) Beginning of Belly
- (G) Elbow

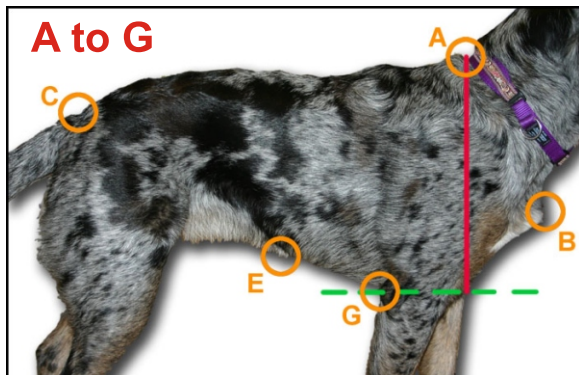


Measurement Guide

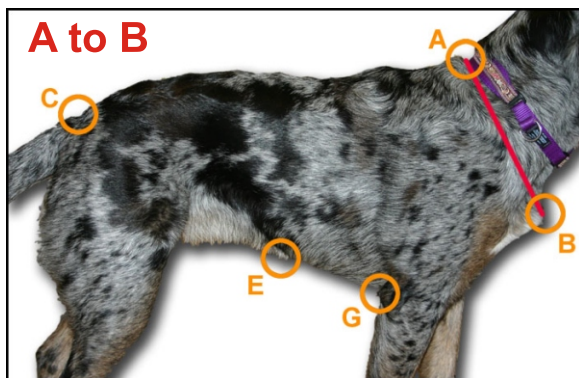
FOR ALL FIDOGEAR COATS - CONT. PG 2



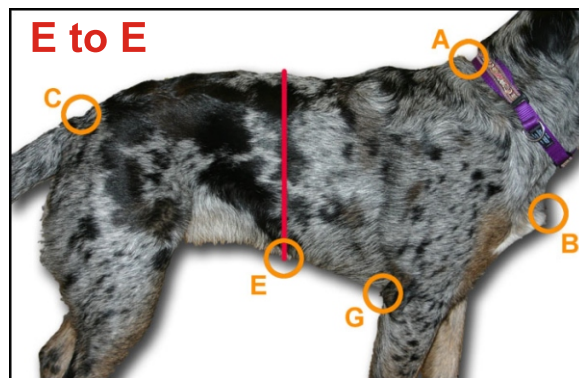
A to A
Measure the circumference of the base of the dogs neck, by starting at "Point A" going around the base of the neck and meeting back up at "Point A" This is where a majority of collars will sit naturally.



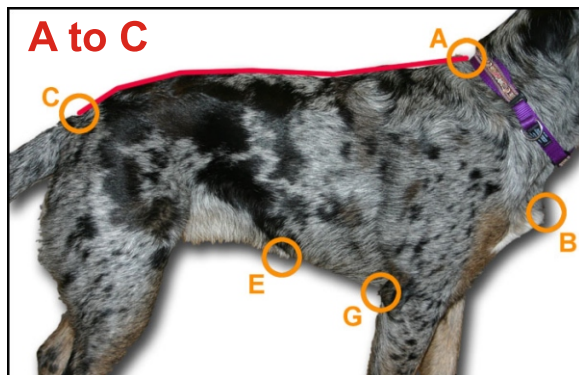
A to G
Measure (A) - Base of neck at withers straight down the side of your dogs body, visually look where Point (G) - The elbow lines up with your tape measure (indicated with dotted green line)



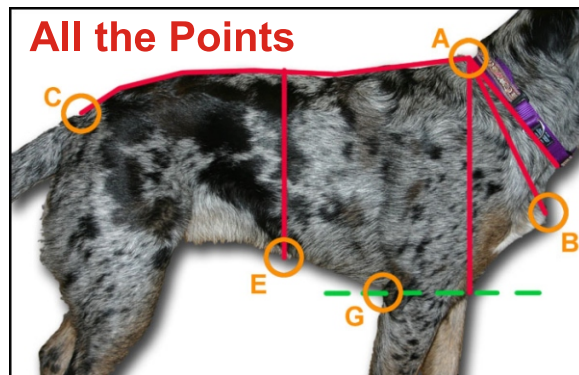
A to B
Measure (A) - Base of neck at withers to (B) - Point of breastbone, when you feel for the breastbone, roll your finger slightly up to the top of the bone. This is Point (B)



E to E
Measure around the circumference of your dogs belly at Point (E) - Beginning of belly tuck.



A to C
Measure (A) - Base of neck at withers to (C) - Base of Tail. To see (C) better, try gently lifting the dogs tail to see where the tail meets the dogs body - this is Point (C)



All the Points
Here is a briefing as to all the measurements you just did.