



RUFFWEAR®

2017 SPRING/SUMMER DEALER WORKBOOK



NEW PRODUCTS

Available February 1, 2017

Crag™ Collar
Web Master™ Harness
Front Range™ Harness
Flat Out™ Leash
Roamer™ Leash
Slackline™ Leash
Front Range™ Leash
Approach™ Pack
Palisades™ Pack
Commuter™ Pack
Grip Trex™ Pairs
Polar Trex™ Pairs
Summit Trex™ Pairs

Available April 1, 2017

Swamp Cooler™ Vest
Jet Stream™ Vest
Bivy Bowl™
Core Cooler™
Double Track™ Coupler
Ridgeline™ Leash
Float Coat™ Life Jacket



SPRING/SUMMER 2017

4 APPAREL

14 BEDS

18 BOOTS

22 BOWLS

28 COLLARS & LEASHES

44 HARNESES

50 LIFE JACKETS

54 PACKS

60 SAFETY

62 TOYS

66 HUMAN GEAR

70 VISUAL MERCHANDISING

75 PARTNERSHIPS FOR CHANGE



APPAREL



REDESIGNED



Swamp Cooler™

cooling vest



Graphite
Gray

ACTIVITIES: Hiking, Everyday

CONDITIONS: Hot Weather

KEY FEATURES:

- Full coverage for maximum shade
- Three layer construction for maximum cooling:
 - Wicking outer layer reflects heat and facilitates evaporation
 - Absorbent middle layer stores water for evaporation
 - Comfortable inner layer transfers cooling effect to the dog
- Side release buckles for easy on/off
- Leash portal on back for attaching to our Front Range™ Harness or Web Master™ Harness
- Low-light visibility with reflective trim and light loop for attaching The Beacon™

NEW



Jet Stream™

high-performance cooling vest



Blue
Lagoon



Salamander
Orange

ACTIVITIES: Trail Running, Hiking, Mountain Biking

CONDITIONS: Hot Weather

KEY FEATURES:

- Vest cut for fast and light athletic endeavors
- Lightweight spandex back panel provides shade
- Three layer construction chest panel cools the core:
 - Wicking outer layer facilitates evaporation
 - Absorbent middle layer stores water for evaporation
 - Comfortable inner layer transfers cooling effect to the dog
- Zippered closure for high-performance fit

NEW



Core Cooler™

cooling chest panel



Graphite
Gray

ACTIVITIES: Hiking, Backpacking, Camping, Working Dogs

CONDITIONS: Hot Weather

KEY FEATURES:

- Add on to Ruffwear's Web Master™ Harness, Web Master Pro™ Harness, Approach™ Pack, Palisades™ Pack and Singletrak™ Pack
- Three layer construction:
 - Wicking outer layer facilitates evaporation
 - Absorbent middle layer stores water for evaporation
 - Comfortable inner layer transfers cooling effect to the dog
- Provides load dispersion and stability
- Hook-and-loop sleeves for easy on/off

Girth:

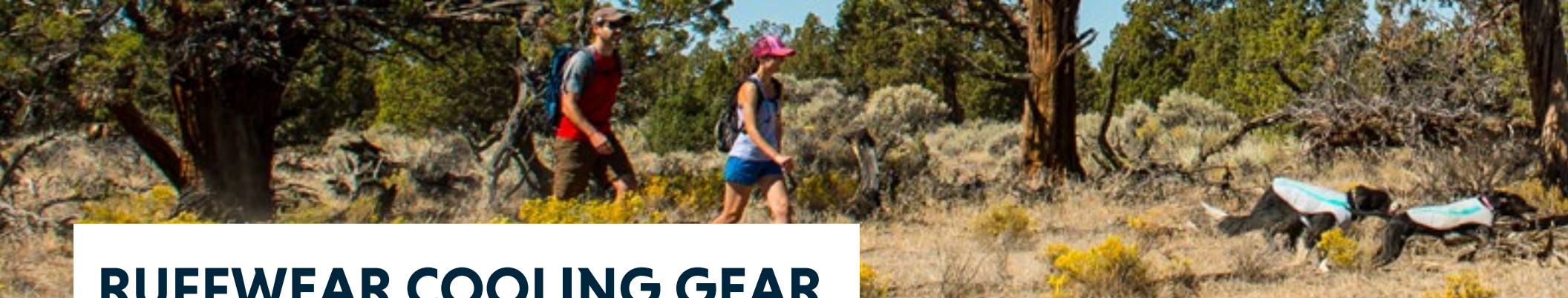
| XXS | XS | S | M | L | XL |
|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-36 in 81-91 cm | 36-42 in 91-107 cm |

Girth:

| XXS | XS | S | M | L | XL |
|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-36 in 81-91 cm | 36-42 in 91-107 cm |

**Core Cooler Size =
Harness/Pack Size**

| XS | S | M | L/XL |
|----------------------|----------------------|----------------------|-----------------------|
| 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |



RUFFWEAR COOLING GEAR TAKES THE HEAT



88° F / 31° C



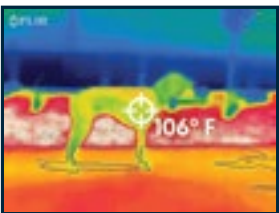
Pointer Mix

At Ruffwear, we believe a happy dog is a dog outside and that our products should perform seamlessly in the outdoors. With the help of Ruffwear dog Ellie and FLIR thermal imaging technology, we put our cooling gear to the test.

Jet Stream™

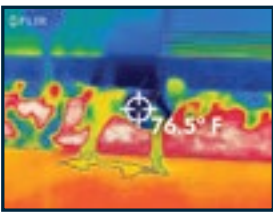


Before



106° F / 41° C
Dog's external temperature **before** adding the Jet Stream.

After

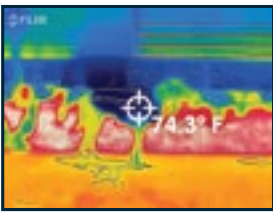


76.5° F / 24.7° C
Vest temperature **after** adding the wet Jet Stream.

Swamp Cooler™



106° F / 41° C
Dog's external temperature **before** adding the Swamp Cooler.

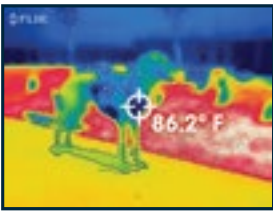


74.3° F / 23.5° C
Vest temperature **after** adding the wet Swamp Cooler.

Core Cooler™

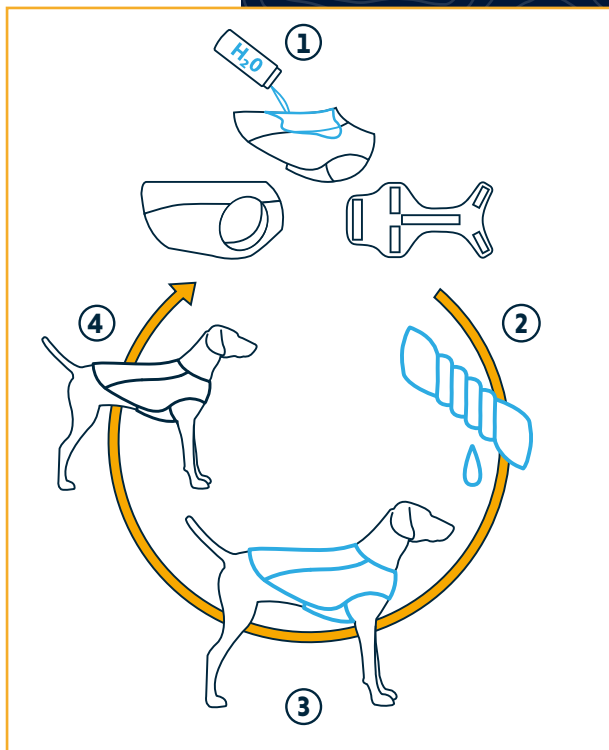


106° F / 41° C
Dog's external temperature **before** adding the Core Cooler.



86.2° F / 30.1° C
Vest temperature **after** adding the wet Core Cooler.

WHAT IS EVAPORATIVE COOLING?



When you first step out of a swimming pool or a lake, you may notice a cool feeling when your skin hits the air. This is evaporative cooling. In fact, every human being performs the function of evaporative cooling each day through perspiration. When sweat evaporates, we cool down. If we move around, the air flow cools us down even quicker.

Ruffwear's cooling gear works the same way. It's built with three layers: a wicking outer layer that facilitates evaporation, an absorbent middle layer that holds water for evaporation, and a comfortable inner layer that transfers the cooling effect to your dog. To activate the Swamp Cooler™, Jet Stream™ or Core Cooler™, soak it in cold water and wring it out before fastening it on your dog. As the water evaporates, the heat around your dog is exchanged for cooler air. Continue re-wetting the cooling gear as needed to extend the cooling effect throughout your adventures.



Sun Shower™

waterproof rain jacket



Granite
Gray



Purple
Dusk



Red
Currant

ACTIVITIES: Backpacking, Hiking, Mountain Biking, Trail Running, Everyday

CONDITIONS: Wet Weather

KEY FEATURES:

- Waterproof, PVC-free coated fabric
- Vest style provides good coverage with side release buckles for easy on/off
- Low-light visibility with reflective trim
- Oversized storm collar folds up for additional weather protection

| Girth: | XXS | XS | S | M | L | XL |
|--------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| | 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-36 in 81-91 cm | 36-42 in 91-107 cm |



Aira™

full coverage, waterproof, breathable jacket



Twilight
Gray



Red
Rock

ACTIVITIES: Hiking, Everyday

CONDITIONS: Wet Weather

KEY FEATURES:

- Waterproof and breathable shell fabric
- Leg loops provide secure fit in windy conditions
- Generous vest style provides good coverage with side release buckles for easy on/off
- Leash portal on back for attaching to our Front Range™ Harness or Web Master™ Harness
- Oversized storm collar folds up for additional weather protection
- Low-light visibility with reflective trim and light loop for attaching The Beacon™

Girth:

| | | | | | |
|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| XXS | XS | S | M | L | XL |
| 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-36 in 81-91 cm | 36-42 in 91-107 cm |







Fernie™

sweater knit fleece



Hemlock
Green



Larkspur
Purple



Canyonlands
Orange

ACTIVITIES: Hiking, Everyday **CONDITIONS:** Cold, Clear Weather

KEY FEATURES:

- Sleeved style provides full coverage for maximum warmth and full range of motion
- Low-light visibility with reflective trim and light loop for attaching The Beacon™
- Zippered closure for high-performance fit
- Sweater knit is quick drying and provides warmth without bulk



Climate Changer™

quick-drying, breathable fleece jacket



Twilight
Gray



Baja
Blue



Alpenglow
Pink

ACTIVITIES: Hiking, Everyday **CONDITIONS:** Cold, Clear Weather

KEY FEATURES:

- Sleeved style provides full coverage for maximum warmth and full range of motion
- Low-light visibility with reflective trim and light loop for attaching The Beacon™
- Zippered closure for high-performance fit
- 75% recycled/recyclable polyester fleece is quick-drying and provides warmth without bulk

Girth: **XXS** 13-17 in 33-43 cm | **XS** 17-22 in 43-56 cm | **S** 22-27 in 56-69 cm | **M** 27-32 in 69-81 cm | **L** 32-36 in 81-91 cm | **XL** 36-42 in 91-107 cm

Girth: **XXS** 13-17 in 33-43 cm | **XS** 17-22 in 43-56 cm | **S** 22-27 in 56-69 cm | **M** 27-32 in 69-81 cm | **L** 32-36 in 81-91 cm | **XL** 36-42 in 91-107 cm



Quinzee™

warm, lightweight insulated jacket



Twilight
Gray



Meadow
Green



Larkspur
Purple

ACTIVITIES: Skiing, Snowboarding **CONDITIONS:** Cold, Clear Weather

KEY FEATURES:

- Warm, weather-resistant 200-gram synthetic insulation and polyester fabric
- Integrated stuff sack for easy packability
- Side release buckles for easy on/off
- Low-light visibility with reflective trim and light loop for attaching The Beacon™
- Self-locking neck zipper provides a custom fit for different dog shapes



Cloud Chaser™

breathable, waterproof, insulated jacket



Obsidian
Black



Forest
Green

ACTIVITIES: Skiing, Snowboarding **CONDITIONS:** Extreme Cold Weather

KEY FEATURES:

- Waterproof, windproof, breathable soft-shell upper fabric protects from the elements
- Breathable, technical stretch knit
- Low-light visibility with reflective trim and light loop for attaching The Beacon™
- Sleeved style provides full coverage for maximum warmth and full range of motion

Girth: **XXS** 13-17 in 33-43 cm | **XS** 17-22 in 43-56 cm | **S** 22-27 in 56-69 cm | **M** 27-32 in 69-81 cm | **L** 32-36 in 81-91 cm | **XL** 36-42 in 91-107 cm

Girth: **XXS** 13-17 in 33-43 cm | **XS** 17-22 in 43-56 cm | **S** 22-27 in 56-69 cm | **M** 27-32 in 69-81 cm | **L** 32-36 in 81-91 cm | **XL** 36-42 in 91-107 cm



Powder Hound™

hybrid insulation



Baja
Blue



Larkspur
Purple



Red
Currant

ACTIVITIES: Skiing, Snowboarding **CONDITIONS:** Extreme Cold Weather

KEY FEATURES:

- Zippered closure for high-performance fit
- Low-light visibility with reflective trim and light loop for attaching The Beacon™
- Sleeved style provides full coverage for maximum warmth and full range of motion
- Breathable, technical stretch knit
- Polyester fabric and 200-gram synthetic insulation



K-9 Overcoat™

abrasion-resistant insulated jacket



Trailhead
Brown



Larkspur
Purple



Cinder Cone
Red

ACTIVITIES: Hiking, Camping, Everyday **CONDITIONS:** Cold Weather

KEY FEATURES:

- Low-light visibility with reflective trim and light loop for attaching The Beacon™
- Strong, durable recycled polyester outer fabric
- Vest style provides good coverage with side release buckles for easy on/off
- Warm, comfortable recycled polyester fleece lining

Girth: **XXS** 13-17 in 33-43 cm | **XS** 17-22 in 43-56 cm | **S** 22-27 in 56-69 cm | **M** 27-32 in 69-81 cm | **L** 32-36 in 81-91 cm | **XL** 36-42 in 91-107 cm

Girth: **XXS** 13-17 in 33-43 cm | **XS** 17-22 in 43-56 cm | **S** 22-27 in 56-69 cm | **M** 27-32 in 69-81 cm | **L** 32-36 in 81-91 cm | **XL** 36-42 in 91-107 cm

BEDS





Highlands Bed™

backpacking bed



Meadow
Green

ACTIVITIES: Backpacking, Camping

KEY FEATURES:

- Synthetic insulation insulates the dog from the ground
- Polyester fabric shell is water-resistant, quick drying and durable
- Stuff sack included for storage and compressibility
- Integrated pad sleeve accommodates the Highlands Pad™ (sold separately) for additional insulation from hard surfaces

Flat: 35 x 26 in; 1 in loft (89 x 66 x 2.5 cm)
Stuffed: 12 x 4 in (30 x 10 cm)
Weight: 12.7 oz (360 g)



Highlands Sleeping Bag™

sleeping bag



Meadow
Green

ACTIVITIES: Backpacking, Camping

KEY FEATURES:

- Synthetic insulation insulates the dog from the ground
- Polyester fabric shell is water-resistant, quick drying and durable
- Side zipper opens the bag wide for easy entry, zips closed to retain body heat
- Stuff sack included for storage and compressibility
- Integrated pad sleeve accommodates the Highlands Pad™ (sold separately) for additional insulation from hard surfaces

Flat: 35 x 26 in; 1 in loft (89 x 66 x 2.5 cm)
Stuffed: 12 x 7 in (30 x 18 cm)
Weight: 1 lb 10.8 oz (760 g)



Highlands Pad™

portable bed



Granite
Gray

ACTIVITIES: Backpacking, Camping

KEY FEATURES:

- Can be used alone or with our Highlands Bed™ or Highlands Sleeping Bag™ to add additional insulation and cushion, for a complete sleeping system
- Closed-cell foam provides insulation from hard, cold surfaces and will not absorb moisture
- Brushed polyester shell fabric is durable, soft and weatherproof
- Accordion-fold design for transport

Flat: 34 x 25 in; 0.4 in loft (86.5 x 64 x 1 cm)
Folded: 13 x 6 x 4.5 in (33 x 15 x 11.5 cm)
Weight: 7.4 oz (210 g)



Mt. Bachelor Pad™

portable bed



Granite
Gray



Overcast
Blue

ACTIVITIES: Camping, Vehicle Travel

KEY FEATURES:

- Soft, long-wearing, easy-to-clean microsuede sleeping surface
- Comfortable, warm, recycled polyfill interior
- Waterproof polyester fabric base creates a moisture barrier



Medium



Large

Urban Sprawl™

everyday base camp



Trailhead
Brown



Overcast
Blue

KEY FEATURES:

- Soft, long-wearing, easy-to-clean microsuede sleeping surface
- Two-sided, recycled polyester mattress provides the option of a firm or soft sleeping surface
- Waterproof polyester fabric base creates a moisture barrier
- Integrated handle for easy carrying

M
Unrolled: 27 x 34 in; 1 in loft (68 x 86 x 2.5 cm)
Rolled: 7 x 14 in (18 x 35.5 cm)

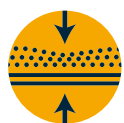
L
36 x 48 in; 1 in loft (91 x 122 x 2.5 cm)
8 x 18 in (20.5 x 45.5 cm)

M
28 x 35 in; 4 in loft (70 x 90 x 10 cm)

L
36 x 48 in; 4 in loft (91 x 122 x 10 cm)

Urban Sprawl™

PLAY HARD REST EASY



Two-sided mattress
(soft and firm sides)



Removable Cover



**Waterproof,
Non-Skid Base**



**Integrated
Handle**



Five out of five stars



LOVE IT! DEFINITELY A GOOD BUY!

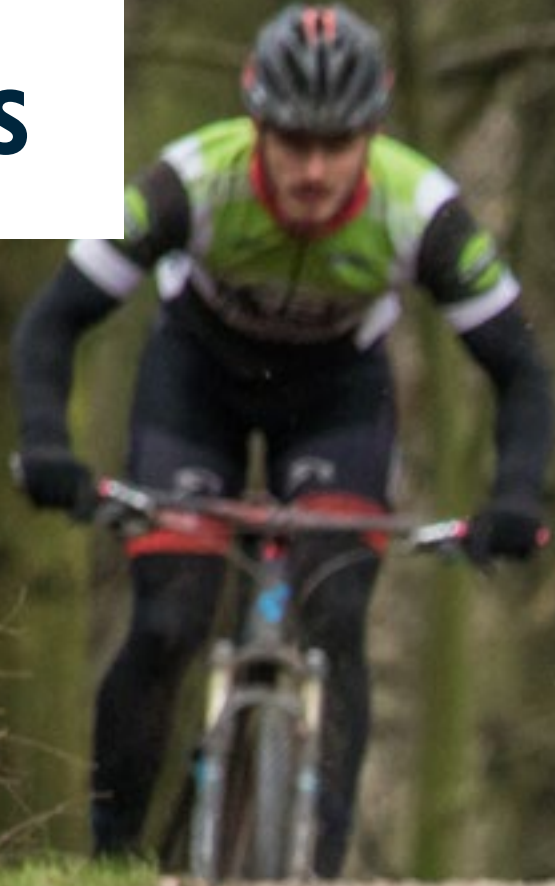
"I have gone through many dog beds in an attempt to find one that does not collapse under my 111 lb pup. This bed is not only large enough for my pup, but does not collapse in and has two sides, so when temperatures are warm, she can sleep on the firmer side and keep cooler."

NEVER BEEN MORE EXCITED BY A BED!

"It hasn't lost any of its loft and the no-skid bottom keeps it from sliding across the living room when my youngest pup uses it as a stopping pad. There is no damage to the cover, even with nearly a year's work of scratching/digging. Will not hesitate to purchase another when the time comes."



BOOTS





Grip Trex™

all-terrain paw wear



Obsidian
Black



Blue
Spring



Red
Currant

ACTIVITIES: Backpacking, Hiking, Mountain Biking, Trail Running

KEY FEATURES:

- Protects dogs' paws from extreme environments
- Reliable, intuitive hook-and-loop cinch closure system
- Gusset design provides wide opening for easy on/off
- Tightly woven air mesh is breathable while keeping dirt and debris out
- Low-light visibility with reflective trim
- Vibram® non-marking outsole with rugged lug design provides flexibility and traction on varied terrain
- Available in sets of two or four



Summit Trex™

everyday paw protection



Storm
Gray



Burnt
Orange

ACTIVITIES: Everyday **CONDITIONS:** Cold Weather

KEY FEATURES:

- Integrated stretch gaiter protects leg and locks out dirt and debris
- Reliable, intuitive hook and loop cinch strap
- Moisture and debris stay out via weather-resistant upper
- Low-light visibility with reflective trim
- Traction is improved with flexible, non-marking, high mileage outsole
- Available in sets of two or four

Paw Width: 1.5 in | 1.75 in | 2.0 in | 2.25 in | 2.5 in | 2.75 in | 3.0 in | 3.25 in
38 mm | 44 mm | 51 mm | 57 mm | 64 mm | 70 mm | 76 mm | 83 mm

Paw Width: 1.5 in | 1.75 in | 2.0 in | 2.25 in | 2.5 in | 2.75 in | 3.0 in | 3.25 in
38 mm | 44 mm | 51 mm | 57 mm | 64 mm | 70 mm | 76 mm | 83 mm



Polar Trex™

winter traction and insulation



Forest
Green

ACTIVITIES: Skiing, Snowboarding **CONDITIONS:** Extreme Cold Weather

KEY FEATURES:

- Pullover stretch gaiter with zippered closure keeps boots on and weather out. Protects legs from elements and ski edges.
- Three-layer laminated soft-shell upper is DWR-coated and weather-resistant, wind-resistant and breathable
- Vibram® Ictrek® outsole rubber compound with winter-specific lug pattern provides superb traction on frozen surfaces
- Available in sets of two or four



Bark'n Boot Liners™

comfortable, quick-drying, reinforced stitching



Twilight
Gray

KEY FEATURES:

- Tapered cuff keeps the boot liner in place on the dog's paws
- 90% / 10% Polypropylene / Spandex fibers wick moisture, dry quickly and provide comfort and stretch
- Curved "claw box" follows dog paw anatomy and minimizes bulk inside the boot

Paw Width: 1.5 in | 1.75 in | 2.0 in | 2.25 in | 2.5 in | 2.75 in | 3.0 in | 3.25 in
38 mm | 44 mm | 51 mm | 57 mm | 64 mm | 70 mm | 76 mm | 83 mm

Liner Size = Boot Size 1.5 / 1.75 in | 2.0 / 2.25 in | 2.5 / 2.75 in | 3.0 / 3.25 in
38/44 mm | 51/57 mm | 64/70 mm | 76/83 mm

YOUR PATH TO THE RIGHT DOG BOOT

CHOOSE YOUR ACTIVITY

Every Day



Summit Trex™

Perfect for everyday traction and paw protection from wet conditions, abrasive surfaces and salt or snowmelt chemicals.

Backpacking, Hiking, Mountain Biking, Trail Running



Grip Trex™

For breathable protection from extreme environments and varied terrain, these boots set the standard in paw wear for canine explorers.

Skiing, Snowboarding



Polar Trex™

Designed for warmth, traction and protection in winter conditions and on frozen surfaces.

BOWLS





NEW COLOR



Bivy Bowl™

ultralight, collapsible, waterproof



Blue
Spring

ACTIVITIES: Backpacking, Hiking, Mountain Biking, Travel, Camping

KEY FEATURES:

- Waterproof bowl using welded fabric technology
- Engineered collapsibility for easy transport
- Stable shape and no-slip bottom keeps food or water in the bowl
- Low-light visibility with reflective trim
- Single-wall construction is easy to clean

Diameter: 6 in (15 cm)
Volume: 60 fl oz (1.8 L)

M



Kibble Kaddie™

portable dog-food carrier



Forest
Green

ACTIVITIES: Camping, Vehicle Travel, Everyday

KEY FEATURES:

- Kibble dispenses through food chute with magnetic closure
- Roll-down top closure is secure and allows for adjustable volume
- Built from grease-resistant fabric
- Stretch stash pocket accommodates the essentials

Volume: 10 L (42 cups)



Quencher™

waterproof, collapsible bowl



Forest
Green



Pacific
Blue



Purple
Dusk

ACTIVITIES: Backpacking, Hiking, Mountain Biking, Trail Running, Skiing, Snowboarding, Camping, Everyday

KEY FEATURES:

- Durable, long-lasting polyester outer fabric
- Guaranteed waterproof liner
- Low-light visibility with reflective trim



Quencher Cinch Top™

waterproof, collapsible, closeable bowl



Forest
Green



Pacific
Blue



Purple
Dusk

ACTIVITIES: Backpacking, Camping, Everyday

KEY FEATURES:

- Durable, long-lasting polyester outer fabric
- Integrated drawstring closure
- Guaranteed waterproof liner
- Low-light visibility with reflective trim

| | | | |
|------------------|---------------------|----------------|----------------|
| | S | M | L |
| Opening: | 4.5 in (11 cm) | 5.5 in (14 cm) | 7 in (18 cm) |
| Capacity: | 25.4 fl oz (0.75 L) | 1.1 qt (1 L) | 2.6 qt (2.5 L) |

| | | |
|------------------|----------------|----------------|
| | M | L |
| Opening: | 5.5 in (14 cm) | 7 in (18 cm) |
| Capacity: | 1.1 qt (1 L) | 2.6 qt (2.5 L) |

The Quencher™ **THE BOWL THAT STARTED IT ALL**

In the summer of 1992, Ruffwear founder Patrick Kruse was mountain biking in the Los Padres National Forest with his friend Liz and her dog Moqui. On that ride, he encountered a challenge that would lead to a series of innovations in performance dog gear - and kickstart an entire industry.

While trying to give her dog Moqui a drink, Liz emptied half of her water bottle into a plastic bag and held it while the Rhodesian Ridgeback took a few slurps. Moqui then walked away panting, and Liz was literally left “holding the bag” - she couldn’t set it down without losing the water and she

didn’t want to empty what was left back into her water bottle. “You need to do something about this,” Liz challenged Patrick. That challenge sparked the inspiration for Ruffwear’s first product - a collapsible waterproof bowl.



Patrick Kruse and friend with the original
Quencher Dog Bowl

Back then, Patrick was designing paddle sports apparel and accessories through his company, Salamander Paddle Gear. With his experience in technical fabrics and design, Patrick set out to build a waterproof bowl from a dog's perspective. It needed to hold food and water in a way that appeals to dogs and pack small for outdoor adventures. After 16 months of research, development, and testing, Patrick created The Quencher™ collapsible food and water bowl.

The Quencher accompanied Patrick and Salamander Paddle Gear to Outdoor Retailer in the summer of 1994. Set out on a table at the front of their booth, the

collapsible waterproof fabric bowl drew crowds while a buyer at L.L. Bean placed an order for 8,000 units. Ruffwear had officially launched.

Since that Outdoor Retailer show in 1994, Ruffwear has pioneered a category, building performance dog gear to enhance and inspire exploration for outdoor adventurers and their human companions. By combining functionality, craftsmanship, durability, quality, and innovation, we continue to evolve and lead the way in meeting the demands of active canines around the world.

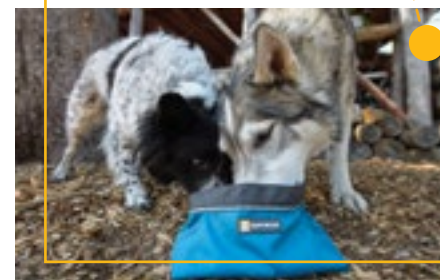
The Journey of The Quencher™



1994



2011



Current



Liz and dog Moqui, 1992



Outdoor Retailer, 1994

COLLARS & LEASHES



NEW



Front Range™ Leash

strong and light human-canine connection



Twilight
Gray



Meadow
Green



Blue
Dusk



Tillandsia
Purple



Wild
Berry



Orange
Poppy

GREAT COMPANION: Front Range™ Harness

KEY FEATURES:

- Swiveling Crux Clip™ is strong, secure and provides one-handed attachment
- Padded handle
- Traffic handle offers quick restraint
- Convenient accessory loop for pickup bags or small clip-on items
- Ruffwear-designed webbing is sturdy yet light

Length: 5 ft (1.5 m)

Width: 1 in (25 mm)

REDESIGNED



Ridgeline™ Leash

compact, lightweight leash



Obsidian
Black



Forest
Green



Red
Currant

KEY FEATURES:

- Swiveling Crux Clip™ is strong, secure and provides one-handed attachment
- Ruffwear's Wavelength™ webbing absorbs shock

Length: 2.5 - 4.25 ft (0.75 - 1.3 m)

REDESIGNED



Flat Out™ Leash

hand-held, waist-worn



Obsidian
Black



Baja
Blue



Red
Currant



Wild
Berry



Wild
Flower



Aspen



Pacific
Wave



Teton

GREAT COMPANION: Hoopie™ Collar

KEY FEATURES:

- Talon Clip™ is strong, secure and ergonomically designed for one-handed attachment
- Adjustable padded handle and side release buckle with aluminum uniloop. Can be hand-held, waist-worn or secured around a tree or post.
- Convenient accessory loop for pickup bags or small clip-on items
- Traffic handle offers quick restraint
- Ruffwear-designed Tubelok™ webbing

Length: 6 ft (1.8 m)

Width: 1 in (25 mm)

REDESIGNED



Slackline™ Leash

adjustable length, hand-held, waist-worn



Twilight
Gray



Meadow
Green



Purple
Dusk



Red
Currant

GREAT COMPANIONS: Chain Reaction™, Crag™ and Top Rope™ Collar

KEY FEATURES:

- Talon Clip™ is strong, secure and ergonomically designed for one-handed attachment
- Convenient accessory loop for pickup bags or small clip-on items
- Ergonomic slider for easy length adjustment
- Low-light visibility with reflective trim
- Ruffwear-designed Tubelok™ webbing
- Adjustable padded handle and side release buckle with aluminum uniloop. Can be hand-held, waist-worn or secured around a tree or post.

Length: 3.5-6 ft (1.1-1.8 m)

Width: 1 in (25 mm)

REDESIGNED



Roamer™ Leash

extending, hand-held, waist-worn



Obsidian
Black



Baja
Blue



Purple
Dusk



Red
Currant

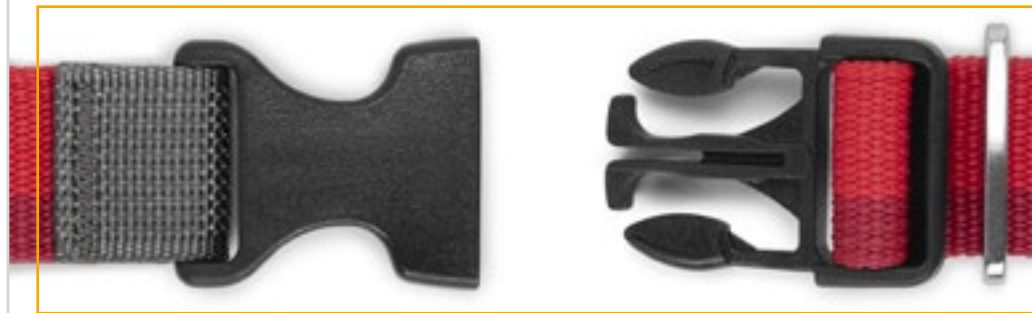
GREAT COMPANION: Hoopie™ Collar

KEY FEATURES:

- Talon Clip™ is strong, secure and ergonomically designed for one-handed attachment
- Convenient accessory loop for pickup bags or small clip-on items
- Adjustable padded handle and side release buckle with aluminum uniloop. Can be hand-held, waist-worn or secured around a tree or post.
- Traffic handle offers quick restraint
- Ruffwear's Wavelength™ webbing absorbs shock

Length: 5.5-7 ft (1.7-2.1 m) | 7.3-11 ft (2.2-3.4 m)

CONNECTIONS BUILT TO LAST



We believe our dogs make us whole and that our relationship with them is shaped by the adventure we share. They are our trail-mates, biking buddies, powder chasers, river runners, and working partners. They're our constant companions.

We build our performance dog gear with these relationships in mind, right down to the most important connection we have with our dogs: the leash. Every Ruffwear leash is custom designed, from the webbing patterns inspired by our favorite wild places to hardware like our strong and lightweight Talon Clip™, secure locking carabiner on our Knot-a-Leash™, and our new side-release buckle reinforced with a strength-rated aluminum Uniloop.



Talon Clip™

Timberline™ Leash, Headwater™ Leash,
Roamer™ Leash, Flat Out™ Leash



Locking Carabiner

Knot-A-Leash™, Knot-A-Long™

NEW NAME | NEW PRICE



Timberline™ Leash
durable, water-resistant leather



Melt Water Teal
Wild Plum Purple
Canyonlands Orange

GREAT COMPANION: Timberline™ Collar

- KEY FEATURES:**
- Talon Clip™ is strong, secure and ergonomically designed for one-handed attachment
 - Soft, supple handle lined with glove leather provides comfort and excellent grip
 - Constructed using Pittards® WR100X strong, durable, water-resistant and sustainably produced full-grain leather

NEW NAME | NEW PRICE



Timberline™ Collar
durable, water-resistant leather



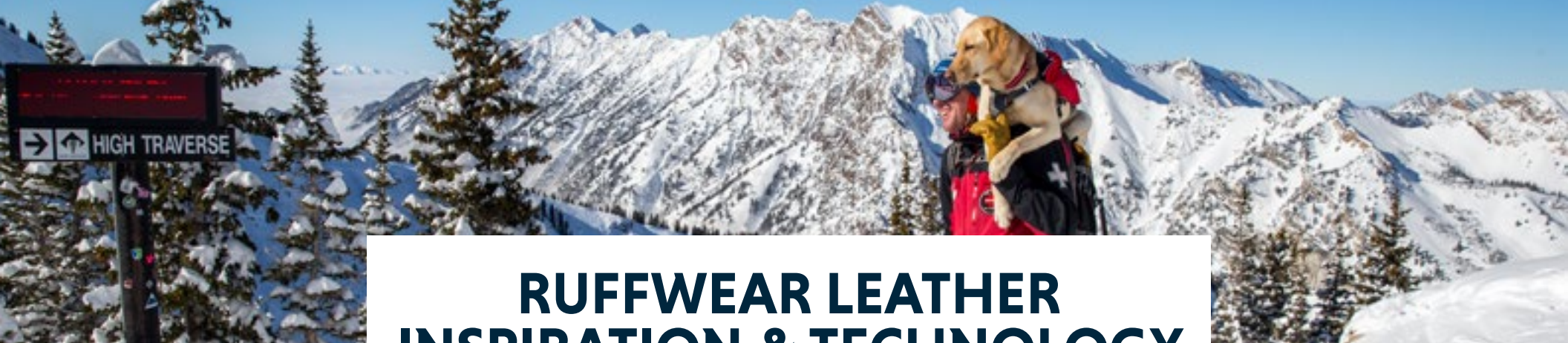
Melt Water Teal
Wild Plum Purple
Canyonlands Orange

GREAT COMPANION: Timberline™ Leash

- KEY FEATURES:**
- Constructed using Pittards® WR100X strong, durable, water-resistant and sustainably produced full-grain leather
 - Single-piece, anodized aluminum D-ring provides a secure leash attachment point
 - Leather tag silencer
 - Single-piece, anodized aluminum Crux Buckle™ offers durability and security in an efficient design

Length: 4 ft (1.2 m) **Width:** 3/4 in (20 mm)

| Neck: | 11-14 in 28-36 cm | 14-17 in 36-43 cm | 17-20 in 43-51 cm | 20-23 in 51-58 cm | 23-26 in 58-66 cm |
|--------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Width: | 3/4 in (20 mm) | 1 in (25 mm) | 1 in (25 mm) | 1 in (25 mm) | 1 in (25 mm) |



RUFFWEAR LEATHER INSPIRATION & TECHNOLOGY

Long before synthetic materials were developed, leather was the go-to natural material. The "original outdoor gear."

Inspiration

Even with the advances in material technologies today, many who work in harsh environments still prefer gear crafted from leather for its durability, comfort and its tendency to improve with age.

Ski patrollers are among the hard working outdoor professionals that depend on leather gloves by Hestra® and Black Diamond®. We took our inspiration from these products that blend leather with windproof, breathable technical fabrics.



Canadian Ski Patrol,
1944

Avalanche Dog Training -
Alta, Utah, 2015



We've partnered with Pittards®, a respected leather supplier in the UK since 1826, to make our strong and durable Timberline™ collars and leashes. At their core is Pittards' WR100X water-resistant leather; a technology they developed over 30 years ago for the sports and performance footwear markets as a way to protect gear from the damaging effects of sweat, which de-tans leather and makes it stiffen and crack after only a few uses, especially in warm climates.

The WR100X process is tanned right into the leather and forms bonds with the fibers so that it cannot easily be washed away. This is important because unlike a surface treatment that ceases to be effective if the leather gets scuffed, the WR100X is through the structure, so even if the surface is damaged it retains its performance.

In order to fully harness the water-resistance and comfort of leather, while stabilizing the potential stretching that naturally occurs over time, we incorporate only a thin layer of synthetic webbing that remains hidden between two layers of leather. The only material exposed to the elements is the leather itself, which resists odor and takes on an adventure patina, enhancing its look and feel over time.



REDESIGNED



Crag™ Collar

reflective webbing



Twilight
Gray



Meadow
Green



Purple
Dusk



Kokanee
Red

GREAT COMPANION: Slackline™ Leash

KEY FEATURES:

- Ruffwear-designed Tubelok™ webbing with reflective trim
- Silicone tag silencer
- Easily add or remove tags with Quick Ring™
- Separate ID attachment point
- Single-piece, anodized aluminum V-ring provides a secure leash attachment point
- Easy to use side release buckle



Hoopie™ Collar

soft, durable webbing



Obsidian
Black



Baja
Blue



Red
Currant



Wild
Berry



Wild
Flower



Aspen



Pacific
Wave



Teton

GREAT COMPANION: Flat Out™ Leash

KEY FEATURES:

- Ruffwear-designed Tubelok™ webbing
- Silicone tag silencer
- Easily add or remove tags with Quick Ring™
- Separate ID attachment point
- Single-piece, anodized aluminum V-ring provides a secure leash attachment point
- Easy to use side release buckle

| Neck: | 11-14 in 28-36 cm | 14-20 in 36-51 cm | 20-26 in 51-66 cm |
|--------|----------------------|----------------------|----------------------|
| Width: | 3/4 in (20 mm) | 1 in (25 mm) | 1 in (25 mm) |

| | S | M | L |
|--------|------------------|---------------------|---------------------|
| Neck: | 11-14 (28-36 cm) | 14-20 in (36-51 cm) | 20-26 in (51-66 cm) |
| Width: | 3/4 in (20 mm) | 1 in (25 mm) | 1 in (25 mm) |



Chain Reaction™ Collar

limited cinch, audible correction



Twilight
Gray



Meadow
Green



Purple
Dusk



Kokanee
Red

GREAT COMPANION: Slackline™ Leash

KEY FEATURES:

- Ruffwear-designed Tubelok™ webbing with reflective trim
- Single-piece, anodized aluminum V-ring provides a secure leash attachment point
- Limited cinch design and audible correction with stainless steel chain for controlled, leashed walking
- Silicone tag silencer
- Easily add or remove tags with Quick Ring™
- Separate ID attachment point



Top Rope™ Collar

strong, reflective, ballasted



Twilight
Gray



Meadow
Green



Purple
Dusk



Kokanee
Red

GREAT COMPANION: Slackline™ Leash

KEY FEATURES:

- Ruffwear-designed Tubelok™ webbing with reflective trim
- Single-piece, anodized aluminum V-ring provides a secure leash attachment point
- Silicone tag silencer
- Easily add or remove tags with Quick Ring™
- Separate ID attachment point
- Ruffwear-designed all-metal Talon Buckle™ provides ballast to keep V-ring at the top of the dog's neck, allowing easy leash clipping

Neck:
Width:

S
11-14 (28-36 cm)
3/4 in (20 mm)

M
14-20 in (36-51 cm)
1 in (25 mm)

L
20-26 in (51-66 cm)
1 in (25 mm)

Neck:
Width:

S
11-14 (28-36 cm)
3/4 in (20 mm)

M
14-20 in (36-51 cm)
1 in (25 mm)

L
20-26 in (51-66 cm)
1 in (25 mm)





Headwater™ Leash

waterproof, stink-proof, reflective



Fern
Green



Blue
Spring



Red
Currant



Alpenglow
Pink

GREAT COMPANION: Headwater™ Collar

KEY FEATURES:

- Talon Clip™ is strong, secure and ergonomically designed for one-handed attachment
- Waterproof, coated webbing keeps grunge and water out and is easy to clean
- Convenient accessory loop for pickup bags or small clip-on items
- Low-light visibility with reflective design



Headwater™ Collar

waterproof, stink-proof, reflective



Fern
Green



Blue
Spring



Red
Currant



Alpenglow
Pink

GREAT COMPANION: Headwater™ Leash

KEY FEATURES:

- Single-piece, anodized aluminum Crux Buckle™ offers durability and security in an efficient design
- Silicone tag silencer
- Single-piece, anodized aluminum D-ring provides a secure leash attachment point
- Low-light visibility with reflective trim
- Waterproof, coated webbing keeps grunge and water out and is easy to clean

Length: 4 ft (1.2 m)

Width: 3/4 in (20 mm)

| Neck: | 11-14 in 28-36 cm | 14-17 in 36-43 cm | 17-20 in 43-51 cm | 20-23 in 51-58 cm | 23-26 in 58-66 cm |
|--------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Width: | 3/4 in (20 mm) | 1 in (25 mm) | 1 in (25 mm) | 1 in (25 mm) | 1 in (25 mm) |



Knot-a-Collar™

reflective, low-profile, adjustable



Obsidian
Black



Blue
Spring



Purple
Dusk



Red
Currant

GREAT COMPANION: Knot-a-Leash™

KEY FEATURES:

- Low profile 7 mm rope settles comfortably into fur
- Sliding fisherman knots are adjustable for a customized fit
- Single-piece, anodized aluminum V-ring provides a secure leash attachment point
- Silicone tag silencer
- Low-light visibility with reflective trim



Knot-a-Leash™

reflective with secure locking carabiner



Obsidian
Black



Blue
Spring



Purple
Dusk



Red
Currant

GREAT COMPANION: Knot-a-Collar™

KEY FEATURES:

- Strong and secure locking carabiner
- Comfortable, easy to hold tubular webbing handle
- Strong, supple kernmantle rope
- Convenient accessory loop for pickup bags or small clip-on items
- Low-light visibility with reflective trim

| | | |
|---------------|---------------------|---------------------|
| | M | L |
| Neck: | 14-20 in (36-51 cm) | 20-26 in (51-66 cm) |
| Width: | 7 mm Rope | 7 mm Rope |

| | | |
|---------------|--------------|--------------|
| | S | L |
| Neck: | 5 ft (1.5 m) | 5 ft (1.5 m) |
| Width: | 7 mm Rope | 11 mm Rope |



Knot-a-Long™

reflective leash with locking carabiner



Obsidian
Black



Blue
Spring



Purple
Dusk



Red
Currant

GREAT COMPANION: Knot-a-Collar™

KEY FEATURES:

- Strong and secure locking carabiner
- Comfortable, easy to hold tubular webbing handle
- Strong, supple kernmantle rope
- Convenient accessory loop for pickup bags or small clip-on items
- Low-light visibility with reflective trim

Length: 30 in (76 cm)

Diameter of Rope: 11 mm



Just-a-Cinch™

reflective cinch lead



Obsidian
Black



Blue
Spring



Purple
Dusk



Red
Currant

GREAT COMPANION: Knot-a-Collar™

KEY FEATURES:

- Cinch leash design offers universal fit, secure connection and humane correction
- Comfortable, easy to hold tubular webbing handle
- Silicone stopper is easy to adjust for a customized fit
- Strong, supple kernmantle rope
- Convenient accessory loop for pickup bags or small clip-on items
- Low-light visibility with reflective trim

Length: 5 ft (1.5 m)

Diameter of Rope: 11 mm



Quick Draw™ Leash

leash worn around a collar

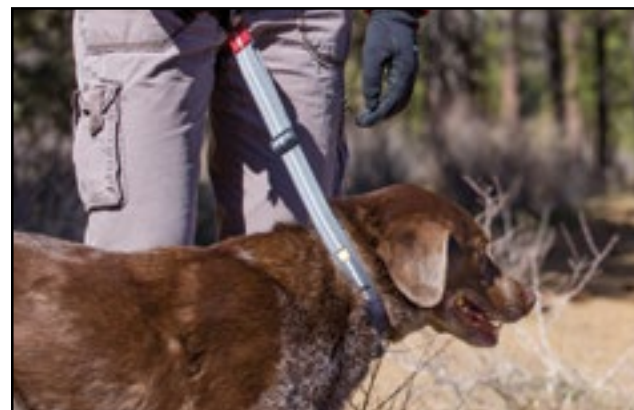


Granite
Gray

GREAT COMPANION: Hoopie™ Collar

KEY FEATURES:

- Low-light visibility with reflective trim
- Grab tab provides quick access to leash
- Swiveling Crux Clip™ is strong and secure



Adjustable size fits necks from: 14-22 in (36-56 cm)

REDESIGNED



Double Track™ Coupler

two-dog leash connection



Granite
Gray

GREAT COMPANION: Knot-a-Long™

KEY FEATURES:

- Adapt any leash to a two-dog walking system with the single-piece, anodized aluminum V-ring
- Ruffwear's Wavelength™ webbing absorbs shock
- Swiveling Crux Clip™ is strong, secure and provides one-handed attachment

Length Per Side: 12 in (30 cm) **Stretches To:** 19 in (48 cm)



TRAIL TESTED PROMISE

All of our products are rigorously field tested and we proudly guarantee against defects in materials and craftsmanship



BUSINESS UNUSUAL



Ruffwear Retreat,
Lower Deschutes



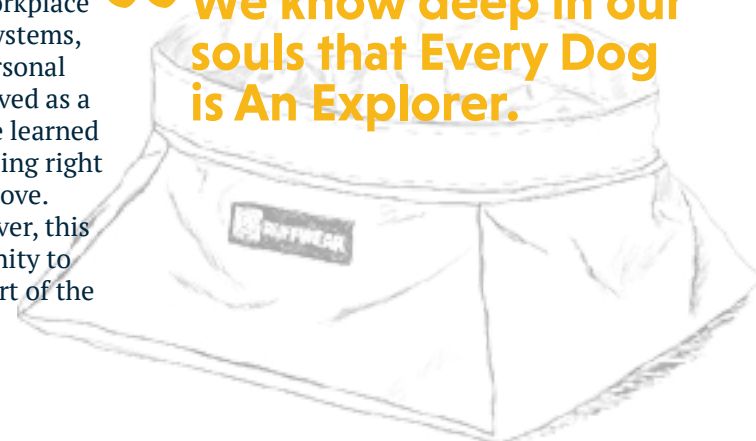
Ruffwear Ski Day,
Mt. Bachelor

Since 1994, Ruffwear has always done things a little differently. We are driven by our shared passion for the canine-human connection. We are proudly self-funded, and by managing our business with thoughtfulness and intention, and reinvesting our profits, we give ourselves the freedom to pursue purpose rather than profit, to innovate, and to seek continuous improvement in everything we do. We call this Business Unusual.

This year, Ruffwear is honored to be named one of Outside magazine's 100 Best Places to Work. To be considered for this list, Ruffwear participated in a survey process that evaluated workplace policies, practices, philosophy, systems, demographics, and employee personal experience. This process also served as a check-in for how we're doing. We learned some things about what we're doing right and where we have room to improve. Perhaps most importantly, however, this process provided us the opportunity to reflect on what it means to be part of the Ruffwear Pack.

We are an adventurous and curious group. We're self-reliant, but we're also collaborative. We push the boundaries, but we don't take unnecessary risks. We believe in honesty, transparency and integrity, and we honor each other's hard work by offering gratitude and respectful feedback. We treat each other like family with support and trust. We use trust as our currency to challenge the status quo and bring an innovative spirit to everything we do.

“We know deep in our souls that Every Dog is An Explorer.”



And we have fun. We go skiing together – and rafting, and camping, and hiking. We gather around the breakfast table, toasting coffee and OJ, and meet for beers after work. We take our dogs to the dog park on Mondays, and when we need a laugh, we let them run off leash in the office. We're passionate, and we love what we do. Sometimes we cry tears of joy or frustration together – we might be a little sensitive, but hey, we're dog people.

We have a hunch that all this happiness flows right down the leash and brings joy to our four legged friends. We believe dogs make us whole and that our relationship with our dogs is shaped by the adventures we share. We find joy in these adventures and are inspired by our dogs. We support protecting wild places where dogs and people go to play.

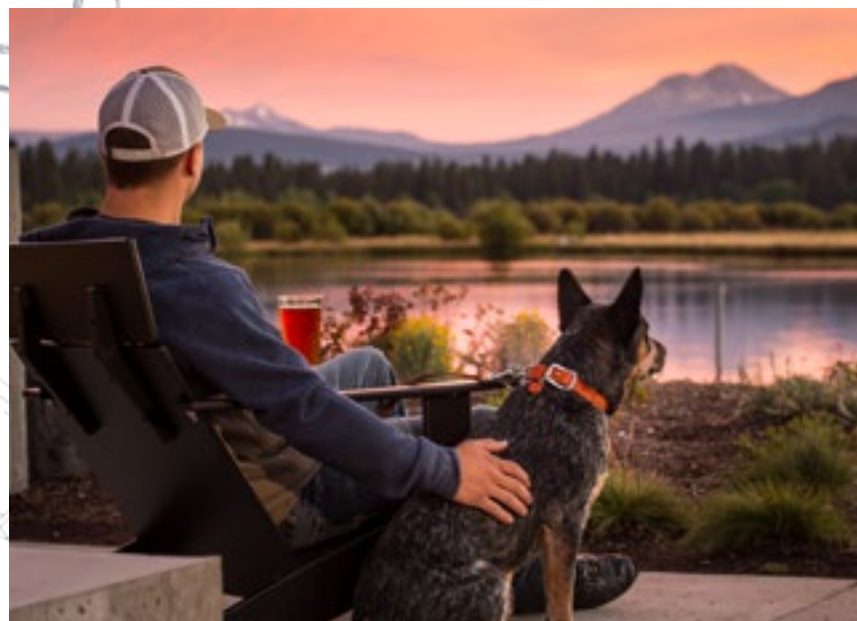
We know deep in our souls that Every Dog is An Explorer. As humans, we rely on our gear to comfortably guide us to the edge of exploration. At Ruffwear, we believe our dog's gear should perform

just as well as our own. We design products from a dog's perspective, with nothing superfluous. Ruffwear gear is built with the functionality, craftsmanship, durability, quality, and innovation we expect in our own gear. We're on a mission to build performance dog gear to enhance and inspire exploration for outdoor adventurers and their human companions.

The Ruffwear Pack has been busy creating some amazing products that we are excited to share with you. We invite you to explore these pages and ponder the places your next adventure will take you.

Patrick Kruse

Dogspeed,
Patrick



HARNESSES



NEW COLORS



Front Range™ all-day adventure harness



Twilight
Gray



Meadow
Green



Blue
Dusk



Tillandsia
Purple



Wild
Berry



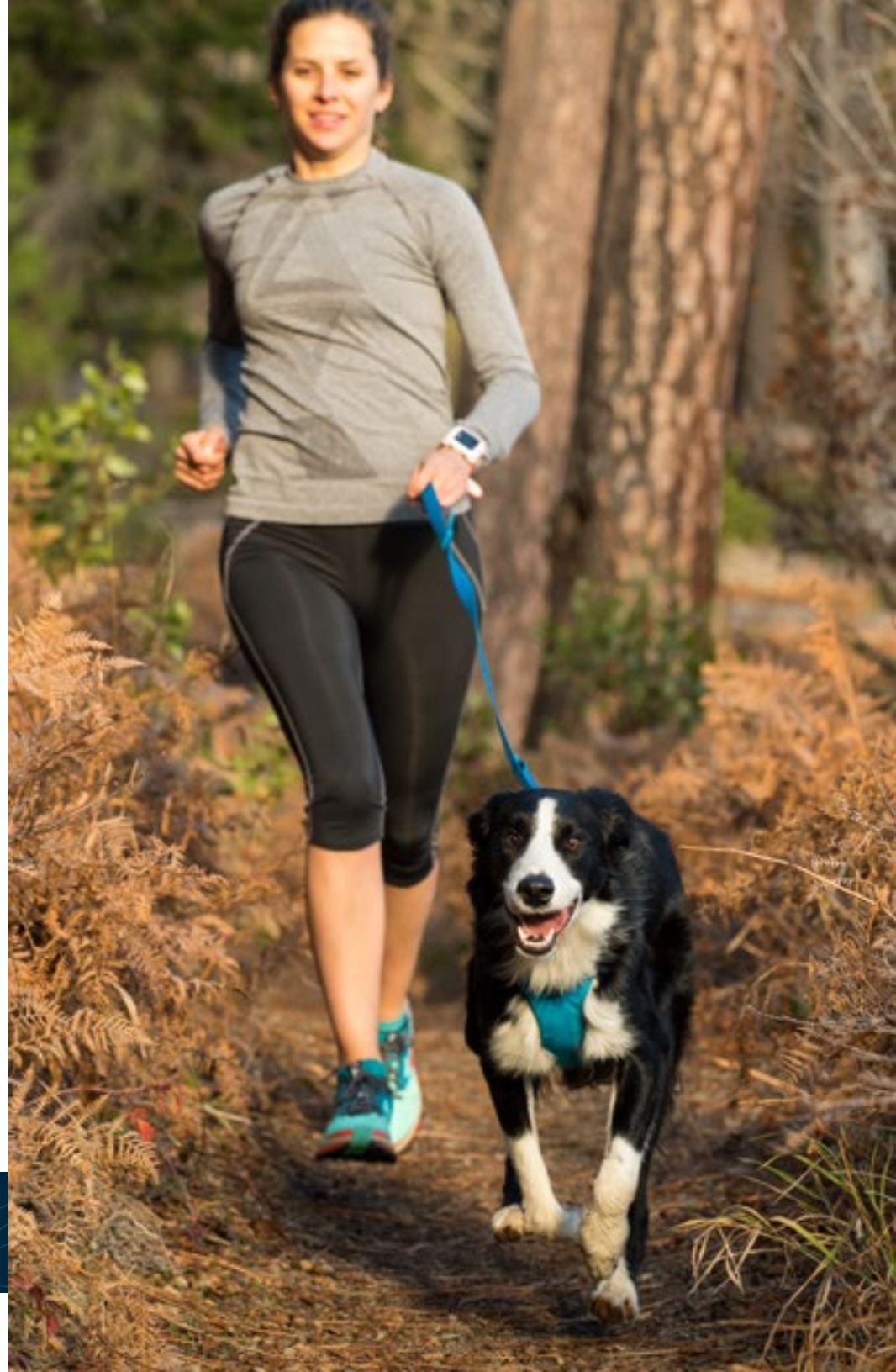
Orange
Poppy

ACTIVITIES: Everyday, Trail Running, Walking **GREAT COMPANION:** Front Range™ Leash

KEY FEATURES:

- Customizable fit with four points of adjustment allow for full range of motion
- Two leash attachment points; aluminum V-ring on the dog's back and reinforced webbing on the dog's chest
- Padded chest and belly panel for good load dispersion and comfortable, extended wear
- Low-light visibility with reflective trim
- ID pocket stores dog tags

| Girth: | XXS | XS | S | M | L/XL |
|--------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| | 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |





NEW COLORS



Web Master™

secure, reflective, multi-use



Twilight
Gray



Blue
Dusk



Red
Currant

ACTIVITIES: Hiking, Working Dogs, Everyday

KEY FEATURES:

- Customizable fit with five points of adjustment allow for full range of motion
- Two leash attachment points: single-piece, anodized aluminum V-ring and the webbing loop
- Foam padded straps for comfortable, extended wear
- Anatomical design and padded handle provide balanced lifting with good load dispersion
- Low light visibility with reflective trim

| | XXS | XS | S | M | L/XL |
|---------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| Girth: | 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |



Web Master Pro™

professional harness



Red
Currant

ACTIVITIES: Skiing, Snowboarding, Working Dogs

KEY FEATURES:

- Customizable fit with five points of adjustment allow for full range of motion
- Two low-profile, zippered pockets have interior stretch
- All-metal hardware provides durability with the rigors of professional use and retains function in snow, ice and dirt environments
- Oversized handle is designed for use with gloves and provides an easy lift and assist when loading dogs into vehicles, airships and chairlifts
- Low-light visibility with reflective trim



Brush Guard™

chest protection, lifting support



Twilight
Gray

ACTIVITIES: Backpacking, Hiking, Mountain Biking, Skiing, Snowboarding

KEY FEATURES:

- Durable, lightweight materials for all-season use with Ruffwear's Web Master™ Harness, Web Master Pro™ Harness, Approach™ Pack, Palisades™ Pack and Singletrak™ Pack
- Three-layer construction provides protection, load dispersion and stability
- Nylon exterior is resistant to foxtails, stickers, snow and ice build up
- Designed for additional chest and belly coverage while allowing full range of motion
- Hook-and-loop sleeves for easy on/off

Girth:

| XS | S | M | L/XL |
|----------------------|----------------------|----------------------|-----------------------|
| 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |

**Brush Guard Size =
Harness/Pack Size:**

| XS | S | M | L/XL |
|----|---|---|------|
|----|---|---|------|



Omnijore™ Joring System

fit, clip and go



Red
Currant

ACTIVITIES: Skiing, Snowboarding, Trail Running

KEY FEATURES:

Dog Harness:

- Pulling-specific design comes in three sizes with four points of adjustability for a customized fit
- Removable girth strap aids in training and can be removed when dogs are accustomed to joring

Towline:

- Shock-absorbing Wavelength™ webbing minimizes bounce
- Talon Clip™ provides a quick, secure harness attachment point
- Color-coded ends easily identify the attachment locations on harness and hipbelt

Human Hip Belt:

- Comfortable, load-dispersing design
- Tow bridle allows for 180 degrees of tow direction for use in multiple joring sports
- Intuitive towline release for quick disconnect
- Leg loops keep the hipbelt in place and can be removed when desired
- Water bottle holster and two zippered pockets for basic essentials

Girth: **S** 22-27 in
56-69 cm | **M** 27-32 in
69-81 cm | **L/XL** 32-42 in
81-107 cm

International Regulation Length: 6.5-8.75 ft
2-2.7 m

Human Waist Size: 27-48 in
68-123 cm



Doubleback™

strength-rated safety harness



Cloudburst
Gray

ACTIVITIES: Climbing

KEY FEATURES:

- Customizable, secure fit with seven points of adjustment
- Padded belly support and leg loops provide stability and weight dispersion
- Anodized aluminum Doubleback buckles for safety and durability
- Main tie-in point provides easy rope attachment
- Leg loops can be stowed for increased mobility during approach



Load Up™

vehicle restraint harness



Obsidian
Black

ACTIVITIES: Vehicle Travel

KEY FEATURES:

- Universal seat belt attachment
- All-metal, strength-rated hardware
- Comfortable for extended wear
- Secures dogs during sudden vehicle movements

| Girth: | XS | S | M | L/XL |
|--------|----------------------|----------------------|----------------------|-----------------------|
| | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |

| Girth: | XXS | XS | S | M | L/XL |
|--------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| | 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |

LIFE JACKETS



NEW COLORS



Float Coat™

buoyant, secure, reflective



Blue
Atoll



Sockeye
Red



Wave
Orange

KEY FEATURES:

- Natural swimming position made possible by strategically-placed closed cell foam panels
- Low-light visibility with reflective trim
- Easy-to-clip, sheltered buckles keep straps firmly in place over time
- Water-compatible webbing remains stable in wet environments
- Strong, low-profile handle is optimally positioned to help dogs out of water
- Telescoping neck closure adjusts for a range of dog sizes and is permanently attached and secure

| | XXS | XS | S | M | L | XL |
|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| Girth: | 13-17 in 33-43 cm | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-36 in 81-91 cm | 36-42 in 91-107 cm |

The Float Coat™

THE INSPIRATION BEHIND IT ALL

We believe that every product we design should answer a new need or improve upon meeting an existing one. The Float Coat™ is no exception. After a near miss while running the Kern River with his dog Otis, Ruffwear founder Patrick Kruse saw an opportunity to design a life jacket for dogs that is reliable, ergonomic, and safe.

Thoughts of heading down to that favorite swimming hole, lake, or the ocean make me appreciate those childhood swimming lessons. Those early experiences opened my eyes to a new world, and life was never the same after that first dip. In and around water is where I choose to spend the majority of my time.

Fast forward to 1996 where whitewater kayaking consumed every spare moment. Of course Otis, my Australian Cattle Dog was always by my side - the perfect companion for road trips, camping, and river running. Our days on the rivers were spent with good friends, paddling our kayaks while Otis would join us by running down the riverside. During more technical drops, he would boulder hop and dive in and out of willows and fragrant lupine. In the flat-water, Otis would swim out and join me on my kayak.

“Our days on the rivers were spent with good friends, paddling our kayaks.”

As we both adapted to this whitewater environment, it became apparent that I had a significant safety advantage - helmet, dry top, paddle, and ergonomic lifejacket. Otis seemed content with running the river “naked,” but I started



Patrick and dog Otis

to become concerned for his safety as we upped the ante. So I outfitted Otis in a canine flotation device from a respected whitewater company. One of our first trips using his new gear was a 17-mile paddle down a wilderness run on the upper forks of the Kern River in California. At one point as Otis ran the riverside, the granite walled up and cliffed out, impeding his down river progress. This required me to ferry him across to the other side, just above a significant drop. As I grabbed ahold of his flotation device to lift him onto the kayak, he slipped out of his lifejacket and into the water. After a few seconds of extreme concern for Otis's safety, I was able to scoop him up and get him back into his jacket, and ferry him safely across to the other side where we completed the run.

Back at camp, I fitted his jacket again, this time trying to tighten the straps to keep Otis from slipping out. No matter how I adjusted the straps, Otis could easily spill out of the jacket. This experience inspired me to create a better canine Float Coat. My goal was to design and build a Float Coat that would allow Otis to run and swim unencumbered, while staying in his coat no matter how I tried to pour him out. With this new Float Coat, we could both continue our waterborne adventures with a renewed level of confidence, safety, and fun.

#mydogismy **COWORKER**



Tucker leans into the scent in the search for elusive orca scat

This Ruffwear Float Coat™ was given to Conservation Canines in 2012. It was worn by Tucker and Waylon during four summers on the water in Washington State's Salish Sea, where it endured all sorts of weather conditions from salt water spray, high winds, sunshine, rain and fresh water lake swims. The coat was also used as an anchor on the boat for the Conservation Canines, meaning when the dog is on a scent, they lean over the bow of the boat with all of their weight on the handle of the Float Coat. The handle has been incredible and has not lost any of its durability or shown any wear and tear. Overall, the Float Coat has been an incredible addition to our gear!

-Liz Sealy, Conservation Canines



Conservation Canine's original Float Coat™ with over 700 hours in the field

PACKS



NEW



Commuter™ Pack

rucksack-inspired dog pack



Cloudburst
Gray



Larkspur
Purple

ACTIVITIES: Everyday **TRIP LENGTH:** Day, Overnight

KEY FEATURES:

- Three points of leash connection: single-piece, anodized aluminum V-ring and two webbing loops
- Padded handle and non-slip girth straps offer good load dispersion for controlled and comfortable lifting
- Convenient, easy-access side stash pockets for often used items
- Efficient load carrying through weight-forward, attached saddlebags

| Girth: | XS | S | M | L/XL |
|-----------|----------------------|----------------------|----------------------|-----------------------|
| | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |
| Capacity: | 335 in³ (5.5 L) | 549 in³ (9 L) | 793 in³ (13 L) | 1,373 in³ (22.5 L) |
| Weight: | 0.85 lb (0.39 kg) | 1.10 lb (0.50 kg) | 1.30 lb (0.59 kg) | 1.65 lb (0.75 kg) |

The Commuter Pack™ FIELD TESTED - ADVENTURE READY



We believe the best product is the result of thorough testing, so all of our gear undergoes extensive field-testing by outdoor explorers and professionals in real-world environments. While our new Commuter™ Pack is designed for more urban excursions, we wanted to ensure it met the needs of even the most rugged explorers. Our Field Testers put the Commuter Pack through the paces. And based on their feedback, the latest pack addition is bound to please those who frequent cityscapes and landscapes.

- “ If you have a need for a pack for your dog, this pack is the do-all.
- “ Aesthetically, this product looks amazing as it seems to take cues from the premium human outdoors apparel with the color/ material combinations. Super attractive product and materials appear very durable.
- “ Material-wise, it's indestructible. Dragged against rocks, dirt, and cactuses and it still looks new.



Bodie, Portland, OR



Sierra, Vail, CO



Rory, Bend, OR

REDESIGNED



Palisades™ Pack

multi-day backcountry



Red
Currant

ACTIVITIES: Backpacking, Camping **TRIP LENGTH:** Multi-day

KEY FEATURES:

- Customizable fit with five points of adjustment allow for full range of motion
- Trail-ready details: stash pockets and external gear loops
- Two leash attachment points: single-piece, anodized aluminum V-ring and webbing loop
- Padded handle and non-slip girth straps offer good load dispersion for controlled and comfortable lifting
- Cross-load compression system secures pack contents
- Saddlebag attachment system uses aluminum hardware and Hypalon fasteners for a strong and secure connection
- Two 1-liter collapsible, BPA-free hydration bladders

| | S | M | L/XL |
|------------------|----------------------|----------------------|-----------------------|
| Girth: | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |
| Capacity: | 762 in³ (12.5 L) | 1,068 in³ (17.5 L) | 1,465 in³ (24 L) |
| Weight: | 1.75 lb (0.8 kg) | 1.85 lb (0.84 kg) | 2.15 lb (0.98 kg) |

The Palisades™ Pack

BUILT FROM THE GROUND UP



DESIGNED FROM A DOG'S PERSPECTIVE

Modified Web Master™ Harness frame with non-slip girth straps provides load stability and weight distribution



READY FOR ANYTHING

Aluminum hardware and Hypalon fasteners for strength and security



LOCKED & LOADED

Cross-load compression system secures pack contents





REDESIGNED



Approach™ Pack

full-day hiking



Meadow
Green



Orange
Poppy

ACTIVITIES: Hiking, Camping **TRIP LENGTH:** Day, Overnight

KEY FEATURES:

- Customizable fit with five points of adjustment allow for full range of motion
- Two leash attachment points: single-piece, anodized aluminum V-ring and webbing loop
- Padded handle and non-slip girth straps offer good load dispersion for controlled and comfortable lifting
- Trail-ready details: stash pockets and external gear loops
- Radial cut, weight-forward saddlebag design creates passive compression that stabilizes pack contents
- Harness suspension system provides stability, comfort and fit

| | XS | S | M | L/XL |
|------------------|----------------------|----------------------|----------------------|-----------------------|
| Girth: | 17-22 in 43-56 cm | 22-27 in 56-69 cm | 27-32 in 69-81 cm | 32-42 in 81-107 cm |
| Capacity: | 366 in³ (6 L) | 762 in³ (12.5 L) | 885 in³ (13 L) | 1,465 in³ (24 L) |
| Weight: | 0.8 lb (0.36 kg) | 1.05 lb (0.48 kg) | 1.15 lb (0.52 kg) | 1.3 lb (0.59 kg) |



Hi & Dry™ Saddlebag Cover

waterproof pack protection



Sunrise
Yellow

ACTIVITIES: Backpacking, Camping, Hiking

KEY FEATURES:

- Fits Approach™ Pack and Palisades™ Pack
- Waterproof, high visibility fabric with taped seams and reflective print design
- Straightforward, streamlined design is easy to put on and stays in place during activity
- Integrated storage bag



Singletrak™ Pack

low-profile hydration



Cloudburst
Gray

ACTIVITIES: Hiking, Mountain Biking, Trail Running

KEY FEATURES:

- Customizable fit with five points of adjustment allow for full range of motion
- Padded assistance handle makes it easy to help dogs up and over obstacles
- Low-profile saddlebags ride close to the body, allowing dogs to be agile
- Light color is designed to reflect heat from the sun
- Foam-padded chest and belly straps for comfortable, extended wear
- 2 collapsible hydration bottles, each with 0.6 L capacity

Cover Size =
Pack Size:

XS

S/M

L/XL

Girth:

S

22-27 in
56-69 cm

M

27-32 in
69-81 cm

L/XL

32-42 in
81-107 cm

Capacity:
Weight:

195 in³ (3.2 L)
0.7 lb (0.32 kg)

195 in³ (3.2 L)
0.91 lb (0.41 kg)

195 in³ (3.2 L)
1.05 lb (0.48 kg)

SAFETY





Track Jacket™

high visibility reflective jacket



Blaze
Orange

ACTIVITIES: Hiking, Mountain Biking, Trail Running, Everyday

KEY FEATURES:

- High-visibility blaze orange fabric with integrated reflective print design for maximum visibility
- Lightweight, low-profile tension hooks provide a quick and secure connection
- Three separate light loops for attaching multiple Beacon™ safety lights



The Beacon™

safety light



Red
Currant

ACTIVITIES: Backpacking, Hiking, Mountain Biking, Trail Running, Skiing, Snowboarding, Camping, Everyday

KEY FEATURES:

- Three light modes allow multiple dog tracking:
 - Slow Flash
 - Fast Flash
 - Always on
- High-intensity LED with light dispersing lens provides a hemisphere of light
- Integrated clip and Quick Ring™ provide two attachment points

Girth:

| XXS/XS | S/M | L/XL |
|----------------------|----------------------|-----------------------|
| 13-22 in 33-56 cm | 22-32 in 56-81 cm | 32-42 in 81-107 cm |

1.5 x 1.5 x 0.9 in (38 x 38 x 22 mm)

TOYS





Lunker™

interactive floating throw toy



Campfire
Orange

ACTIVITIES: Water Activities, Fetching

KEY FEATURES:

- Recycled PLUSfoam® core ensures excellent flotation and is 100% recyclable through the PLUSfoam Reclaim & Recycle Program: www.plusfoam.com
- Abrasion-resistant materials for increased durability
- Rope handle makes it easy to throw great distances for fetching on land and water

S
1.5 x 8 in
4 x 20 cm

M
2.5 x 12 in
6 x 31 cm

The Lunker™

**RECYCLED &
RECYCLABLE**



In partnership with PLUSfoam®, we've designed our Lunker from the core out. We started with post-manufacturing waste foam from the footwear industry and formed a center core that provides just the right weight for long tosses. After a long and happy life filled with memories of tug and fetch, the Lunker can be sent to PLUSfoam® to be recycled and begin life anew through PLUSfoam's comprehensive recycle/repurpose program.

For more information about PLUSfoam and the Lunker recycling program, please visit PLUSfoam's website at www.plusfoam.com/consumers.com.



Hydro Plane™

high floating, soft foam disc



Red
Currant



Dandelion
Yellow

ACTIVITIES: Water Activities, Fetching

KEY FEATURES:

- Gentle on dog's mouth and maintains shape
- Oversized for easy pick up and visibility on land or water
- Abrasion-resistant materials for increased durability



Hover Craft™

long-distance flying disc



Red
Currant

ACTIVITIES: Fetching

KEY FEATURES:

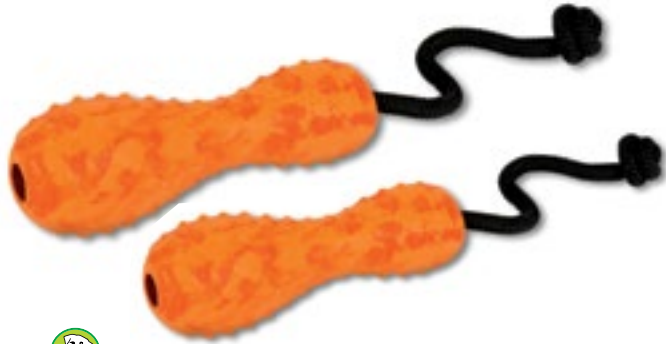
- Soft construction is easy to catch and gentle on dog's mouth
- Molded foam core provides excellent flight performance and flotation
- Abrasion-resistant materials for increased durability and extended fetch sessions
- Low-light visibility with reflective trim

Diameter: 12 in (30 cm)

Diameter:

S
6 in
15 cm

L
9 in
23 cm



Gourdo™

interactive, natural rubber throw toy



Orange
Sunset

ACTIVITIES: Fetching

KEY FEATURES:

- Rope handle makes it easy to throw great distances for fetching
- Gum massaging design can be filled with treats
- Made from natural latex rubber, a renewable, sustainable source
- Natural rubber is resilient, stretchy, bouncy and durable



Huckama™

resilient, natural rubber throw toy



Sunrise
Yellow

ACTIVITIES: Fetching

KEY FEATURES:

- Made from natural latex rubber, a renewable, sustainable source
- Hollow interior holds treats and whistles in flight



Turnup™

resilient, natural rubber throw toy



Fern
Green

ACTIVITIES: Fetching

KEY FEATURES:

- Compatible with ball throwers for hours of fetching fun
- Two-hole design prevent suction
- Made from natural latex rubber, a renewable, sustainable source
- Hollow interior holds treats and whistles in flight

| | | |
|------------------|-----------------|---------------|
| | M | L |
| Diameter: | 1.75 in (4 cm) | 2.5 in (6 cm) |
| Length: | 5.25 in (13 mm) | 8 in (20 mm) |

Diameter: 3 in (8 cm)

Diameter: 2.5 in (6 cm)
Height: 3 in (8 mm)

HUMAN GEAR





Dirtbag™ Seat Cover

vehicle seat cover



Granite
Gray



KEY FEATURES:

- Convertible design fits many vehicles in bench and hammock configurations
- Attaches via stuffer cleats that secure to seat and webbing loops that wrap around headrests
- Durable, waterproof and comfortable polyester fabric
- Integrated seatbelt access points open when needed and are closed when not in use
- Side flaps keep grunge off seats during entry and exit



BENCH



HAMMOCK

Width: 55 in (140 cm) **Length:** 63 in (159 cm)



Haul Bag™ dog gear bag



Forest
Green



ACTIVITIES: Travel

KEY FEATURES:

- Wide gatemouth opening for easy loading and access
- Keeps gear organized with multiple interior and exterior pockets
- Durable, long-lasting polyester outer fabric
- Display important info in the ID sleeve

Volume: 25 L



Ruffwear® Logo T-shirt



Asphalt

KEY FEATURES:

- Soft cotton t-shirt with the Ruffwear logo screen printed on the front
- Slim fit



Ruffwear® Mountain Trucker Hat



Charcoal

KEY FEATURES:

- Adjustable fit with pliable bill
- Moisture-wicking headband
- Mesh back for breathability



Ruffwear® Talon Hook™ Belt



Forest Green



Glacial Blue



Purple Dusk



Red Currant



Lotus



Woody



Camo



Cascades



Topo



Klickitat

KEY FEATURES:

- Soft and comfortable tubular webbing belts for humans
- Ruffwear-designed aluminum Talon Hook™ is strong and secure
- Outdoor-inspired patterns and colors

Mens/Womens:

M

L

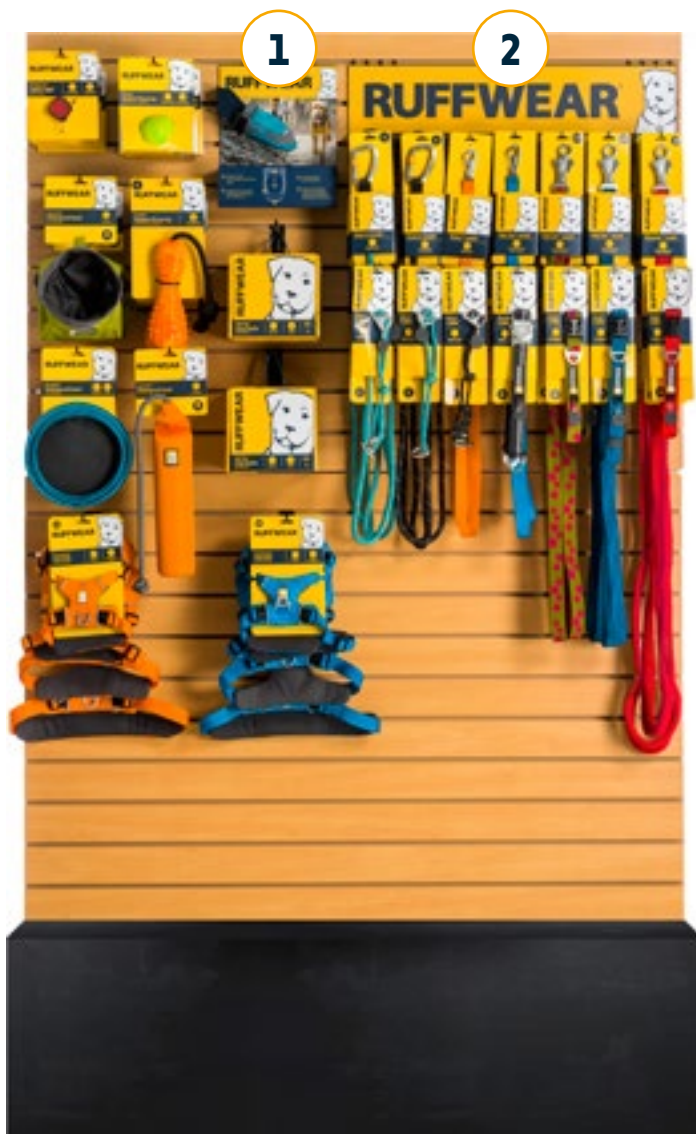
XL

One Size

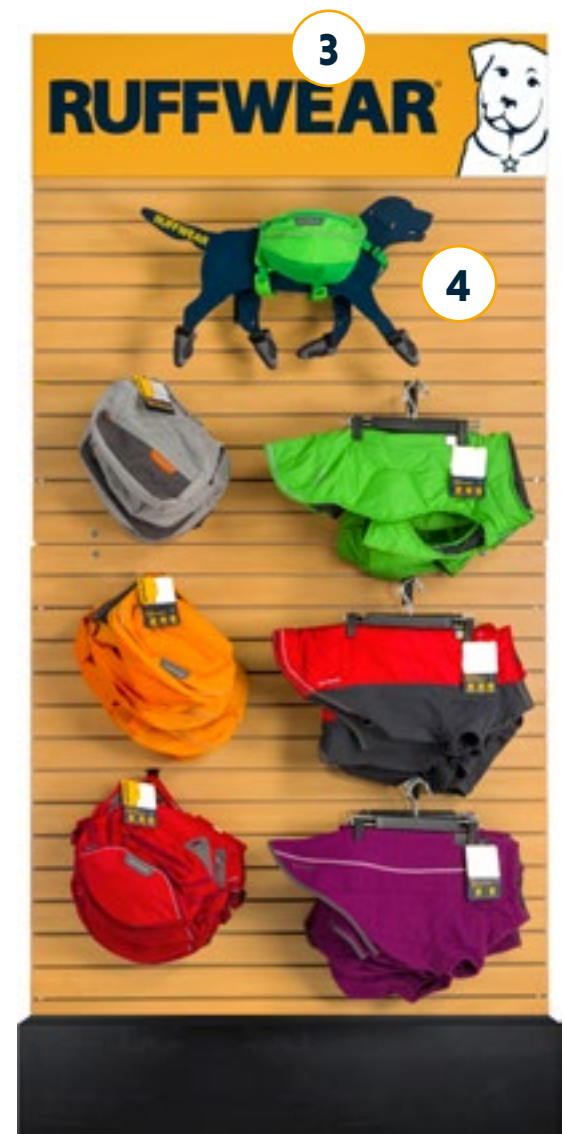
Fits human waist sizes up to 42 in (107 cm)

VISUAL MERCHANDISING





- 1 Boot Display
 - Grip Trex™ (shown)
 - Summit Trex™
 - Polar Trex™
- 2 Leash & Collar Display
 - Logo Header Sign (shown)
 - Lifestyle Header Sign
- 3 Header Sign
 - Logo (shown)
 - Summer Lifestyle
 - Winter Lifestyle
- 4 Ollie Display
 - Shown with XS Approach™ Pack and 2.25 in Grip Trex™



In-Line Display Examples with Merchandising Options



1

Ollie Display

- Shown with XS Front Range™ and 2.25 inch Grip Trex™

2

Header Signs

- Logo (shown left)
- Leash Lifestyle (shown right)
- Summer Lifestyle
- Winter Lifestyle



2

Multi-Category Display Examples with Merchandising Options

1



1

Otis Display

- Small Commuter™ Pack
- Small Palisades™ Pack
- Small Approach™ Pack
- Small Front Range™
- Small Float Coat™
- Small Jet Stream™ Vest

2

Ollie Display

- Small Jet Stream™ Vest with 2.25 inch Grip Trex™
- Small Web Master™ Harness with 2.25 inch Grip Trex™
- Small Approach™ Pack with 2.25 inch Grip Trex™
- Small K-9 Overcoat™ with 2.25 inch Grip Trex™

2



Dog Mannequin Display Examples with Merchandising Options

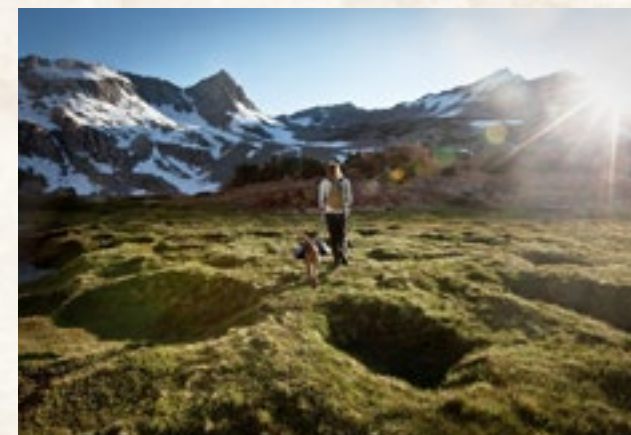
Every dog is an explorer



“Dogs and their people, preferably together, live for those places where they can escape the daily routine to play and frolic in untrammelled wild places; free from cars, wifi connections and the confines of a fenced yard.”



Olguin Property Acquisition in Colorado's San Luis Valley
1,330 acres and 4 river miles protected
Photo: Russ Schnitzer



GREENS PAWS

Ruffwear is proud to be an active member of The Conservation Alliance (www.conservationalliance.com), helping to ensure that future generations of dogs and their people have open spots to enjoy.

The Conservation Alliance is a group of passionate businesses working together to protect North America's most wild and threatened places, where wildlife thrives and our customers recreate. Each member company—including Ruffwear – pays annual dues into a central fund, 100% of which is granted to the more effective conservation organizations to protect wild forests, rivers, deserts, mountains, and other fragile landscapes.

Since its inception in 1989, The Conservation Alliance has contributed more than \$17 million to conservation organizations across North America. In 2016, The Conservation Alliance contributed \$1.61 million to the most effective conservation projects in North America.

Over that last 12 months, Conservation Alliance funding has resulted in thirteen important conservation victories, protecting 1,882,101 acres of land, including the Mojave Desert Trails, Sand to Snow and Castle Mountains National Monuments, protecting the Flathead River Valley and Thompson Divide from oil and gas development, securing permanent recreation access to Donner Summit's Black Wall climbing area, the protection of crucial rainforest habitat in Oregon's Tillamook Forest, and the removal of the Alaska's Susitna Dam.

Ruffwear—in partnership with The Conservation Alliance - is proud to be part of the effort to save these wild areas for hiking boots and dog boots alike.





Ruffwear Partners with Best Friends Animal Society



A leader in the no-kill movement, Best Friends Animal Society runs the nation's largest animal sanctuary and provides lifesaving programs in partnership with rescue groups and shelters across the country.

Since its founding in 1984, Best Friends has helped reduce the number of animal deaths in American shelters from 17 million per year to about 4 million. By continuing to build effective initiatives that reduce the number of animals

entering shelters and increase the number who find homes, Best Friends and its nationwide network of members and partners are working to Save Them All®.

Ruffwear is proud to join forces with Best Friends and feels that through our partnership, we can truly make an impact for many dogs and their future human companions for a lifetime of adventures. As part of our partnership, we will be providing funding, donating gear and introducing our fans to the active, adoptable dogs at the Best Friends Animal Sanctuary in Southern Utah.



RUFF

ADVENTURE DOG



adoption program

#mydogismy Best Friend

We believe dogs make the best running, paddling, hiking and camping partners.

Many of the adoptable dogs at the Best Friends Animal Sanctuary are fresh air-seeking, high-energy individuals who would LOVE to find a human companion with equal zest for life. Though our Ruff Adventure Dog Adoption Program, we highlight a variety of hand-selected dogs and play match-maker between these active canines and Ruffwear fans looking for their new best friend. Ruffwear covers the cost of all approved adoptions, including travel fees from Utah, and provides each adopted dog with a new Ruffwear collar and leash, as well as a custom Ruffwear gear kit tailored for your favorite activities.

To date, the RAD Adoption Program has helped bring together **58 outdoor adventurers and human companions**, uniting trail mates, climbing partners, powder hounds, and fishing buddies - and supporting the special bond shared by best friends.

Learn more at:
www.ruffwear.com/Best-Friends-Animal-Society



This workbook refers to the following trademarks: Best Friends®, registered trademark of Best Friends Animal Society; Vibram® Ictrek®, registered trademarks of Vibram S.p.A.; Thermore®, a registered trademark of Thermore S.p.A.; YKK®, a registered trademark of YKK, Inc.; PLUSfoam™, a registered trademark of PLUSfoam™ Compound Technologies, LLC, and Ruffwear® For Dogs on the Go® Performance Dog Gear®, registered trademarks of Ruffwear, Inc. Ruffwear reserves the right to change styles, colors, sizes, and prices.

All photos © Ruffwear. In studio photography: Sandbox Studios (www.sandboxstudio.com) and Simone Paddock (www.simonepaddockphotography.com). Lifestyle photography: Steve Tague Studios (www.stevetague.com). Additional photography: Maria Christina Schultz (www.mariachristinaschultz.com), Anja Troha Canine Photography (www.facebook.com/AnjaTrohaCaninePhotography) and Victor Ortado. © 2016-2017 Ruffwear. All rights reserved.



Customer Service
support@ruffwear.com
888-783-3932
2843 NW Lolo Drive
Bend, OR 97703 USA