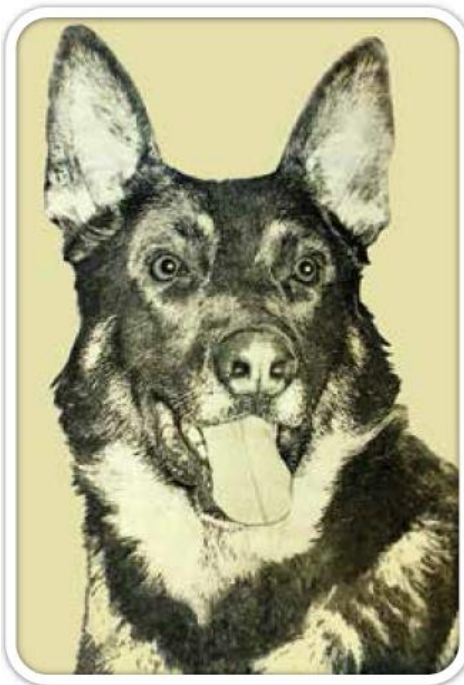




**KONG®** 

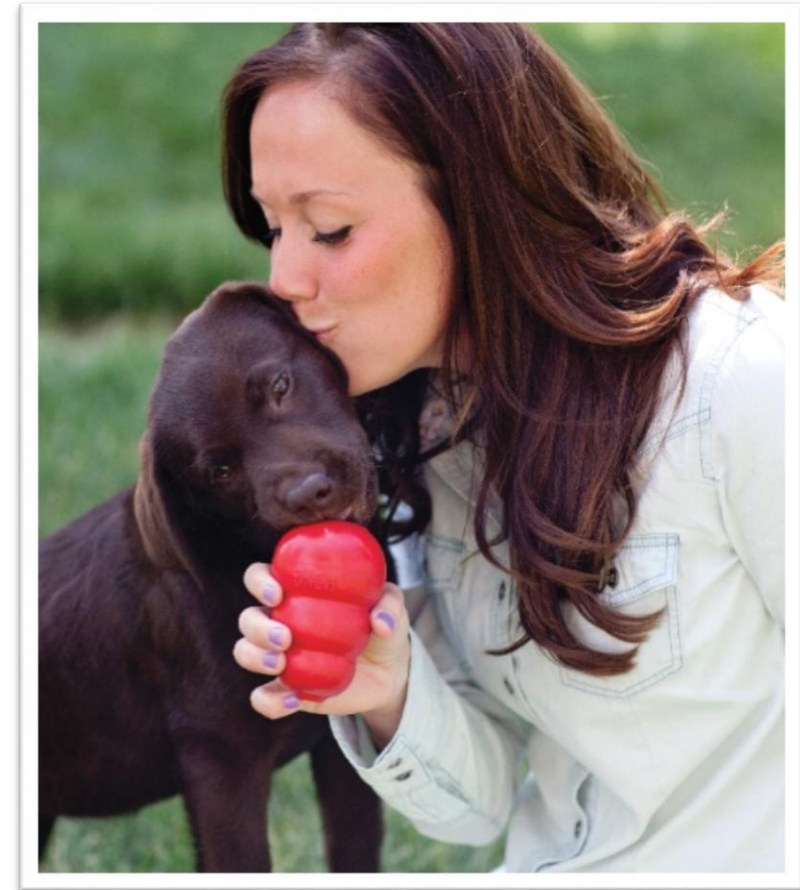
1976



Fritz  
KONG Co-Founder



2018



Today  
Over 80-Countries  
& Millions of Dogs

# What is a KONG?

## Chew Toy

- Made of durable natural rubber, KONG is great for dogs that like to chew.

## Stress Reliever

- A KONG acts as a diversion, relieving stress, boredom and anxiety when dogs are left alone or need to be kept busy.

## Treat Puzzle

- Stuff a KONG with your dog's favorite kibble or treats for hours of enjoyment.

## Fetch Toy

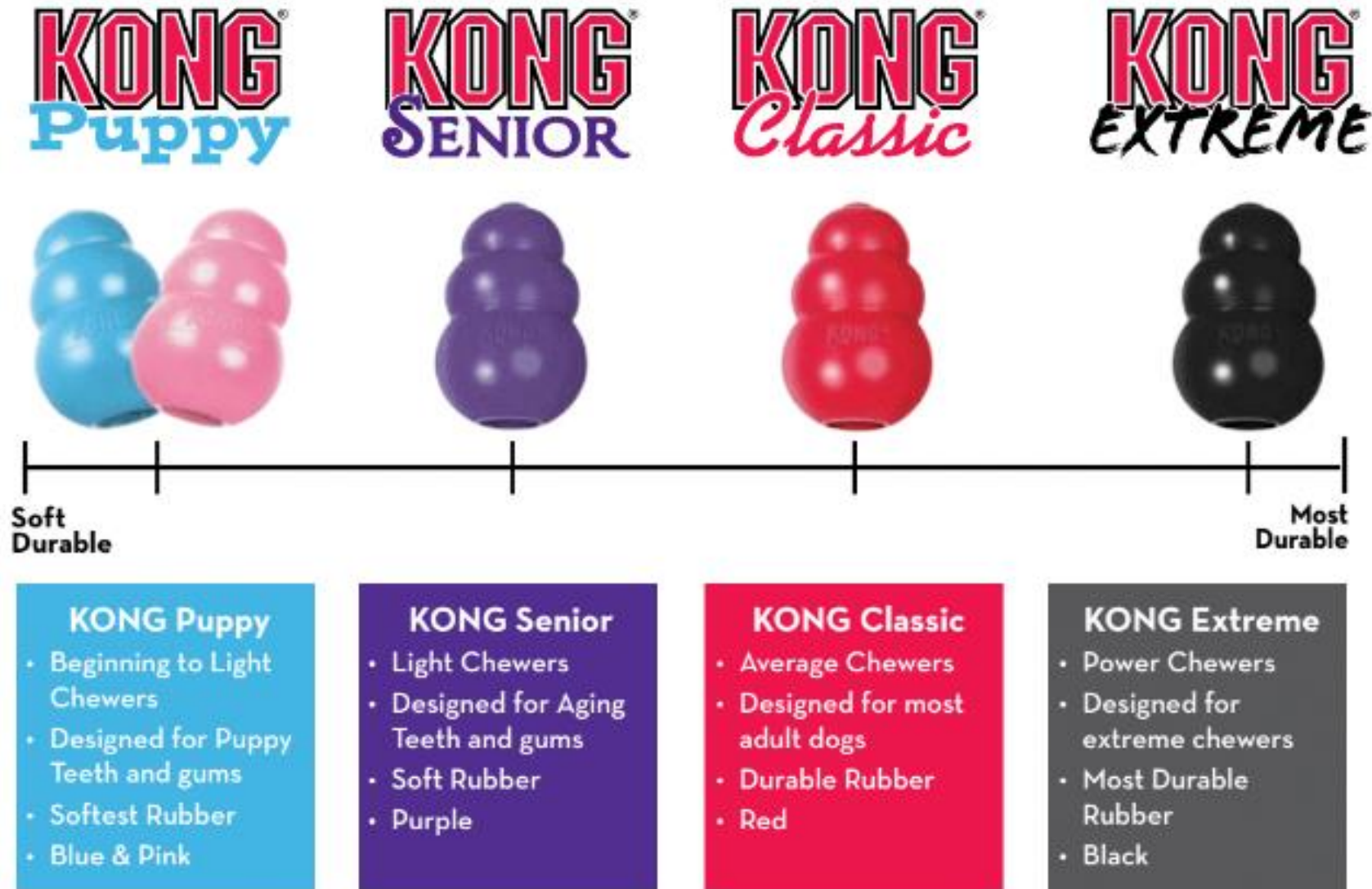
- The playful snowman shape gives the KONG an unpredictable bounce, which dogs love to chase. Each game is new.

## Crate Training

- A stuffed KONG can help ease the anxiety of crate training and be used as a high-value treat inside the crate.



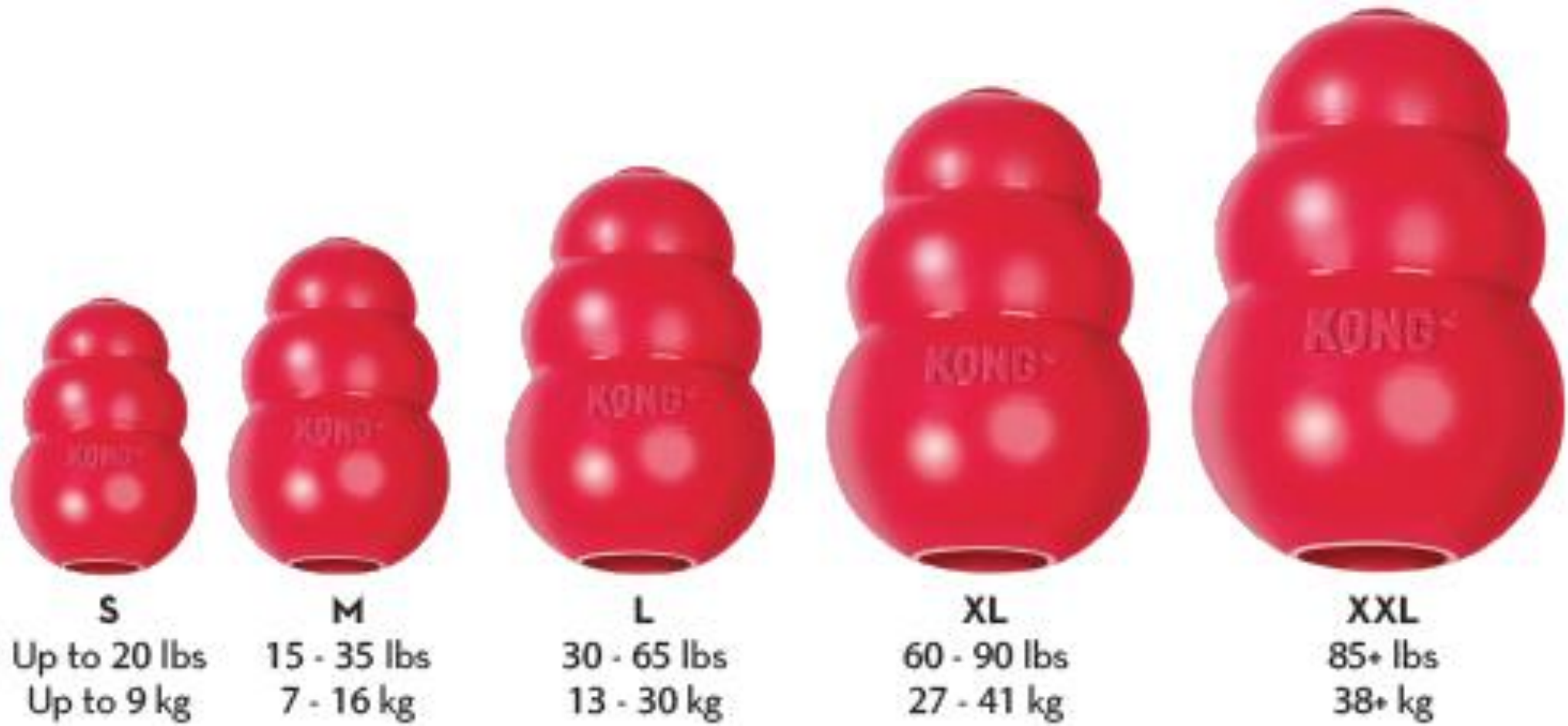
# Rubber Selection



Made in the USA with All-Natural Rubber



# Sizing



# How To Choose a KONG



**In addition to a dogs size when selecting a KONG rubber toy consideration should also be given to the individuals chewing temperament.**

- Every dog has its own unique chewing style, therefore its size or breed may not be the only indicators used to determine the size and strength toy that is most suited to the individuals play needs.
- As young dogs mature they give an indication of their developing chewing temperament, this can be gauged by observing the level of destruction and longevity of their toys.



# What is Chewing Style



TEETHING CHEWER



AVERAGE CHEWER



POWER CHEWER



AGING CHEWER

Consider that a dog's chewing temperament is a combination of the individual's **ABILITY** to apply heavy compression coupled with **MOTIVATION**, even the gentlest dog can apply heavy pressure when motivated to do so.

**There are three basic chewing styles when it comes to dogs and their toys.**

- 1) **Gentle Chewers** – These dogs are easy on toys and prefer plush or fabric toys. They usually like to lick or suck on their toys, but rarely ever destroy their toys.
- 2) **Average Chewers** – These dogs love to play with all kinds of toys and will often carry toys around with them. They can be destructive with plush and fabric toys but rarely are destructive with rubber toys.
- 3) **Power Chewers** – These dogs are usually strong, determined chewers who require more discretion when it comes to selecting toys. Choose durable, interactive play toys along with hard rubber toys. Sizing up is also helpful when picking toys for Power Chewers.





By continually selecting larger, rounder shaped rubber products we may better accommodate a powerful chewers needs.

Increased surface area will make it more difficult for the individual to apply the same level of compression over the toy.

**Safety first** – KONG recommends frequent inspection of all toys for wear and tear. Toys showing signs of wear should be discarded and replaced.

# KONG Education - How to Stuff a KONG



**Mix**



**Fill**



**Seal**



**Entice**



# KONG Education - Stuffing Levels

**1st Time  
KONG User**



**Easy**  
Stuffed lightly

**Average  
KONG User**



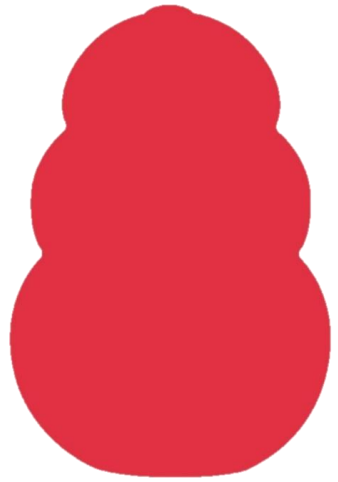
**Medium**  
Stuffed slightly tighter

**Advanced  
KONG User**



**Hard**  
Stuffed tightly





=



ENRICHMENT



FETCH TOY



CHEW TOY



PUZZLE TOY

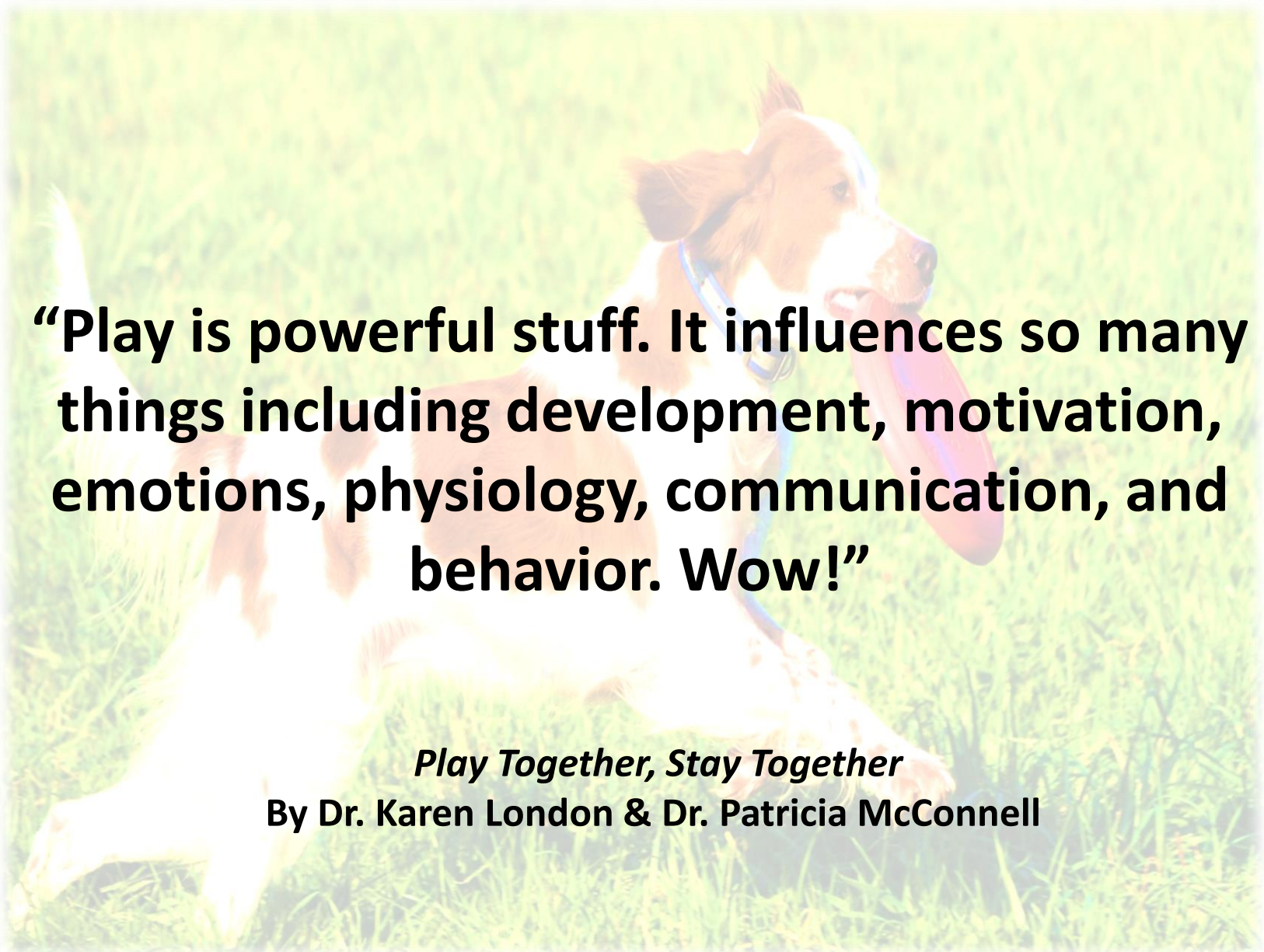


FOOD BOWL

**The evolution of the KONG brand results in a versatile toy that:**

- Provides mental stimulation and enrichment.
- Can be used as a toss and retrieve toy.
- Provides an outlet to satisfy chewing needs.
- Offers a challenging food puzzle.
- Is a substitute to the traditional food bowl.



A photograph of a dog, possibly a Weimaraner, sitting in a grassy field. The dog is holding a red Kong toy in its mouth. The image is slightly faded to allow text to be overlaid.

**“Play is powerful stuff. It influences so many things including development, motivation, emotions, physiology, communication, and behavior. Wow!”**

*Play Together, Stay Together*

By Dr. Karen London & Dr. Patricia McConnell

# A Long History Together



The Family Pack



Humans realize the  
working value of dogs



Dogs become part of the family.

**INSTINCTS THAT DEVELOPED IN THE WILD CAN STILL LEAD TO  
PROBLEM BEHAVIOURS IN THE HOME**



# Unwanted Behaviour - Prevention is the Key



The solution to unwanted behaviours is to change or manage what motivates your dog to do them.

## ***What is Behavior Management?***

A systematic approach to change an animal's reaction to a situation, a person, a thing, an animal, etc. An overall program that uses tools to change how the animal thinks, feels, and acts.





**KONG<sup>®</sup>**  
*Solutions*



## KONG® Helps Solve...



# Chewing



**Without an acceptable outlet for the natural instinct to chew, many dogs turn to destructive chewing in the home.**



- KONG toys are made from durable rubber in a variety of formulas and provide dogs an appropriate way to fulfill chewing instincts.
- Chewing a KONG keeps jaws strong and teeth clean.
- Prevention is key—teaching dogs acceptable chewing behaviors with KONG helps avoid destructive chewing from the start.





# Teething



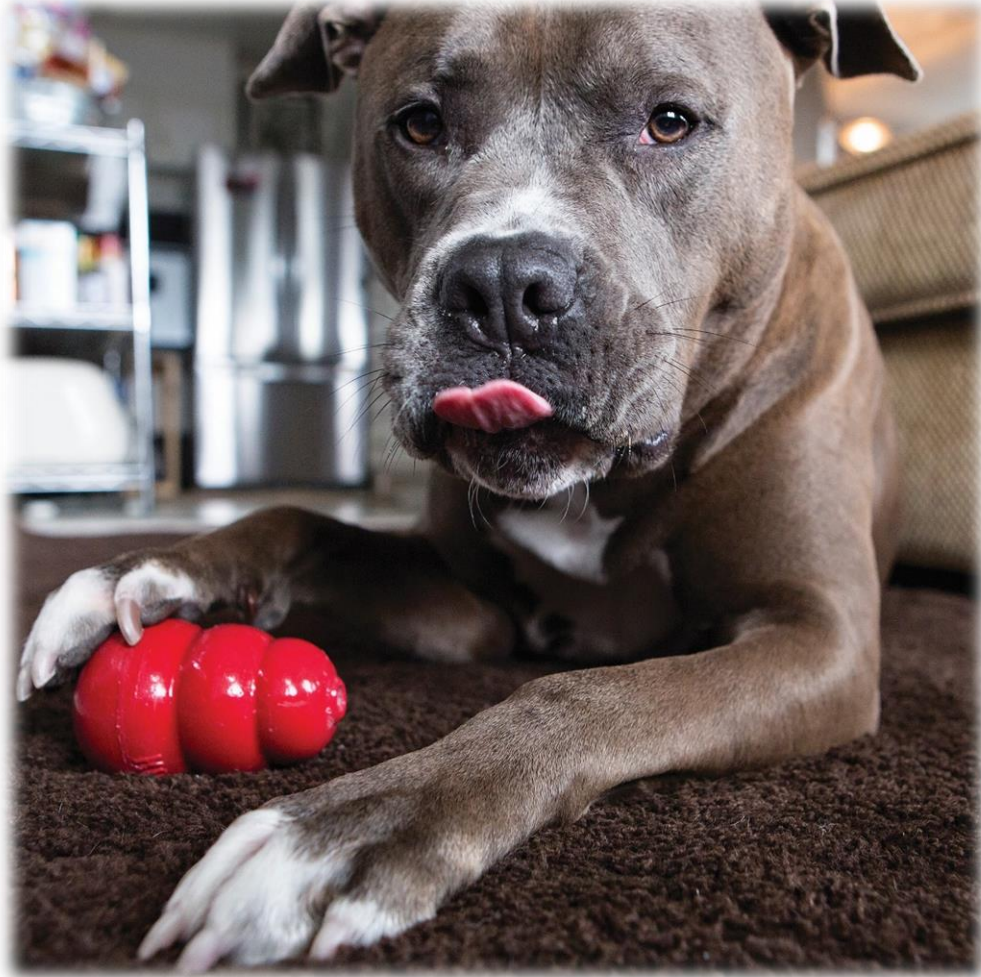
Like humans, dogs have two sets of teeth in their lives. The 28 baby teeth erupt through the gums, sometimes causing teething pain.



- Chewing soft rubber helps to alleviate teething pain.
- KONG Puppy rubber toys are designed for growing teeth and jaws. These toys help promote the entry of growing teeth, while establishing healthy chewing habits.
- When the new adult teeth are fully set at about 9 months, dogs should move to a KONG Classic or KONG Extreme based on their chewing style.



# Separation Anxiety



**Separation anxiety occurs in the first 20 minutes after you leave a dog alone.**



- A simple solution is to help the dog develop a positive association between being left alone and good things, like a treat-stuffed KONG.
- Stuffing a KONG toy with a mix of wet and dry ingredients creates a challenge that typically lasts 20 minutes, engaging dogs during the time when anxiety is at its peak.
- A KONG can even be frozen so that getting all the food out takes even more time.



# Boredom



**To combat boredom, dogs will always find something to do– often this leads to problem behavior.**

- Stuffed and frozen KONG toys extend playtime and create a healthy, long-lasting challenge
- In addition to extending playtime, working on a stuffed KONG mentally stimulates dogs, beating boredom and keeping the mind sharp.





# Digging & Barking



**Digging and barking are typically outgrowths of boredom or fear.**



- Creating good behaviors starts with productive play, which allows dogs to expend excess energy.
- Every time you throw a KONG toy, the unpredictable bounce ensures no two games are ever the same, keeping dogs engaged and excited for more.
- A stuffed KONG is also helpful for dogs left outside to play. Directing their energy toward something positive, like working for the food inside the toy, diminishes bad behaviors.





# Crate Training



**Crates provide a sense of security for dogs and also aid in house-training. To successfully crate train a dog, it's critical to create a positive association with the crate.**



- Start a dog's crate training by stuffing a KONG toy with a favorite treat.
- Let the dog see and smell the stuffed toy, then place the KONG in the back of the crate leaving the door open.
- As the dog chews on the KONG inside the crate, they begin to feel more comfortable and create a positive association with the crate. Repeat this until the dog is happy to settle in the crate on their own.



# Weight Management



**Weight management is an important part of dogs' overall health; it's estimated that 35 percent of dogs are overweight or obese.**



- Feeding your dog from the KONG Classic or Wobbler will not only slow their eating, but provide a satisfying mental and physical challenge.
- Like walking, play has countless benefits for dogs. The erratic bounce of the KONG Classic makes games of fetch new and exciting each time, keeping your dog engaged in healthy physical activity.

# KONG helps satisfy natural instincts...



by redirecting to a stuffed KONG  
toy that also entertains,



with interactive play to build the  
bond between pet and parent



and by providing a healthy outlet for  
dogs' energy and alleviating boredom.