

# BASKERVILLE ULTRA MUZZLE



## Key Fact!

- A good muzzle offers better protection from dog bites than tough laws!
- UK DDA law requires usually gentle dogs of some breeds to be muzzled.



## Key Sales Info!

- It is important to stock a good range of quality muzzles.
- The Baskerville Ultra muzzle has been designed to be the best most safest, comfortable muzzle in the world.

## What is a Baskerville Ultra Muzzle?

The Baskerville Ultra is designed by Dr Roger Mugford to protect against bites but at the same time be comfortable for the dog.

## How Secure Is It?

Very! The ergonomically designed safety strapping ensures the muzzle will always remain securely in place and features two additional points of secure attachment.

The loop at the bottom is designed to attach to your dog's regular collar and an optional, removable over-head safety strap should ensure that even a canine Houdini cannot escape!

The Ultra also has a secure metal buckle with pre-holed webbing, to ensure it is easily adjustable, quick and easy to fit.

## What Is It Made From?

Ultra Muzzles are made from Injection Moulded Thermo Plastic Rubber, which is extremely tough and durable, yet malleable and soft to touch.

## Is It Comfortable For The Dog?

The unique design and structure of the Baskerville Ultra helps make this muzzle a great fit. There is also the addition of neoprene padding to the inside of the webbing straps, to ensure it is snug and comfortable for the dog to wear. As welfare is always paramount with our product design, a dog can pant, drink and be given treats to reward a more attitude to life.



## Additional great features:



Secure loop attaches to your dog's regular collar



Soft neoprene padding for extra comfort



Overhead strap connects directly to the rear strap



Allows panting, drinking and treating

## Baskerville Ultra USPs

### Easy to Fit

Pre-holed webbing for great adjustability and a metal buckle adds security

### Superior Design

Patented design allows panting, drinking and rewards

### Additional Safety

An overhead security strap comes with each muzzle

### Maximum Protection

Extremely tough and durable, yet malleable and soft to touch

### Extra Comfort

Soft neoprene-padded lining

### Extremely Secure

Additional loop attaches to the dog's collar

## Sizes And Colours?

The Ultra Muzzle comes in six sizes to fit 90% of dogs, making it easier to stock the full range for your customers – it is important that the muzzle is a good fit and we strongly recommend 'trying on' where possible.

The Baskerville Ultra Muzzle is available in either black or light blue

## Fitting Tips?

When first introducing the Baskerville Ultra, place food in your hand and allow the dog to eat through the muzzle – to encourage him to voluntarily to put his nose into the muzzle.

Continue to do this until he is happy, at which point you can then secure the back strap, which should be sufficiently tight to prevent the dog from removing it.

It is useful to pre-locate the holes in the webbing strap to ensure it is easier to fit when on the dog.

When fitted, there should be about ½ cm between the end of the dog's nose and the end of the muzzle.

If you do not need to use the top strap, it can be removed.

## So, Do You Get Anything Else?

The Baskerville Ultra comes with a comprehensive training guide.

There is also a great in-store product display available, highlighting the key benefits of the Ultra Muzzle. This is available free – just contact the COA head office team.

## Best Location In-store?

In the training section, with other products that solve behavioural problems.

## What Size Do You Need?

BASKERVILLE ORIGINAL SIZE	BASKERVILLE ULTRA SIZE	TYPICAL BREED
2 - 3	1	Border Terrier, Jack Russell Terrier
4 - 5	2	Cocker Spaniel, Beagle
5 - 6	3	Collie, Staff Bull Terrier
6 - 7	4	Pointer, Pit Bull
8 - 9	5	Labrador, German Shepherd
9 - 10	6	Great Dane, Rottweiler

N.B: Sizing can vary within breeds; bitches and young dogs may require a smaller size.



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