

All drying products now feature GRS recycled materials.



Dog Coats



Travel Car Accessories



Home



Travel Accessories



Point of Sale



Drying



OUR MISSION

Our mission is to remove barriers to an active outdoor life through premium, durable, and thoughtfully designed products. We strive to enhance outdoor activity to cultivate a deeper bond between pets and their humans.

SUSTAINABILITY

Our objective is to **reduce waste** (including CO2), create **sustainable designs** and use **recycled or renewable materials**. We are in the second year of our journey to **Net Zero** and are proud to share that **all packaging will be fully recyclable** by the end of 2024.

BRAND STORY

Created as a result of founder and CEO, Grant, looking for solutions he couldn't find elsewhere. Initially **starting with a small workspace in his garage** and sketched out initial designs, Henry Wag has now flourished into a **trusted and loved brand** with a range of different pet accessories to get **active paws outdoors** and **eliminate the dirty dog effect** from pet lovers lives.