

WHY PARTNER WITH RUFFWEAR?



RUFFWEAR



3 macro trends driving growth for dog accessories

- Health and Wellbeing
- Pet Humanisation
- Premiumisation



The trend for better Health and Wellbeing is driving more outdoor adventures with dogs

- The documented benefits of dog companionship and outdoor exercise on mental health and well-being are widely recognised
- 25% of European households own at least one dog
- 33% said having **adventures with their dog** ensures they do more activity
- 32% said their dog was their key adventure buddy

A woman with long braided hair, wearing a blue quilted jacket, dark pants, and a headband, is hiking on a rocky trail. She is smiling and looking down at two small black dogs walking ahead of her. The dog on the left is wearing a blue vest, and the dog on the right is wearing an orange vest. The background shows a rugged mountain landscape with snow patches under a cloudy sky.

Pet humanisation is fueling demand for outdoor gear for dogs

- Pet owners view their dog and their bond as if it were a human-being
- 50% of dog owners have a bucket list of activities they want to share with their dog
- Top activities included hiking,, mountain biking, trail running, camping, and wild swimming
- 7 out of 10 dog parents are **now spending more money on their pets than themselves**



The desire to invest more in longer lasting and highly functional products is driving premiumisation

- Consumers are becoming more environmentally conscious and value longer lasting products
- Dog parents are increasingly seeking higher quality and technically advanced products for their beloved pets



Ruffwear, the category inventor has been at the forefront of these trends for 30 years (210 dog years!)

Since 1994, Ruffwear has been dedicated to building gear for outdoor dogs and their human companions.

VISION

Every Dog Is An Explorer

PURPOSE

Unleash Possibility Through A Life Of Discovery

MISSION

Inspiring Dog and Human Connections
Outdoors



No other brand has the Authenticity and DNA of Ruffwear

For founder Patrick Kruse, exploring the outdoors has been a way of life, and he has always searched for ways to include his canine sidekicks in all his adventures. Hence, 30 years ago, he created a whole new category in his quest to combine the two.

Today, all our products are designed from a dog's perspective, to human outdoor gear standards, by people who cherish the connection between humans, dogs, and the outdoor.

Over the years others may have tried to copy what we do, but none have been able to emulate what we bring to the market.



Ruffwear creates lifetime value

We believe that true value shows over time and no other brand can deliver value over time like Ruffwear with our:

- Breadth of range to satisfy the widest of consumer adventures
- Constant innovation and renovation - bringing consumers back to the category time and time again
- Quality and performance of products all backed up with our Trail Tested Promise, a no quibble life-time warranty

All of which ensures Ruffwear consumers are loyal brand advocates and fans for life!



Investing in partnership is critical to our mutual success

We are committed to forming long lasting partnerships with our customers through:

- Commercial terms - driving high cash margins
- A dedicated account manager backed by multilingual sales, marketing and customer experience teams
- Joint Business plans to drive customer activation
- In-store and online assets
- Our class leading omni-channel expertise and support



All backed with a world class supply chain

Produced in world renown Vietnamese human equipment factories which can respond to changes in demand 3x faster than anyone else. Allowing us to offer:

- Average 3 days delivery time to anywhere in Europe.
- Stock available throughout the year so you can order little and often
- **Reducing the cash you tie up in stock, and minimising clearance.**

Low investment, low risk, maximise sales, just in time!

A woman with a backpack and a dog on a trail. The woman is standing on a dirt path, looking down at a black dog sitting in front of her. She is wearing a pink long-sleeved shirt, black leggings, and brown boots. She has a large black backpack with a blue water bottle attached. The dog is wearing a red harness. The background shows a misty mountain landscape.

Why Ruffwear offers the perfect solution

Ruffwear customer for life

- Loyal and strongly growing customer base of brand advocates

Lifetime Value (LTV)

- Breadth of range and innovation to serve your customers for years to come

Quality Assured

- Trail Tested Promise, a lifetime no quibble warranty

Investing in partnerships

- Committed to invest in building long-term partnerships with our customers

Low risk investment

- Just in time deliveries to minimise your stock holding and maximise your sales



Contact us today to start your partnership

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