# UKRAINE PRIDE

## COLLAR Company overcomes hurdles to serve pets.

Dogs from every corner of the globe have been customers for COLLAR Company, the Ukraine-based pet product manufacturer that was launched in December 1995. Yuriy Sinitsa, the company's founder and CEO, describes how his company has been able to serve dog parents in his country as well as across the world.

**How has the COLLAR Company been able to function despite Ukraine's military conflict with Russia?**

**A:** Despite the war in Ukraine, the COLLAR Company has worked in full capacity, releasing new collections of pet accessories and taking part in the such pet trade fair exhibitions as Interzoo, Zoomark and SuperZoo. After months of severe disruption in 2022 due to the intense fighting in the Chernihiv region, we managed to send our first order within Ukraine on March 29. Furthermore, on April 19, 2022, our team sent a container to Japan respecting previous agreements. In June 2022, we restored almost all business and manufacturing processes. This has become possible due to the implemented inner processes, such as lean manufacturing and Kaizen, a Japanese business term for gradual changes improvements.

Being a socially responsible business, even during wartime, we created patriotic collections of pet accessories. A portion of these proceeds are donated to support demining efforts in Ukraine and to Animal Rescue Fund UA Animals. Our popular HERRRO collection was designed through a collaboration with Patron, the famous Ukrainian dog sniffing for bombs. Over the past two years, our partnerships helped to donate pet food, WAUDOG pet accessories and SuperCat litter to animal shelters Happy Paw, Sirius and Zoopatrul UA in the Kyiv region as well as to Step to Pets in the Chernihiv region.

**What are your company's most innovative dog products?**

**A:** Our most innovative products are the dog fitness tool PULLER, our bright and eye-catching WAUDOG accessories and AiryVest, which is the world's lightest dog coat. Depending on its size, an AiryVest weighs between 1.5 to 7 ounces. The coat is warm, reversible, functional and stylish. It is designed for active dogs — perfect for outdoor adventures. AiryVest is a multi-seasonal coat that is excellent for cold springs, chilly autumns and mild winters. It is easy to wash and is compact for easy storage and transportation.

**Why should U.S. pet retailers want to carry WAUDOG products?**

**A:** We make innovative, high-quality products with characteristics that are unique among pet product manufacturers. For example, EVOLUTOR, the strongest collar and leash in the world, has a direct lifetime warranty. WAUDOG pet accessories have a global lifetime warranty for plastic and metal hardware. ID tags with QR passports are added to all WAUDOG products.

Partnerships with the COLLAR Company enables us to conduct our social projects, supports our team and revives the Ukrainian economy. And working in business is one of the main contributions to the common victory.

**What can you tell us about the PULLER fitness tool and the World Dog Puller Championship?**

**A:** The unique concept of PULLER's two rings lies in creating a new level of interaction between a pet parent and a dog. A fitness tool helps a dog owner control his dog's attention and switch it from one ring to another. More than 100 participants will take part in the Dog Puller Championship 2023, which is scheduled to take place September 30 and October 1 in Poland, near Wroclaw. The Dog Puller World Championship is sponsored by the COLLAR Company. Official Dog Puller Federations are represented in such countries as Ukraine, the Czech Republic, Hungary, Slovakia, Poland, Portugal, Italy, Germany, Slovenia, Canada and the United States. PA