



Retail Employee Training Guide

Prepared by PAW - Pet Adventures Worldwide
Last Updated in February 2018

FEATURES & BENEFITS OVERVIEW

KONG Terrain Retractable Leash

Perfect for everyday use around the neighborhood and popular walking trails, the KONG Terrain features a soft grip handle and offers 5m of freedom on a wide, black tape.

- Soft grip handle with grip support
- Intuitive brake and lock mechanism
- Black webbing and leash accents
- Available in 5 colors and 3 sizes



Size	Length	Weight Limit	Tape	Soft Grip Handle
Small	5 m	20 kg	Yes	Yes
Medium	5 m	30 kg	Yes	Yes
Large	5 m	50 kg	Yes	Yes

KONG Explore Retractable Leash

Many dogs enjoy the ability to sniff, roam and wander during their walks. With this lead, they can do just that! It features a 7,5 m color coordinated tape so dogs have extra room to explore.

- 50% longer than KONG Terrain
- Soft grip handle with grip support
- Intuitive brake and lock mechanism
- Color coordinated tape
- Available in 3 colors



Size	Length	Weight Limit	Coordinated Tape	Soft Grip Handle
Large	7,5 m	50 kg	Yes	Yes

KONG Reflect Retractable Leash

With its reflective accents and bright colors, the leash is designed for those who walk late at night or early in the morning. The added visibility makes it easier for drivers and other pedestrians to see both the dog and the owner.

- Reflective stitching and reflective leash accents
- Soft grip handle with grip support
- Intuitive brake and lock mechanism
- Color coordinated reflective tape
- Available in 3 colors and 2 sizes



Size	Length	Weight Limit	Reflective Tape	Soft Grip Handle
Medium	5 m	30 kg	Yes	Yes
Large	5 m	50 kg	Yes	Yes

KONG Ultimate Retractable Leash

Extra large dogs often require a lead with super duty strength. This leash offers a rugged design and is built to last. It can even withstand the strength of the toughest pullers and with the soft grip handle, the pet owner can comfortably maintain full control of their dog.



- For extra large and extra strong dogs
- Soft grip handle with grip support
- Intuitive brake and lock mechanism
- Color coordinated tape with reflective stitching
- Available in 3 colors



Size	Length	Weight Limit	Reflective Tape	Soft Grip Handle
Extra Large	5 m	70 kg	Yes	Yes

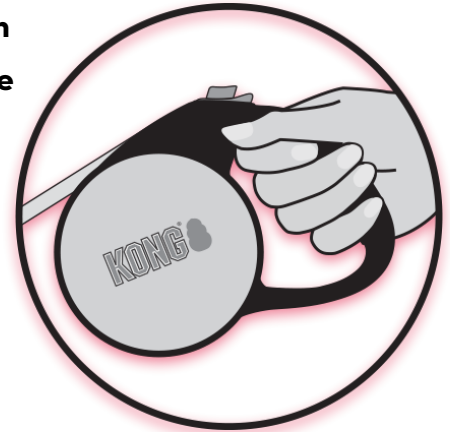
HOW TO USE A KONG RETRACTABLE LEASH

If your customer has never used a retractable leash before or even used a different brand, it may take them a few walks to “get the hang” of using one. But KONG Retractable leashes are designed to work with our natural walking motions and behaviors. With their ergonomic design and super soft grip handles, KONG leashes should feel comfortable in anyone’s hand.

Every KONG Retractable Leash functions the exact same way. With two buttons, a brake and a lock, it’s easy to control the length of the leash using just one hand.

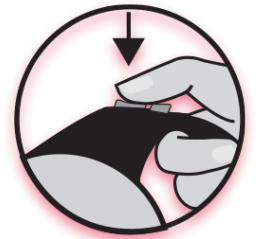
Operating the Leash

Always hold the leash by the handle and never by the belt. The belt will extend and retract automatically as your dog moves away or towards the leash, meaning the belt will not sag.



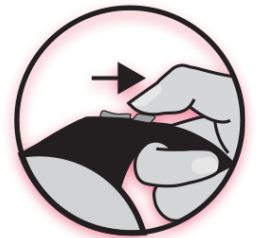
Stop the Leash from Extending/Retracting

Simply press the brake button down firmly with your thumb. The button is designed to accommodate the shape of your thumb, so this should feel comfortable to do. If not, alter the angle at which you’re attempting to push the brake button down. The leash will not extend or retract as long as the button is pressed down firmly.



To Lock the Brake

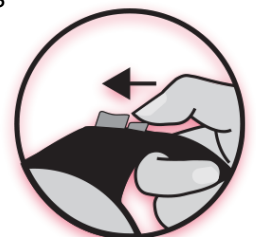
First, press the brake button down with your thumb. Then use your thumb to pull the lock button back (towards you) until it *clicks* into place. The leash will now remain at the length it was when the brake was locked. To prevent tangling, do not let the belt dangle loosely. You’ll only use this constant lock feature when you want the dog to heel closely at your side.



If your dog begins to run off, this will naturally cause the leash and your arm to go with them. As you react and pull your arm strongly backwards, our intuitive brake/lock functions are designed to work with your arm as you pull. With one smooth motion, your arm and your thumb will both come backwards (towards you) to regain control of your dog while simultaneously locking the leash and preventing your dog’s attempt to catch that squirrel.

To Release the Brake

Use your thumb to push forward on the lock button until it *clicks* and the brake button rises from the locked position. The leash will now extend and retract freely.



DO'S & DON'TS FOR PET PARENTS

Do These Things:

- **Do read the safety pamphlet.** It will only take just a few minutes, but it's filled with helpful guidelines for when and how to use our retractable leashes properly. Please take the time to read it yourself, but also be sure to remind your customers to read it too. One is included with every leash.
- **Do pick the right size leash for your dog.** KONG Retractable Leashes are available in a variety of sizes that are suitable for any pet that weighs up to 70 kg. Each of our leashes is sold for dogs "up to" the size listed on the packaging. If you're not sure of your dog's exact weight, call your vet for their weight from their last visit or measure them on a scale at home before purchasing your leash.
- **Do respect your surroundings and plan ahead.** Always be aware of your dog's added freedom. If you're going to a busy event or crowded area, a retractable leash may not be the best leash for that environment. However, if you're enjoying a walk with plenty of surrounding space, a retractable leash will offer your dog the ability to explore and get the most of your walks together.
- **Do be courteous to other pets and people.** When around other people or animals, shorten the leash and keep your dog at your side with the leash locked. Do not let your dog approach other dogs while the leash is extended... the other dog may not be friendly and it's easy for dogs to get excited when meeting new friends, which usually ends up in a tangled leash.
- **Do use the safety collar.** One is included with every leash and should the D-ring on your dog's collar ever fail (break, snap, etc.) the safety collar will prevent your retractable leash from snapping back at you. It's easy to use and you can conveniently keep it connected to your retractable leash's snap hook between uses.
- **Do inspect the leash before each walk.** KONG Retractable Leashes are built to last, but over time can begin to show wear and tear. Always make sure your belt is in good condition (no tears, holes, frayed edges, etc.). Check to make sure your brake and lock mechanisms are working too.

But Don't Do These Things:

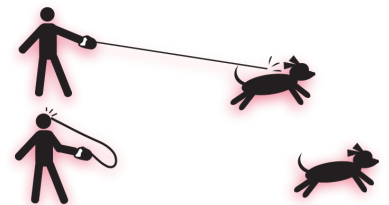
- **Don't grab the belt. Ever.** Should the belt get tangled around your dog, you, someone else or something else, do not grab the belt. Lock the leash at its current length and gain control of your pet. Then unlock the leash while untangling the belt. Turn/move/pass the entire leash around the person/object until the belt is untangled. Unless the leash is pulling on your dog, do not detach it from their collar.



- **Don't multitask.** It's not recommended to use a retractable leash while you are riding a bike, skate boarding, pushing stroller, etc. focus on walking your dog and using your retractable leash properly.

- **Don't wrap/tie the leash around anything.** This includes poles, trees, furniture, etc. The leash is not designed to be used in this way.

- **Don't attach the retractable leash to your pet's id tags.** Your dog's collar should have a thick, sturdy D-ring (looks like this: **D**) on it. If it doesn't, it's time to get a new collar! Always attach your retractable leash to the D-ring and never attach it to the small, flimsy rings that secure your pet's id tags to it's collar. They are not strong enough to support the weight of your pet while connected to a retractable leash.



- **Don't let the dog play or chew on the leash.** A chewed/tattered/torn belt will cause damage to the mechanisms inside the leash and could eventually stop working or tear completely during use. If your dog is chewing on the leash while it's attached to them, stop using a retractable leash until they become accustomed to walking on a leash. This usually just applies to puppies, but even older dogs need to get used to retractable leashes.



- **Don't let your dog run until the end of the leash.** If your dog starts running away from you, immediately press the brake button to keep your dog from building up too much speed. When your dog builds up speed within a short distance, it may cause you to fall, lose your grip on the leash or be painful on your wrist, elbow, shoulder, etc.

- **Don't allow excess slack in the leash.** A retractable leash automatically adjusts to your dog's movement unless you choose to lock the leash. Any slack in the leash should be retracted to prevent the belt from getting tangled or wrapping around you, your dog or something else.



FREQUENTLY ASKED QUESTIONS

Q: Should my dog and I use a retractable leash?

A: KONG Retractable leashes should be used by responsible pet parents who have read the instructions, but it's also important to have a cooperative dog on the other end.

If your dog loves to explore and sniff around, but is also a good listener and already leash trained, you'll love using a retractable leash. Your dog will get much more out of each walk including lots of extra steps, which is great for losing or maintaining their weight.

If your dog is easily distracted, doesn't like to listen and/or doesn't walk well on a conventional leash, then a retractable leash is not for you and attempting to use one will probably result in frustration. Let me show you our nylon options!

Q: What are the benefits of using a retractable leash instead of a regular leash?

A: A common misconception about retractable leashes, is that you're not in control of your dog at the other end. But when used correctly, a retractable leash is much more versatile than a traditional nylon leash. Because the length of a retractable leash adjusts automatically to your dog's movements, it allows for additional space to explore without creating slack in the leash.

Sometimes you'll see people wrap their nylon leash several times around their arm or their hand so their dog can be closer to them, with a retractable leash you can make the leash as short as just a few inches or as long as 5m. We even have a 7.5m model available! They're much more flexible and can be easily adjusted based on your surroundings. As your environment changes, so can the leash!

Q: I just got a puppy. Which retractable leash should I buy?

A: Congratulations on your new puppy! You've come to right place to shop but retractable leashes are not meant for puppies who are just learning how to walk properly on a leash. Walking your puppy sounds fun and easy, but it usually takes a few weeks before they feel comfortable being led around.

Many puppies try to bite and chew on the leash at first. Your puppy's sharp little teeth can cause damage to the belt. We suggest using a regular nylon leash during this training period, so let me help you pick out the right one for your new best friend!

Q: I've heard negative things about retractable leashes. Why should I buy one?

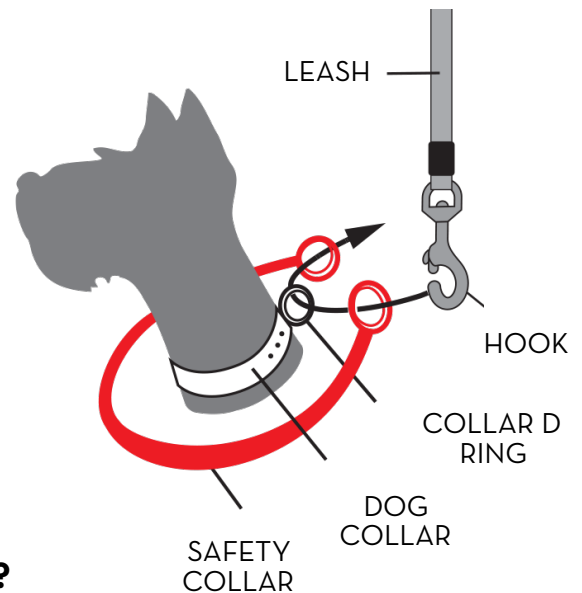
A: Most likely, what you've heard about retractable leashes has more to do with user error than product failure. Injuries and issues are caused by negligence or misuse on the part of the pet parent. Nobody calls Audi when a driver runs a red light or Nike when they trip on the sidewalk, right?

When used correctly retractable leashes allow your dog to get to act like a dog during your walks together. If your dog loves to explore and sniff around, but also a good listener and leash trained, you'll love using a retractable leash. But giving your dog this extra room to explore means that the pet parent needs to be extra attentive. With a retractable leash, you are in complete control. When you need or want your dog close, that's easy to do! When nature calls and your dog wants some privacy, it's just as easy to give them the space to use the bathroom in peace.

If your dog is easily distracted, doesn't like to listen and/or doesn't walk well on a conventional leash, then a retractable leash is not for you and attempting to use one will probably result in frustration. If you follow instructions and pay attention to your dog during your walks, then a retractable leash can be a great enhancement to your walks together.

Q: What is the purpose of the extra collar included with my leash?

A: The black collar included with every KONG Retractable Leash is the safety collar. It should be used while walking with your KONG Retractable Leash in conjunction with your dog's regular collar. It is designed to prevent snap back should your dog's collar break or if the leash disconnects from your dog's collar.



Q: Is there a difference between cord and belt leashes?

A: Cord leashes allow manufacturers to make smaller leashes but do not offer the strength and durability of belt leash. Cords are also more likely to cause burns and other injuries. They can also be difficult to see by those passing by.

Belt leashes offer a wider and thicker nylon webbing that supports even the largest and heaviest breeds. These KONG Retractable Leashes feature wide, flat belts that are

suitable for all dog sizes, even the most energetic breeds and the toughest pullers.

Q: Is this thing waterproof?

A: There are metal springs inside of every retractable leash, including KONG leashes, that may rust when exposed to water for long periods of time or when fully submerged. Salt/ocean water would cause internal damage much faster, but rain showers are not an issue. When your belt gets wet in the rain, be sure to extend the leash completely and let it dry before retracting it back into the leash casing. Be careful when you “feed” the entire belt back into the leash, don’t do it all at one time. Use the brake button to let small sections of the belt slowly retract into the leash until you reach the end of the belt.

Q: My retractable leash smells like a wet dog. How can I clean it?

A: It might not ever smell like a new car, but you can clean the belt. Extend the entire length of the belt and lock the brake. Wipe the belt with a soapy, warm cloth. You can even “Febreeze” it, but be sure to let the belt dry completely before letting it retract back into the casing. Be careful when you “feed” the entire belt back into the leash, don’t do it all at one time. Use the brake button to let small sections of the belt slowly retract into the leash until you reach the end of the belt. You can clean the outer casing with mild cleaning wipes or warm, soapy water. Do not use bleach and be sure not to submerge the casing in water or let a lot of water enter the leash housing through the buttons or where the belt goes in/out.

Q. My retractable leash stopped working. Is there a warranty? OR

Q: Before I buy this retractable leash, is it covered by a warranty?

A: Yes! All KONG Retractable Leashes are covered by a two year manufacturer’s warranty. To get a replacement, please contact the manufacturer directly using the information on the box and/or in the pamphlet included with your leash.

Please note that dog chewing or issues caused by dog chewing are not covered under this warranty, so be sure to keep it out of your dog’s toy box between walks.

Q: My dog chewed on the leash and it stopped working. Can I get replacement parts?

A: Dog chewing or damage caused by dog chewing is not covered by the manufacturer’s warranty. Repair/replacement parts are not available and it is not recommended to open the casing, as the pre-wound spring can cause injury if opened. You’ll need to buy a new leash and just be sure to store it away from where your dog can get to it.

Q: Where are KONG Retractable Leashes leashes made?

A: KONG Retractable Leashes are designed and made by a US based company, who manages their manufacturing facility overseas. Previously, this same company sold and serviced flexi retractable leashes in the US for many years, so using their expertise they designed KONG Retractable Leashes to have the features and benefits you want but are able to make them more affordable. All KONG Retractable Leashes have a two year guarantee, so if you do ever have any issues or questions, they're happy to help!

*You might offer a demonstration of a KONG Retractable Leash or remind them of your return/exchange policy if they're afraid of commitment.

NEED HELP? HAVE QUESTIONS?

We're here for you! Our business hours are:

- **Monday - Thursday:** 9:00 - 17:00
- **Friday:** 9:00 - 14:00
- **Closed:** Weekends & Major Holidays

You can reach us at **+49 40 - 32 58 19 57** and if we're not currently in the office, you can always leave a voicemail or email **hello@paw.us.com**. We'll get back to you as soon as we can!

If their leash is defective or breaks during the two year warranty period, they can follow the instructions online to receive a replacement leash. Please send them to our website **www.paw.us.com** for assistance or call **+49 40 - 32 58 19 57** to speak with our customer service team.