

# West Paw<sup>®</sup>

Dog's Best Friend<sup>®</sup>



2020



Made by US. Designed for the love of pets and the planet.<sup>®</sup>





# Zogoflex®

Customers favor our ultra-durable Zogoflex toys for good reasons: USA-made, recyclable, non toxic, dishwasher safe, floatable, and 100% guaranteed. Since every Zogoflex toy is brilliantly designed for a specific purpose, our Zogoflex collection meets the many different play and chew styles of pets and their people.

Give an old toy new life. Zogoflex toys can be recycled into more of the things dogs love— Toys.



We're in it for the wags. We'll replace or refund anything that doesn't induce a happy dance.

LOVE IT GUARANTEE™

Durable

Safe

Made Responsibly



## Tux®

For Tough Chewers

Whether wise or wild, gray-haired or greenhorn, dogs of all ages adore Tux, the magic oracle of toys. Nut butter, biscuits, and meaty bits mysteriously appear within it, begging to be gnawed free. But even when emptied, the fun isn't over—Tux floats, bounces, and hangs tough through serious chew sessions.



**Small**  
ZG040  
4" / 10cm

**Large**  
ZG041  
5" / 13cm

AQA GRN TNG  
(AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine

- Small Tux for the little guys!
- Tuck treats inside, or fill with liquid and freeze
- Truly tough—one of our strongest toys
- Pop Tux in the dishwasher for easy clean up
- Tux-cicle: Fill with broth, gravy, or wet food and freeze

↖ Tux pairs well with  
freeze dried  
and creamy treats!

## Qwizl®

For Tough Chewers

Qwizl is an award-winning interactive puzzle toy that stimulates minds and satisfies taste buds. Brilliantly designed to keep dogs engaged and extend the life of their favorite snacks, it provides a mental challenge while stretching out play sessions. One of our toughest puzzle toys, Qwizl is fun to toss, fetch, and chew even when the treats are gone!



**Small**  
ZG090  
5.5" / 14 cm

**Large**  
ZG091  
6.5" / 17 cm

AQA GRN TNG  
(AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine

- Extends the life of spendy treats
- Stands up to tough chewers
- Releases flavor & scent from the sides
- Goes in the dishwasher for cleaning
- Easy for dogs to hold in place with paws

↘ Extends the life of  
expensive treats.



# Toppl®

For Moderate Chewers

Toppl is an award-winning durable puzzle toy designed to be filled with a dog's favorite kibble or treats. It contains soft, rounded teeth inside a contoured cavity that hold treats in place until your dog nudges and nuzzles them out. To double the fun, simply connect the small and large sizes together to make the toy more of an engaging challenge.



- A treat dispenser that helps fast eaters slow down
- Large and small sizes interlock for enhanced challenge
- Toss it in the dishwasher for easy cleaning

**Small**  
ZG083  
3" / 8cm

**Large**  
ZG084  
4" / 10cm

**AQA** **GRN** **TNG**

(AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine



Small and large sizes interlock for an extra challenge.

Snouts can shiff at puppy treats peeking through the window.

A smoothly-curved base makes Toppl a topsy-turvy treat dispenser.

## Tempting Toppl® Treats

- easy
1. Kibble
  2. Apple slices
  3. Dog biscuits
  4. Jerky strips
  5. Cheese chunks
  6. Carrot slices
  7. Mashed banana
  8. Nut Butters
  9. Frozen gravy
  10. Frozen broth
- difficult

Two Toppl!



Stack small Toppl on top of a treat-stuffed large Toppl. (sold separately)



Push once, combining the two Toppls into an ultra-fun treat puzzle.



For more of a challenge, twist Toppl and lock it.

## Puzzle



# Rumpus®

For Tough Chewers

Dogs say this chew and fetch toy is their toughest toy yet. With three chew lobes, this extra durable toy rocks and rolls to keep dogs engaged. Rumpus was designed for dogs who have the need to gnaw and tested for toughness by the West Paw chew squad.



**Small**  
ZG080  
5.25" | 13 cm

**Medium**  
ZG081  
6.25" | 16 cm

**AQA** **GRN** **TNG** (AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine

- Outlasts the most tenacious of chewers
- Bounces on land and floats for water fetch
- Tested for toughness

Did you know all of our Zogoflex toys float?

# Hurley®

For Tough Chewers

It's a ball. It's a stick. It's a bone. As versatile as it is durable, Hurley is one of our best-sellers for good reason. For dogs, it provides endless hours of supervised chewing and fetching (in water, too). For humans, it's a durable, dishwasher safe toy that lasts.

**Extra Small** **Small** **Large**  
ZG009 4.5" / 11cm ZG010 6" / 15cm ZG011 8.25" / 21cm

**AQA** **GRN** **TNG** (AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine

- Outlasts the most tenacious of chewers
- Bounces on land and floats for water fetch
- Extra-small size for wee breeds



# Jive®

With Zogoflex®

Fetch fanatics, rejoice! Dogs love the challenge of chasing this bright, bouncy ball around, making it easy to spend even more time together. Non toxic, and BPA-free, Jive is West Paw's most durable ball yet. Unlike tennis balls, one chomp isn't going to make a dent in Jive. It conveniently fits into a standard ball-thrower, and is dishwasher-safe for quick and easy clean-up.

**Extra Small** **Small** **Large**  
ZG069 2" / 5cm ZG070 2.5" / 6cm ZG071 3.25" / 8cm

**AQA** **GRN** **TNG** (AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine

- Guaranteed tough—we dare dogs to destroy it
- Small size fits in standard ball thrower
- Extra-small size is perfect for petite pups



Small fits in a ball thrower!



**Zisc®**  
For Gentle Chewers

The Zisc is not your everyday frisbee. Built to last for countless supervised sessions of high-flying fun, this frisbee is durable, yet still soft enough to be easy on dog jaws. Its bright colors make it easy to find whether in tall grass at the park or buried in a couch at home. It bounces, it floats, and it's even dishwasher safe. The Zisc is the only other companion (aside from their human) that a dog needs to make frisbee time go on... and on... and on.



| Small                | Large                |
|----------------------|----------------------|
| ZG030<br>6.5" / 17cm | ZG031<br>8.5" / 22cm |
| Small Glow           | Large Glow           |
| ZG029<br>6.5" / 17cm | ZG032<br>8.5" / 22cm |



(AQA) Aqua Blue  
(GRN) Granny Smith  
(TNG) Tangerine  
(GLO) Glow

- Pliable, flexible Zogoflex is gentle on mouths
- Tougher than hard plastic but gentle on human hands
- Flies faster than a fabric frisbee plus it floats!

**Play**

**Bumi®**  
For Gentle Chewers

We've seen tug-of-wars last up to 20 minutes with our beloved Bumi. No wonder—the extra tough, bouncy S-shape makes it a natural for fetch (especially in water), tug-of-war (it stretches to two times its length), and other dog-and-human games, which is exactly how we recommend using it. Bumi isn't a chew toy, but it is recyclable, bright, and dishwasher-safe.

| Small              | Large                |
|--------------------|----------------------|
| ZG050<br>8" / 20cm | ZG051<br>9.5" / 24cm |



- Flexes to twice its length during tug-of-war
- Built for impressive flinging distance
- Floats—ideal for lakes, rivers, and ponds



**Tizzi®**  
For Gentle Chewers

Tizzi is all of a dog's favorite toys rolled into one. For starters, it has a secret treat compartment. Then there are the flexible handles, which make both fetch and tug-of-war more interesting. Finally, Tizzi bounces, floats, and is tough enough to stand up to rough-and-tumble, supervised play.

| Small                | Large              |
|----------------------|--------------------|
| ZG060<br>4.5" / 11cm | ZG061<br>7" / 18cm |



- Twist handles together to throw it farther
- Unlock the handles to hide treats inside
- Toss it in the dishwasher





# Dog Wellness

Just like humans, dogs need mental stimulation—it keeps their brains sharp and their days interesting. Pop a nutritious treat in a West Paw treat toy for a challenge and a reward. (Best day ever.)



# Dog Treats



## Tux® For Tough Chewers

Tux pairs well with creamy treats and freeze-dried treats. Try creating a Tux-cicle! It's a great way to keep dogs cool in hot months. Simply fill with broth, gravy, or wet food and freeze.



## Rumbi™ For Moderate Chewers

Rumbi is a fun feeder that plays well with freeze-dried treats, kibble, and even larger fruits and veggies like apple slices, carrots, sweet potatoes, frozen blueberries and strawberries.



## Toppl® For Moderate Chewers

Toppl is designed to be filled with a dog's favorite creamy treat, freeze-dried treat or kibble. To change up the challenge, simply connect the small and large (sold separately) to increase the challenge.



## Qwizl® For Tough Chewers

Qwizl is a super tough treat toy that keeps dogs guessing. It pairs well with creamy treats and freeze-dried treats. It also extends the life of bully sticks.



# Zogoflex Echo<sup>®</sup>

Every Dog Has His Play. The time has come for a lighter, bendier, springier way to play and chew! The Zogoflex Echo Collection is made in the USA of the same non toxic, durable, material as our other toys but with a hollow center making it much more pliable and lighter in weight. Our thoughtful redesign of the timeless shapes bring an unpredictable bounce to the original game of toss, fetch and now treat.

Give an old toy new life. Zogoflex toys can be recycled into more of the things dogs love— Toys.



100%  
RECYCLABLE



FLOATS  
IN WATER



BPA FREE AND  
FDA COMPLIANT



DISHWASHER  
SAFE



MADE IN  
THE USA



EUROPEAN  
CONFORMITY

We're in it for the wags. We'll replace or refund anything that doesn't induce a happy dance.

**LOVE IT GUARANTEE<sup>™</sup>**

Durable

Safe

Made Responsibly



New Product!

Rumbl™  
Moderate Chewers

Our newest addition to our Zogoflex Echo collection of super bouncy, crazy fun dog toys now with a new treat dispensing solution that encourages healthy play! The superior durability and hollow construction of Zogoflex Echo gives a great spring and mouth feel for dogs and the playful wobble adds to the engagement.



Puzzle

- Playful wobble sporadically dispenses treats
- Fits a wide variety of treats and kibble
- Doubles as a slow feeder - Large fits 2 cups, Small fits 1 cup of kibble

|                                     |                                    |
|-------------------------------------|------------------------------------|
| <b>Small</b><br>BZ040<br>3.5" / 9cm | <b>Large</b><br>BZ041<br>4" / 10cm |
|-------------------------------------|------------------------------------|

|            |            |            |   |
|------------|------------|------------|---|
| <b>JGR</b> | <b>MEL</b> | <b>EGG</b> | (JGR) Jungle Green<br>(MEL) Melon<br>(EGG) Eggplant |
|------------|------------|------------|---|



Ready to Rumbl?

Rumbl is always ready whether it's treat time, or play time. It's a fun feeder that really rolls and works well for fetch once the treat is long gone.



Comes in  
2 sizes!



## Skamp®

For Moderate Chewers

Build your Zogoflex assortment and grow sales with Skamp. Skamp's engaging shape combines the superior durability of Zogoflex with a hollow core. Built for dogs that love squeezey, bounce-back resistance.



BZ031  
8.5" / 22cm

JGR MEL EGG (JGR) Jungle Green  
(MEL) Melon  
(EGG) Eggplant

- Safer than a stick
- Flyer inspired, great for play, tug-of-war and fetch
- Skamp is buoyant and flies far for water loving dogs
- Double the fun and play with two dogs



## Zwig®

For Moderate Chewers

Zwig combines shapes and textures to create an irresistible chew-feel with a hollow center and bouncy action that keeps going even when dogs are just carrying it around. It's easy for teething puppies or senior dogs with sensitive mouths.



BZ021  
13.75" / 35 cm

JGR MEL EGG (JGR) Jungle Green  
(MEL) Melon  
(EGG) Eggplant

- Safer than a stick
- Great for tug-of-war
- Hollow inside makes it lightweight
- Fun to squeeze and chew



Play



# Handcrafted Dog Toys

Favorite activities are that much better when shared with a friend. These plush playthings do everything dogs love... they squeak, flop, fly, and are the perfect pals for snuggling. We handcraft our toys one by one in Bozeman, Montana.

*Made by Us* In Bozeman MT



DESIGNED FOR  
PLAY STYLE



MACHINE  
WASHABLE



RECYCLED  
INTELILOFT®



DESIGNED AND  
MADE BY US

We're in it for the wags. We'll replace or refund anything that doesn't induce a happy dance.

**LOVE IT GUARANTEE™**

Durable

Safe

Made Responsibly



Rowdies®  
For Rough Play

Rowdy dogs, meet your match! Thoughtfully designed and thoroughly tested for toughness and durability, our line of durable plush is built for romping and (supervised) roughhouse play. Rowdies® are made with HardyTex durable fabric and designated Zogoflex chew zones—two of our sturdiest technologies. And like all of our West Paw products, we fully guarantee Rowdies.



A. Rosebud

DD005  
6.5"/17cm

B. Custer

DD006  
10.25"/26cm

C. Sanders

DD004  
11"/28cm

D. Fergus

DD001  
6.25"/16cm

E. Jefferson

DD002  
6.75"/17cm

F. Lincoln

DD003  
9"/23cm

- Reinforced HardyTex fabric
- Filled with IntelliLoft®
- Zogoflex chew zones
- Built for rough playing
- Made by US



(PEW) Pewter Fur  
(PUF) Purple Fur  
(ORF) Orange Fur

All toys in this collection contain an audible squeaker.

What does it take  
to be a Rowdie?

When it comes to testing our design, construction and durability, we don't mess around. We work with the West Paw chew squad, a group of over 8,000 dogs of all shapes, sizes and chew habits. Our four-legged friends and their owners give us important feedback to improve our products. The product design team spent over 12 weeks testing Rowdies® against our competition using a selected group from the Chew Squad.

**West Paw Chew Squad Results: Rowdies stood up to the test, with 80% returning without any damage and performing equal to or better than competitor products in all instances.**

**It takes guts:**

It takes more than just fluff to be tough. Rowdies are filled with IntelliLoft®, made from recycled plastic, it's resilient, non-toxic, and third-party certified safe.

**It takes teeth:**

Go ahead and chew! Our unique and innovative Zogoflex® "chew zones" provide a durable, designated area for dogs who love to gnaw and nibble.

**It takes focus:**

These guys are serious about seeing the fun. Embroidered eyes enhance durability and can't be plucked.

**It takes a strong voice:**

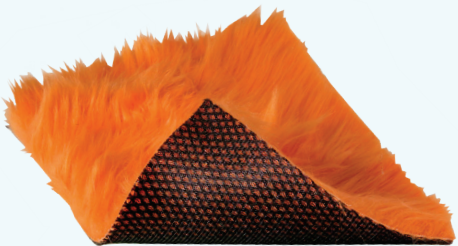
Okay, it's actually a squeaky one, just the kind that dogs love.

**Jefferson**, after 6 hours of rough play. Don't worry he's machine washable.



**It takes thick skin:**

Designed, developed, and tested for toughness over countless hours of rough dog play, our proprietary HardyTex fabric is more than just a fuzzy face—it's a tough, plush fabric reinforced with a mesh backing for extra durability that surpasses standard plush fabrics.



HardyTex®

Play





Sell A Solution

Playing with your dog is key to forming a lasting bond. Offer toys that provide simple solutions to common complaints you hear about a dog's behavior.

Biting During Play?

Toys should provide enough distance between the dogs' mouth and owners hands.



Distraction From Being Alone?

Provide your dog a puzzle toy filled with something delicious for mental stimulation.



Teething Puppy?

A gentle chew toy may help reduce the pain of teething. Try our collection of durable plush or Zogoflex Echo® products.



Exercise or Stimulation?

Engage dogs' interest by providing a puzzle or play toy for fetch and retrieve.



Super Chewer?













Offer chew toys for those dogs that are tough chewers and who damage everything.



Small Space?

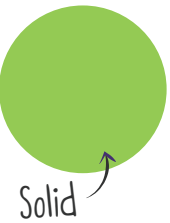
Durable, lightweight toys are ideal for indoor use and easy on the furniture. Try our collection of durable plush or Zogoflex Echo® products.



| Play Toys   |  | Puzzle Toys   |  | Chew Toys  |
|---|--|---|--|--|
| Gentle Chewers  | Moderate Chewers   | Moderate Chewers  | Tough Chewers  | Tough Chewers  |
| <br>Bumi®<br>WITH ZOGOFLEX®    | <br>Skamp®<br>WITH ZOGOFLEX ECHO® | <br>Toppl®<br>WITH ZOGOFLEX®       | <br>Tux®<br>WITH ZOGOFLEX®    | <br>Hurley®<br>WITH ZOGOFLEX®   |
| <br>Zisc®<br>WITH ZOGOFLEX®   | <br>Zwig™<br>WITH ZOGOFLEX ECHO® | <br>Rumbl™<br>WITH ZOGOFLEX ECHO® | <br>Qwizl®<br>WITH ZOGOFLEX® | <br>Jive®<br>WITH ZOGOFLEX®    |
| <br>Tizzi®<br>WITH ZOGOFLEX® |  |   |  | <br>Rumpus®<br>WITH ZOGOFLEX® |

Zogoflex®

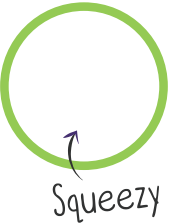
Solid to the core. Designed with durability in mind for tough to gentle chewers.



Solid

Zogoflex Echo®

Hollow core built for dogs that love the chewy, durable, bounce-back resistance.



Squeezy





# Free Tools

We're proud of every product we make, and we believe in working hard to create positive experiences for our partners—both in interactions with us and in being able to easily sell the value and features of our products. Our education programs are made to do just that. We know that life can be hectic, and that employee training can be a bear, so our goal is to make it that much easier to get staff trained.

## New Photography & Signage



### Signage

We have a variety of photos and signage for you to use for marketing and advertising purposes. For any signage and lifestyle photography needs feel free to contact us.

[world@westpaw.com](mailto:world@westpaw.com)



# Love It Guarantee™

West Paw works with our international partners to make sure they will honor our product guarantee. Find out about the chewing and playing behavior of a particular dog so that a replacement product, that is better suited for that dog's needs, may be recommended. For example, if a chewed up Tizzi® toy is brought back, give a more durable Tux® a try.

## Dealer Guide



LOVE IT GUARANTEE™

Durable Safe Made Responsibly

We're in it for the wags. We'll replace or refund anything that doesn't induce a happy dance.

## New Product Videos



### Video Series

We also have a variety of videos for you to embed on your website or blog. Simply visit our YouTube International Channel.

[www.youtube.com/c/westpaw](https://www.youtube.com/c/westpaw)





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Find Us!

