



Press Release 2010

Hurttta Lifeguard

striving for a safer future

Even up to five out of six accidents involving a dog could have been prevented, if the dog wore a reflector. New Hurttta Lifeguard collection is designed for active dogs and their owner's safety for safe outings in dark and risky circumstances – no matter what weather looks like.

Consumer knowledge as a back bone

Road accidents are overwhelmingly the leading cause of accidental death or injury to dogs. In just Finland alone, over 2,000 dogs die annually in different kinds of traffic accidents. If the same ratio is applied to the whole of Europe, the number of dog deaths due to road accidents totals roughly over 100 000. Important thing is, that many of these accidents happen during perfectly normal daily outings, over half of the dog owners walk their dogs weekly along unlit passages and in unlit parks.

For valuable info for development of Hurttta Lifeguard product range, a consumer poll was carried out among the Finnish dog owners. The poll was answered by over 6,500 active dog owners who told us about their hobbies, outdoor activity routines and experiences of walking the dog in the dark. Intensive and comprehensive feedback followed, no wonder, because some 97% of dog owners considered the visibility of their pet in the dark either important or very important. Over 80% of owners whose dogs have been involved in an accident believe that reflectors would have made a difference.

Hurttta Lifeguard

Our reflective product range is designed specifically for active dogs that are on the move in the dark and in hazardous surroundings in all weather conditions. The range comprises top-quality reflective products that can easily be seen at night in the beam of a car's headlights. Only the very best products, tested in advance on dozens of dogs, are accepted in our product range.

For our range we chose high quality 3M™ Scotchlite™ reflectors, which research has found to be the best on the market. To make the products functional for year-round use, all the outdoor fabrics in the range were laminated with waterproof and breathable Houndtex coating. Special attention was paid to the adjustability and user comfort of each product.

With Hurttta Lifeguard range all dog enthusiasts get plenty of outdoor enjoyment with proactive attitude!

More information: www.hurtttacollection.com

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LIFEGUARD
OR SAFE OUTING IN RISKY CONDITIONS

