

Fear no weather.

Temp.: -1°C Wind: 9 m/s Wind chill: -8°C Day length: 4 h 43 min



Press release 2010

Unique Hurтта Pro line sets the standard for demanding dogs and owners

Functional Hurтта Pro line is aimed for demanding outing activities of our four legged friends. Important themes are safety, even more comfortable fit and high quality materials. Materials are developed for demanding weather conditions and hard wear tested in real action.

Just like in high-quality children's outdoor clothing, practicality and safety are essential, while the style is an asset. "We aim to be best in the world," Brand Manager Kati Rissanen confidently sums up, "and we want to do it in terms of the dog". When wearing Hurтта clothing dogs can move and play normally. The designing process always starts from the needs of the dog and the owner.

Hurтта Collection includes a range of comfortable and safe dog wear and accessories for all dog breeds. Hurтта's great asset is an exclusive pattern system, which includes measurements of over 4 000 dogs for year 2008-2009 alone. Measurements are taken by hundreds per year, because dog breeds evolve, new breeds are born and demands towards collection grow. Product launches are done several times a year, so that is why pattern system is also updated several times a year depending on launches.

Fabrics are tested in toughest of laboratories and they go through several tests for water tightness, water resistant, breathability, light durability, tearing and wearing endurance. New impulses and ideas are found especially from human outdoor clothing. Hurтта Collection provides technical solutions such as breathable materials, taped seams and adjusting mechanisms.

"Protects your dog – Protects your home"

Dogs need clothing against wind and chill but also against dirt. All Hurтта clothing and gear are easy to take care of and are water-washable. The amount of dirt coming indoors from playing outside is minimized by a proper overall. That is why Hurтта's motto is "Protects your dog – Protects your home".

Selection will expand so that new products are born within product lines, and sub categories are created according to breeds, training products and general interest for dogs. Also new functions for products are developed constantly and technical details become more and more important. Things are looked at dog's point of view; things like penetration of smell, endurance for tears and especially noiselessness of the fabric are in constant testing.

The latest innovations, new safety collection for Hurтта will be launched in October 2010.

More information: www.hurttacollection.com

Brand Manager
Kati Rissanen
tel. +358 400 237 527
kati.rissanen@hurttaco.com

Communications Manager
Minna Karppinen
tel. +358 400 668 335
minna.karppinen@bestfriend.com

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