

**THE ORIGINAL**

# KOOL COLLAR™

PATENTS PENDING



## WELCOME

The KoolCollar is an extremely effective, unique cooling product. The KoolCollar is a must for inside, active or dogs at risk for heat exhaustion or heat stroke. It is patented and very different from every other dog cooling product on the market. We use melting ice to act as sweat on your dog. It's easy, durable and extremely effective.

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## OVERVIEW

### HOW IT WORKS:

Melting ice acts as artificial perspiration, keeping the pet cool, safe and comfortable.

### WHAT IT DOES:

Helps prevent heatstroke and heat-related health problems. Keeps your dog happier and more attentive during high activity.

### WHEN & WHERE TO USE:

Use year-round indoors with included freezer tube and outdoors with ice cubes in warm temps or during high activity.

- Washable, easy to use and re-use
- Vet recommended, non-toxic, non-staining



**“** Heat stroke in warmer temperatures is a concern especially with working dogs. The benefit of external water (melting ice) and cooling source (KoolCollar) can help aid in the cooling process. KoolCollars can help aid with keeping your dog cool. Along with fresh drinking water, available shade and ones awareness of the temperature and the type of exercise the dog is undergoing. **”**

Dr. Eric B. Atwell DVM





# THE COOLING PROCESS

The concept of the KoolCollar is simple and extremely effective. The KoolCollar has 2 different

### Outdoors when the koolcollar is filled with ice.

The melting ice runs down the front of the dog and not only offers a comfortable cool sensation, but also more importantly promotes evaporative cooling over the vascular chest area of the dog. The action of the cool water evaporating cools the blood and core temperature of the dog.

### Indoors with the KoolTube freezer tube.

KoolTubes are intended to be used anytime it is not practical to have your dog dripping water from using ice in the KoolCollar. The KoolTube is a semi-disposable, non-toxic, non-staining alternative to ice that is perfect for inside the house, traveling in the motor home, car, truck, etc.

Please follow this link to view our quick intro video:  
<http://www.youtube.com/watch?v=tdfOdqUCKBA>

Each KoolTube usually lasts about 30-50 minutes depending on the ambient temperature, the dogs heat and activity level.

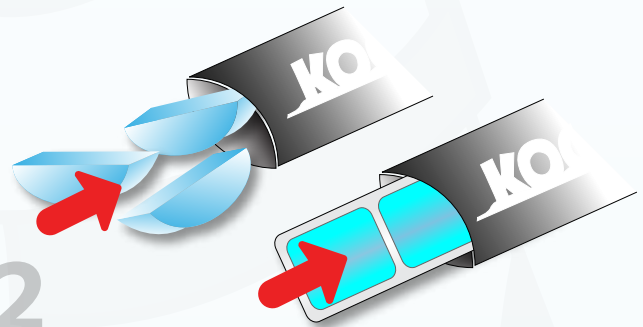
### The cooling process illustrated:

As your dog starts to overheat, the chances of it suffering from heat exhaustion and/or heat stroke are very good.



1

Take your dog's KoolCollar and fill it with ice cubes (for outdoor use) or use one of our KoolTube freezer tubes (for indoor use) and place collar on dog.



2

As ice melts it simulates artificial sweat on your dog promoting evaporative cooling.

The KoolTube is a dry alternative to dripping ice for indoor use.



3

Melting ice promotes evaporative cooling (artificial sweat). Keeping your dog cool, safe and comfortable.



4





# HOW TO SELL

## Retail Display Headers

Our award winning retail displays are now available for both grid and slat wall applications. The display helps explain the KoolCollar cooling process and accelerates sales as the customers can learn about the product if you or your workers are busy with another customers.

Our new header also contains our new SMS Text Messaging feature that allows customers with smart phones to view a short video on their phone that explains the product. (Inquire for more details.)



## Tactics and FAQ's

As with any product it is imperative that you understand the product and know how it can help solve a problem for your customer. The KoolCollar is excellent for anyone who owns a dog. It is important to remember that the KoolCollar can be used inside and outside by using real ice or a KoolTube freezer tube. Knowing this, it will help combat any objections that you may receive.

Visit our website <http://www.koolcollarstore.com/dealers.html> to find our download section where you can get images and other media for your own online store or ads.

### Frequently Asked Questions

Q: How can this help my dog if it stays inside all day?

A: The KoolCollar can be used inside with the reusable freezer tubes for perpetual cooling. It might feel cold to humans in climate controlled areas, though it doesn't mean that it feels that way to your dog.

Q: I don't need a KoolCollar, my dog has a pool/get's hosed down when it's hot outside.

A: The KoolCollar provides your dog with perpetual and mobile cooling, unlike a dirty, nasty, warm pool. Just keep the KoolCollar filled with ice and your dog will stay cool all day long.

Q: I like the idea of a KoolCollar but are the KoolTubes safe if my dog eats it?

A: Yes! They patented KoolTubes are non-toxic and non-staining. Please remember that they considered semi-disposable due to the nature of their use.

Q: I have a small dog that isn't very active, why do I need a KoolCollar?

A: Smaller dogs mean shorter legs. Because of this they are closer to the ground where it is at times 5 to 10 degrees hotter than it would be for larger dogs.

**PLEASE CONTACT US DIRECTLY FOR PRICING AND ORDERING INFORMATION.**

(RESALE CERTIFICATE AND/OR BUSINESS LICENCE INFORMATION REQUIRED.)





# PRODUCT IMAGES



The KoolCollar is the perfect solution for cooling and protecting your dog during warm weather and while active. For additional information, please visit [FillMeWithIce.com](http://FillMeWithIce.com)

**Neck Sizing:**  
**S** 11" - 17 1/2"  
**M** 17 1/2" - 24"  
**L** 24" - 30 1/2"

**SMPS:** **FillMeWithIce.com**  
 1-800-826-6666

For additional details on this product, send a text message including the information above.

**Four Stages of Cooling...**

**Stage 1:** As your dog starts to pant, the moisture on its skin begins to evaporate, which helps cool the dog's body. The KoolCollar is the perfect solution to help your dog stay cool.

**Stage 2:** Take your dog's KoolCollar and fill it with ice cubes (indoor use) or KoolTubes (indoor use) as well as water inside the KoolCollar and place collar on dog.

**Stage 3:** As the ice melts, it produces artificial sweat on your dog and provides evaporative cooling. The KoolCollar is the alternative to digging for the nearest ice.

**Stage 4:** Melting ice provides evaporative cooling (artificial sweat), keeping your dog cool.

**Keep your dog cool, safe & comfortable...**  
**How it Works:** Melting ice acts as artificial perspiration.  
**Where to use it:** Use indoors with KoolTubes year-round and outdoors with ice when warm or active.  
**What it Does:** Helps prevent heatstroke & heat-related health problems.

**Package Contents:** 1 KoolCollar, 2 KoolTubes, Freezer Tub

**Illustrated Instructions ON BACK!**

**BACK**

**THE ORIGINAL**  
 FILL WITH ICE DOG COLLAR

**KOOOL COLLAR**

**Use indoors with Freezer Tube or Outside with Ice!**

**S M L**  
 NECK SIZING (IN INCH)

**Color**

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**FRONT**

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**Collar Sizing:**  
**S** 11" - 17 1/2"  
**M** 17 1/2" - 24"  
**L** 24" - 30 1/2"

Each KoolTube usually lasts about 30-50 minutes depending on the ambient temperature & the dog's activity level.  
 Your dog will love it!

**3 KoolTubes Included!**

**Perpetual Cooling Process**

**How it Works:** Cycle extra KoolTubes inside the KoolCollar for constant cooling.

**What it Does:** Keeps your dog comfortable & helps reduce the chance of heat-related health problems.

**Where to Use:** Use indoors with KoolCollar year-round. Use outdoors in the car, motorcycle, airplane, (Non-Toxic, Non-Staining)

**Package Contents:** 3 KoolTubes, Freezer Tubes

**Illustrated Instructions ON BACK!**

**BACK**

**REFILLS FOR KOOOL COLLAR**

**KOOOL TUBES**

**3 KoolTube Refills INSIDE**

**S M L**  
 Collar Sizing (In Inch)

**Try Me**

**Keep your dog cool, safe & comfortable...**  
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**Illustrated Instructions ON BACK!**

**FRONT**

