

West Paw.

DOG'S BEST FRIEND®



2022



MADE BY US. DESIGNED FOR THE LOVE OF PETS AND THE PLANET.®



CELEBRATING DOG'S BEST FRIEND FOR 125 YEARS (IN DOG YEARS, 25 IN HUMAN YEARS)

25 years ago, we asked ourselves: can a dog company make the world a better place? And after 25 years, we can safely say: not without dog lovers like you.

You're always looking out for dogs. And you're looking out for the world, too, in all the ways you can. You've supported us in our quest—to delight dogs while giving back to people and the planet.

Just look at what you've contributed to:

- 266,000 pounds of Zogoflex®, recycled into new toys.
- 16 million plastic bottles (and counting) kept out of the landfill and turned into soft IntelliLoft® for beds and stuffed toys.
- Thousands of pounds of ocean-bound plastic that we're repurposing into our new Seaflex™ collection.
- 103 jobs for a team of passionate pet people who, every day, help make West Paw a force for good.
- Over 40+ countries around the world as well as 6,000 US retailers providing dogs with durable toys, made responsibly with safe materials.

And, of course, the countless wiggly rumps, perky ears, tappy toes, and happy snorts that our products incite in dogs worldwide.

When I look back over 25 years of West Paw, I brim with gratitude for all of you, and all your dogs, wagging towards that better world.

And when I look ahead, I know our best is yet to come, thanks to you.

To 25 more,

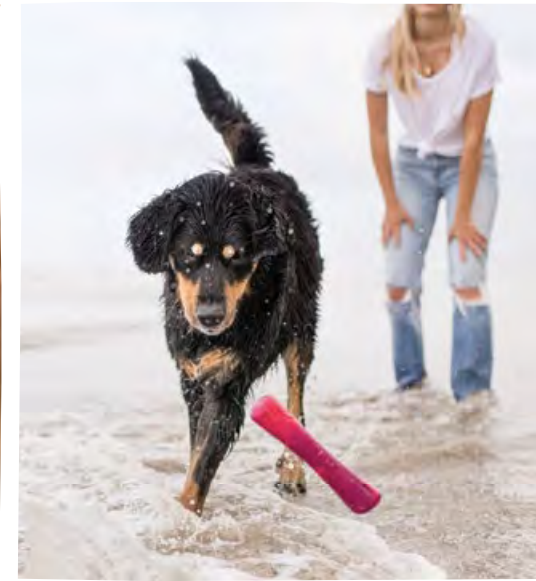
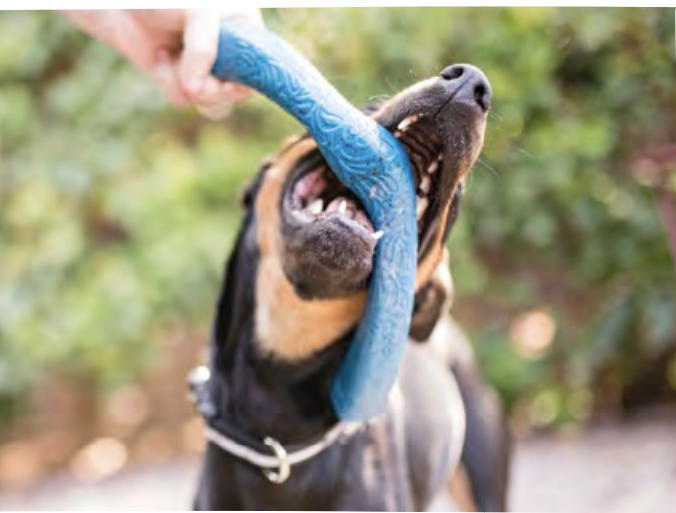

Spencer Williams,
West Paw Founder & CEO

SEAFLEX™

MADE WITH RECYCLED OCEAN BOUND PLASTIC

**DOGS MAKE THE WORLD BETTER.
WHAT IF WE DID THE SAME?**

But when we think like a dog—we see a way to make a big splash—by recycling and reprocessing oceanbound plastic into ultra-safe, non-toxic, wag-worthy dog toys.



NEW LINE!

Feeding

No-Slip Bowl

You know the scrapes, clangs, and jingles of dog dinners? Not anymore, thanks to this no-slip, less-mess bowl that turns down the volume on feeding time. Made with Seaflex™, giving ocean-bound plastic a second life as super-safe, eco-awesome feeding accessories.



One Size

HA001
7.25"/18cm x 3.75"/10cm

- MAR

SEF

KLP

TRR
- (MAR) Marine
(SEF) Sea Fog
(KLP) Kelp
(TRR) Tropic Red

- No-Slip and quiet feeding
- Holds 4 cups of kibble or 35 oz of water
- Top rack dishwasher safe

Doggie Placemat

Dogs aren't the daintiest eaters, but you gotta appreciate the enthusiasm. Contain the mess on a sleek looking, dishwasher-safe, eco-friendly placemat. Thoughtfully designed with raised edges, this mat keeps messes and bowls in place.



One Size

HA020
20.75"/53cm x 13.5"/34cm

- MAR

SEF

KLP

TRR
- (MAR) Marine
(SEF) Sea Fog
(KLP) Kelp
(TRR) Tropic Red

- No-Slip and holds bowls in place
- Raised edges keep food and water messes contained
- Top rack dishwasher safe, or low heat on lower rack

Millions of tons of plastic head for the ocean every year, threatening marine health and polluting our planet. With Seaflex we see a way to keep tails wagging both furry and finned.

100%
Recyclable
Through
Join The Loop®

88%
Zero-waste
Zogoflex®
Material

12%
Reclaimed
Ocean-Bound
Plastic

0%
Bad Stuff.
No BPA, Latex,
or Phthalates

NEW LINE!

Play

Drifty™

For Moderate Chewers

Dogs love traditional bones, but as pet parents? We wanted more—like recyclable material, and easy cleaning. So, we made Drifty: the dish-washer-friendly bone upgrade that's responsibly made from non-toxic Seaflex™.

Small
SF010
5.75" / 15cm

Large
SF011
8.5" / 22cm

EMD **SUR** **HIB** (EMD) Emerald (SUR) Surf (HIB) Hibiscus

- Shaped like a real bone, great for fetch and chew
- Bulbous ends are chunky chew zones



Snorkl™

For Moderate Chewers

Snorkl is designed for dogs who love bones, boomerangs, and tug-of-war. Snorkl's fun tug shape makes it perfect for high energy dogs and great for human and dog play or dog and dog play.

SF051
8.25"/21cm

EMD **SUR** **HIB** (EMD) Emerald (SUR) Surf (HIB) Hibiscus

- Designed for interactive and bond-forming tug play
- Perfect toy for high-energy dogs



Sailz™

For Moderate Chewers

Sailz is our take on your dog's favorite frisbee. Made responsibly with Seaflex™ this disc was inspired by disc golf shapes in order to fly far and true! Durable and lightweight with a center hole to make it easier for dogs to pick it up and bring back for another toss.



SF031
8.5" / 22cm

EMD **SUR** **HIB** (EMD) Emerald (SUR) Surf (HIB) Hibiscus

- Designed for interactive play, flies far and fast
- Provides a great form of exercise for dogs that love to run
- Center grip hole is great for tug and easy pick up

↖
SWIRLS AS
UNIQUE AS
SEASHELLS



Meets guidelines for source authenticity of ocean-bound recycled material, supply chain transparency, and social and environmental compliance. Learn more at oceanworks.co

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.



100%
RECYCLABLE



FLOATS
IN WATER



BPA FREE AND
FDA COMPLIANT



DISHWASHER
SAFE



MADE IN
THE USA

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 Materials

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

↑

FILL WITH BROTH,
GRAVY, OR WET
FOOD AND FREEZE!

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, use a bottle brush to loosen any stuck on residue
- Easy for dogs to hold in place with paws

↑

EXTENDS THE
LIFE OF TREATS

FOR FUN RECIPES, CLEANING AND TROUBLE SHOOTING TIPS VISIT [WESTPAW.COM](https://www.westpaw.com)

Puzzle

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 XL & large sizes or large & small sizes together to make the toy more of an engaging challenge.



- A treat dispenser that helps fast eaters slow down
- XL & large or large & small interlock for enhanced challenge
- Toss it in the dishwasher for easy cleaning

Small	Large	XL
ZG083	ZG084	ZG085
3" / 8cm	4" / 10cm	4.75" / 12cm

XL Toppl shipping summer 2022

AQA

GRN

TNG

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

SMALL HOLDS 1/4 CUP
LARGE HOLDS 3/4 CUP
NEW XL HOLDS 1 3/4 CUP!

XL & large or large & small interlock for an extra challenge.

Snouts can sniff at puppy treats peeking through the window.

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

Tempting Toppl® Treats

- difficult

 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



FOR FUN RECIPES, CLEANING AND TROUBLE SHOOTING TIPS VISIT WESTPAW.COM

Puzzle

Stack small Toppl on top of large Toppl or large Toppl on top of XL 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.

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 ZG010 ZG011
4.5" / 11cm 6" / 15cm 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®

For Tough Chewers

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 ZG070 ZG071
2" / 5cm 2.5" / 6cm 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
ZG030
6.5" / 17cm

Small Glow
ZG029
6.5" / 17cm

Large
ZG031
8.5" / 22cm

Large Glow
ZG032
8.5" / 22cm

AQA GRN TNG GLO

(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!

GLOWS IN THE DARK! →

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
ZG050
8" / 20cm

Large
ZG051
9.5" / 24cm

AQA GRN TNG

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

- 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
ZG060
4.5" / 11cm

Large
ZG061
7" / 18cm

AQA GRN TNG

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

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



Play

Zogoflex Echo[®]

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.



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FLOATS
IN WATER



BPA FREE AND
FDA COMPLIANT



DISHWASHER
SAFE



MADE IN
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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 Materials

Made Responsibly



Rumbl®
For Moderate Chewers

Rumbl is the treat dispensing toy that encourages healthy play and is a part of our Zogoflex Echo® collection of super bouncy, crazy fun dog toys! 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
- Works best with a wide variety of dry treats, kibble or jerky
- Doubles as a slow feeder - Large fits 2 cups, Small fits 1 cup of kibble

Small	Large
BZ040	BZ041
3.5" / 9cm	4" / 10cm

JGR	MEL	EGG	(JGR) Jungle Green (MEL) Melon (EGG) Eggplant
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**FILL WITH KIBBLE, RUMBL®
DOUBLES AS A SLOW FEEDER!**

Skamp®

For Moderate Chewers

Skamp’s engaging shape combines the superior durability of Zogoflex with a hollow core. Built for dogs that love squeezezy, 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



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.)



ALL OF WEST PAW'S TREAT TOYS
CAN GO IN THE DISHWASHER FOR
EASY CLEAN UP!

Dog Wellnes



TUX® For Tough Chewers

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



RUMBL® For Moderate Chewers

Rumbler 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 XL & large sizes or large & small sizes (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.

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

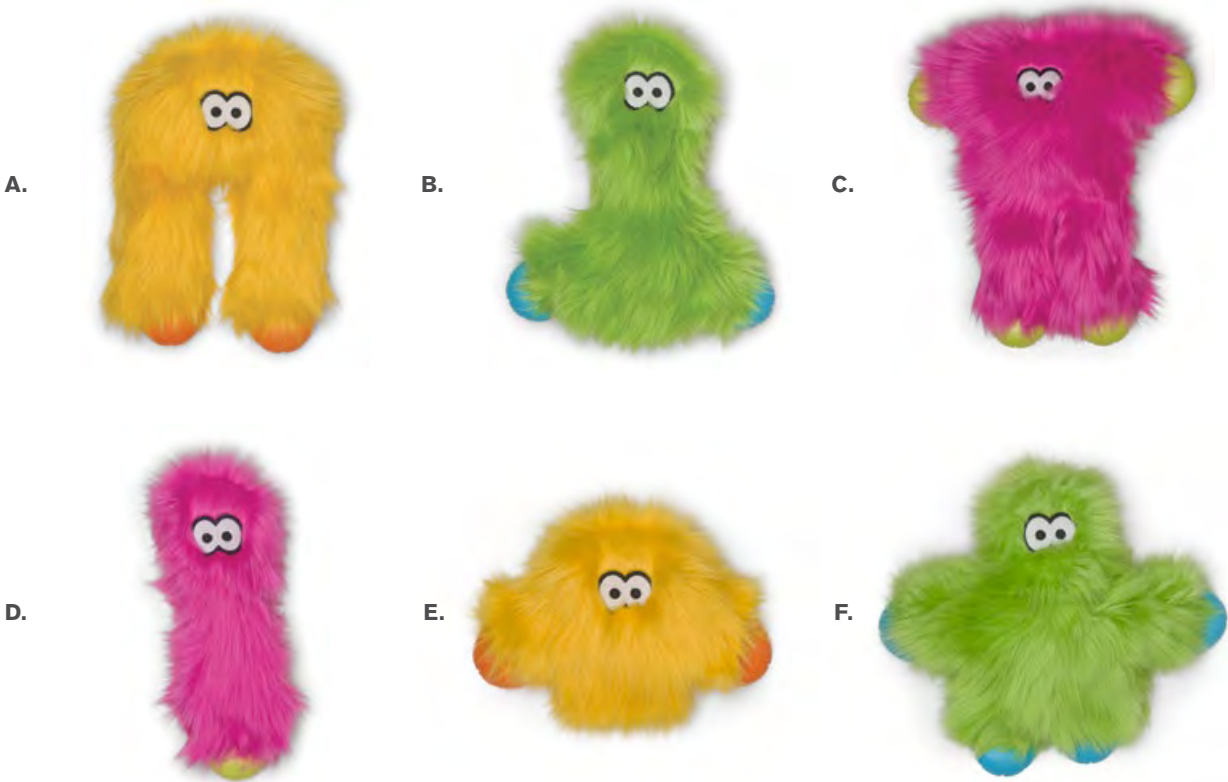
Safe Materials

Made Responsibly



Rowdies®
For Rough Play

Rowdy dogs meet your match with Rowdies for roughhouse play! We've updated our best selling collection of durable plush toys with bright new colors and five new shapes. Rowdies are made with HardyTex® durable fabric and designated Zogoflex® chew zones – two of our sturdiest technologies.



A. Wilson

DD016
9.75" / 25cm

B. Lewis

DD014
10.25" / 26cm

C. Peet

DD017
11" / 28cm

D. Custer

DD006
10.25" / 26cm

E. Taylor

DD013
10" / 25cm

F. Ruby

DD015
11.25" / 29cm

- Reinforced HardyTex fabric
- Filled with IntelliLoft® Fill
- Zogoflex chew zones
- 2 smaller sizes for dogs under 30 lbs
- 4 larger sizes for dogs over 30 lbs
- Love It Guarantee™
- Thoughtfully designed and handcrafted in the USA



(LEM) Yellow Fur
(HPK) Hot Pink Fur
(LIM) Lime 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.

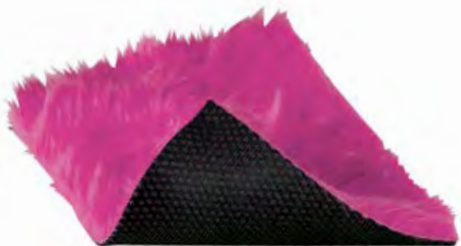
It takes a strong voice:

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



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®

Retailer Tools

As Dog's Best Friend our goal is to make unique and innovative products that your customers want and support the success of your business. We provide tools to train your staff and inform your customers. We're here to answer your call, chat, or emails so that you can connect with a real person to get the information you need, when you need it.

.....
world@westpaw.com
.....

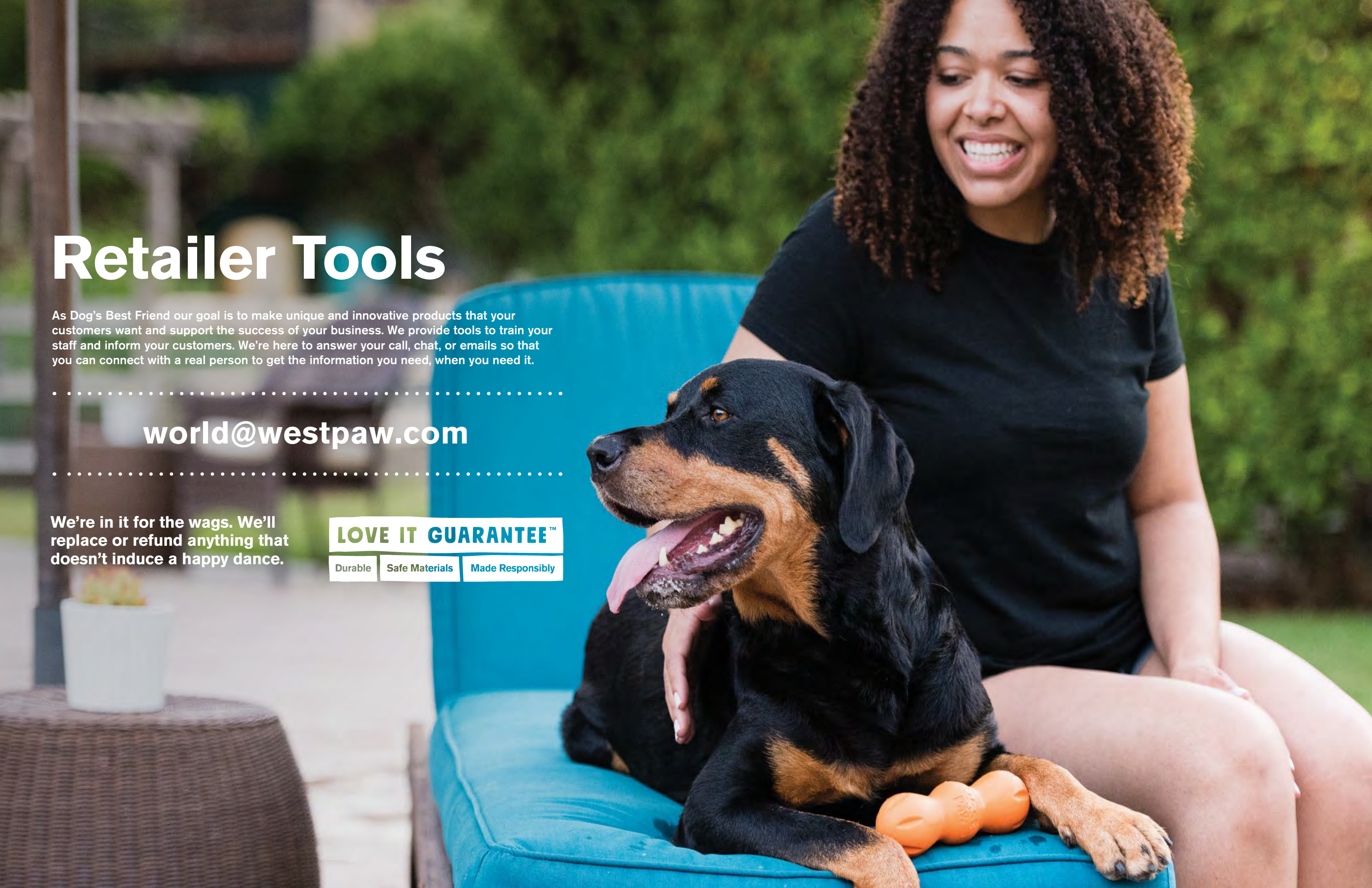
We're in it for the wags. We'll replace or refund anything that doesn't induce a happy dance.

LOVE IT GUARANTEE™

Durable

Safe Materials

Made Responsibly

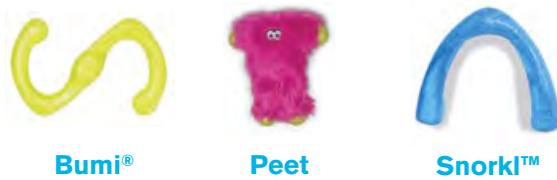


Sell A Solution

Playing with your dog is key to forming a lasting bond. Offer toys that provide simple solutions to common issues 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 Seaflex™ or Zogoflex Echo® products.



Exercise or Stimulation?

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



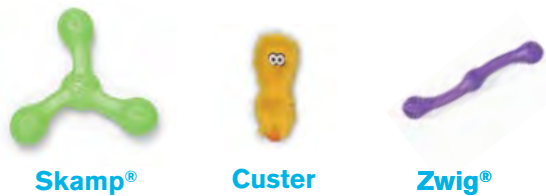
Super Chewer?

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.



Dealer Guide

PLAY			PUZZLE		CHEW
Gentle Chewers			Moderate Chewers	Tough Chewers	Tough Chewers
 Bumi® WITH ZOGOFLEX®	 Skamp® WITH ZOGOFLEX ECHO®	 Drifty™ WITH SEAFLEX™	 Toppl® WITH ZOGOFLEX®	 Tux® WITH ZOGOFLEX®	 Hurley® WITH ZOGOFLEX®
 Zisc® WITH ZOGOFLEX®	 Zwig® WITH ZOGOFLEX ECHO®	 Sailz™ WITH SEAFLEX™	 Rumbl™ WITH ZOGOFLEX ECHO®	 Qwizl® WITH ZOGOFLEX®	 Jive® WITH ZOGOFLEX®
 Tizzi® WITH ZOGOFLEX®		 Snorkl™ WITH SEAFLEX™			 Rumpus® WITH ZOGOFLEX®

West Paw®
Dog's Best Friend®

Made by US.
Designed for
the love of pets
and the planet.®



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.



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.

Dealer 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.

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



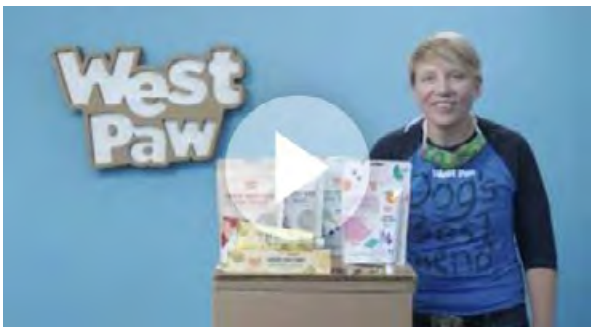
PRODUCT VIDEOS



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



Product photos, lifestyle photos, customizable signs also available.

Contact world@westpaw.com for more information.

Dealer Guide



Display

Available upon request.

Contact world@westpaw.com for details and pricing



International
world@westpaw.com
westpaw.com/international
Instagram: @WestPawUS
FB: @WestPawInternational

Find Us!

