

Ruffwear's Fall/Winter 2019 Product Line on Display at Super Zoo

With 25 years of designing gear from the dog's perspective, Ruffwear continues to grow the outdoor adventure dog category it created.

[BEND, OR, August, 2019] — Ruffwear, the brand that started with one waterproof, collapsible dog bowl and sparked the outdoor adventure dog category, is turning 175 in dog years this month. Since August 1994, the company has focused on customer needs to deliver performance dog gear for canine explorers, from apparel to packs to leashes and collars and everything in between. Launching its Fall 2019 product line today, Ruffwear continues to evolve and grow its product offerings, learning from its years of experience, designing from the dog's perspective.

THE ROAD LESS TRAVELED

The road less traveled can oftentimes mean leaning into the discomfort of uncertainty. Blazing a new trail rather than following a pre-marked trail. Exposure to vulnerability and the unease that comes with putting yourself out there. For 25 years, Ruffwear has embraced that feeling of being on the edge and knows many of its adventure-seeking customers have too.

“As we trek into our 25th year,” said Patrick Kruse, Ruffwear Founder and Director of R&D, “I am reminded how our classics stand the test of time with a foundational fit and performance that Ruffwear is known for. Our updated travel pieces like the Haul Bag™, Kibble Kaddie™, and Mt. Bachelor Pad™ continue to allow for amazing adventures with new features and materials to elevate the user's experience. The new Climate Changer™ Pullover joins the apparel line, pushing our designs and setting new standards for us as a brand. As always, we lean on our gear to provide canines a level of comfort while we explore together, expanding our boundaries and connecting with our community.”



See our 25th anniversary [video here](#).

TRAVEL COLLECTION (Available August 1)**Redesigned [Kibble Kaddie™](#)**

Travel-friendly dog food storage system with top-loading, roll-down closure to secure contents. Kibble is dispensed through a fold-out spout at the top, while a separate internal compartment stashes collapsible bowls and other food items. Slate Blue. **\$39.95**

Redesigned [Haul Bag™](#)

Wide-opening gear bag stores and transports food, bowls, leashes, toys and pick-up bags. Includes adjustable/removable shoulder strap and interior and exterior pockets to keep organized while on-the-go. Slate Blue. **\$69.95**

Redesigned [Mt. Bachelor Pad™](#)

Low-profile, easy to clean, portable bed that gives dogs a sense of home in different environments. Rolls up and secures with integrated strap, non-slip waterproof base creates moisture barrier. Medium or Large, Tumalo Teal. **\$69.95 - 89.95**

APPAREL (Available August 1)**New [Climate Changer™ Pullover](#)**

Lightweight, warm fleece pullover with a weather-resistant stretch lower panel. Can be worn alone or layered for additional warmth. Oversized collar offers extra coverage, contoured cap-sleeves hold in core heat while maintaining range of motion. XXS-XL, Cedar Green, Canyonlands Orange, Blossom. **\$49.95**

Redesigned [Climate Changer™ Jacket](#)

Versatile recycled polyester fleece jacket for breathable warmth on clear, cold days. Can be worn alone or layered for additional warmth. XXS-XL, Cedar Green, Canyonlands Orange, Blossom. **\$49.95**

Redesigned [Fernie™ Jacket](#)

Everyday technical knit sweater with brushed fleece interior. Provides breathable warmth from town to trail on clear, cold days, can be worn alone or layered for additional warmth. XXS-XL, Twilight Gray, Tumalo teal, Hibiscus Pink. **\$59.95**

JACKETS & HARNESSSES (Available October 1)**New [Overcoat Fuse™ Jacket](#)**

A rugged, convenient jacket-harness combo with a weather-resistant shell and polyester fleece lining. Features leash attachment points on the back and chest, and includes two zippered pockets for quick access to small essentials. Side-release buckles for easy on/off. XXS-XL, Purple Sage, Canyonlands Orange, Cedar Green. **\$64.95**

Flagline™ Harness

A lightweight, multi-use harness that's easy to put on. Features a padded handle, supportive chest/belly panel, six points of adjustment and three points of leash attachment, including one at the chest. XXS-L/XL, Meltwater Teal, Red Rock, Granite Gray. **\$69.95**

TOYS (Available October 1)

Pacific Ring™

A highly-engaging interactive fling-fetch-tug toy inspired by rewarding play between avalanche rescue dogs and their handlers during training. Hard-wearing materials for vigorous play. Floats and folds for easy stow on the go. Sockeye Red, Tumalo Teal. **\$24.95**

Pacific Loop™

A highly-engaging interactive tug toy inspired by rewarding play between avalanche rescue dogs and their handlers during training. Hard-wearing materials for vigorous play. Wide-set handles create space between hands and dog's mouth. Floats. Sockeye Red, Tumalo Teal. **\$24.95**

All Ruffwear products are rigorously field tested, and Ruffwear proudly guarantees against defects in materials and craftsmanship.

ABOUT [RUFFWEAR](#)

Ruffwear's mission is to build performance dog gear to enhance and inspire exploration for outdoor adventurers and their human companions. Since 1994, Ruffwear Performance Dog Gear™ has combined technology, quality, fit, function, and safety to facilitate its belief that every dog is an explorer. The brand is committed to enhancing the lives of all dogs and their human companions through relationships with [Best Friends Animal Society](#), [The Conservation Alliance](#), [Conservation Canines](#), and with working dog organizations across the globe.

Based in Bend, Oregon, Ruffwear sells its products through specialty pet and outdoor retailers as well as at www.ruffwear.com. For more info, please contact Kate Ketschek, kate@revolutionhousemedia.com or 603-828-1050.