



We're kind of obsessive about chew toys



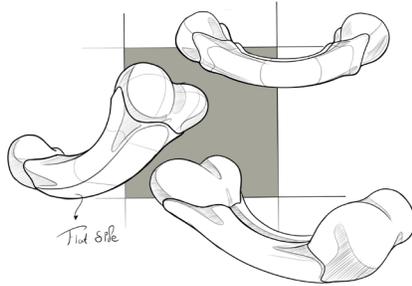
Our philosophy

1. Real meat inside non-edible products is a bad idea
2. A chew toy should help reduce the urge to chew
3. Good design should work naturally with a dog's unique abilities



We started from a dog's perspective

We had a vision, but we knew we needed to take a dog's perspective to truly realize it. We doodled, prototyped, tested and tweaked before finally unlocking the form that followed the functionality we were trying to achieve. The end result looks simple, but truly every surface of Ergo Chew is purposefully designed and intentionally crafted.



We created a flavor that functions

The easy way to incorporate flavor into a nylon chew bone is to add real meat. Processing conditions for nylon are extreme and it is challenging to create a flavor that can withstand the high temperatures involved. However, adding real meat was not an option because we wanted our chew to satisfy, not frustrate dogs. We worked on a number of methods and came up with a solution that allows us to calibrate the flavoring to make it engaging without becoming frustrating. We tested several variations until we found exactly the right balance.

A happy accident made it better

While working to develop Ergo Chew, we stumbled onto a method to incorporate a calming component alongside our flavor. We selected an aroma that is known to calm dogs in one of the most stressful environments, a shelter. We keep this innovative solution a secret.

Our philosophy is that a chew toy should help reduce the urge to chew. All our design choices are driven from this core principle. This doesn't help us sell the maximum number of chew bones that we could, but it demonstrates our focus on dogs first. Embedding real meat inside a nylon chew can be a hazard for dogs and it doesn't help satisfy the urge to chew. We fixed that.



Dogs chew for a variety of reasons and we believe a chew toy should help dogs satisfy their urge to chew. We don't spend time designing products to appeal to people. Big brands focus on flashy designs and other tactics to make people feel good while their dogs are frustrated trying to dig out the bacon bits.



Would you make a popsicle without the stick?

When we design for ourselves, some ideas just seem obvious. This tendency to make products appeal to humans unfortunately shows up in most products for dogs. Other brands include unnecessary surface features or other design elements that are often counter-intuitive for dogs. Every element of Ergo Chew is purposefully designed to function intuitively for dogs.

Building more than just a brand

We're on a mission to change the way dogs enjoy their chew toys. Most of our competitors focus on making chew toys that dogs become obsessed with. It's easy to do; just add more flavor. We want our chew toy to satisfy a dog's urge to chew. We're building a community to help us make Ergo Chew a household name and improve the experience for all dogs. Will you join us?



chewonit@ergochew.com



@ErgoChew

Ultra Variety LLC d/b/a Ergo Chew
1800 Wooddale Drive
STE 105
Woodbury, MN 55125

Features

- Calming aroma & balanced flavor
- Ergonomic “one paw” design
- Purposeful shape to help dogs chew safely
- High-quality, food-grade material
- Heavy-duty with high size-to-weight ratio
- Made in the USA with US sourced materials

Specifications

Dimensions	7.8" x 2.2" x 2.2"
Weight	6 ounces
Material	Nylon (FDA compliant)
Flavor Source	Human-grade flavor concentrates
Durability	For power chewers

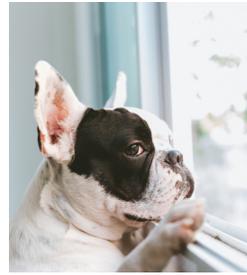
Benefits

1. A flavor that functions to help your dog
2. Easy handling means a more satisfying chew
3. Defective shapes help your dog chew right
4. Thicker design means a more durable chew toy

Less destructive chewing means a happier dog. We've combined innovative features with a novel design to help your dog satisfy his urge to chew. By making sure our flavor is balanced properly, we make Ergo Chew interesting for your dog, without becoming frustrating.



A focus on safety keeps us centered



Nylon chew toys have an undercurrent of bad experiences for some dogs. To make a chew toy last for power chewers, it's necessary to select a very durable material. We put our focus on designing Ergo Chew in such a way that it minimizes the possibility for dogs to have a bad experience. We did

this by making sure there are no flat surfaces, and we kept additional surface features to a minimum. We also designed the rounded chewing ends to be deflective so that dogs will chew along the surface.



How to use Ergo Chew

Ergo Chew is designed to function as an aid to reduce destructive chewing and satisfy your dog's urge to chew. To get the best results, follow these usage tips.

1. Remove other chew toys
2. Monitor your dog for proper and safe usage
3. Give Ergo Chew to your dog only as needed

Here's Why

Some chew toys include real meat embedded in nylon. Your dog may prefer the scent of strongly flavored chew toys, but he may be trying to eat it rather than satisfy his need to chew.

If you give Ergo Chew for brief periods of time, this will help you and your dog in several ways.

- Ergo Chew will last longer
- Limited use means your dog will enjoy it more
- You will see your dog's chewing habits reduce over time

ERGO CHEW™