

Good afternoon, Team WALA. We are happy to offer another great Worldwide Affiliate Program.

Introducing our new partner **Smart Pet Love**...*Available Worldwide*

Smart Pet Love, the maker of the famous "Snuggle Puppy" and several other products

The Snuggle Puppy is a 22-year-old behavioral aid designed to help animals feel safe and secure. The extremely soft plush combined with a real-feel heartbeat, and non-toxic heat pack makes for an all-natural anxiety solution. It re-creates a feeling of being around their mother and litter mates by helping to eliminate anxiety from fireworks, thunderstorms, separation, crate training, and more. They also offer durable toys and extremely soft blankets.

Attached is the product catalog (catalog reflects retail price) and wholesale pricing sheet that you are now able to take advantage of (all products are listed in US Currency)

Example: The WALA breeder pricing program offers the Snuggle Puppy for \$19.00 apiece and if you order one case (quantity 32) the price drops to \$16.90 apiece. They have a fixed retail price of \$39.95 which means nobody is able to buy a Snuggle Puppy in the retail market for less than \$39.95! They also offer this wholesale pricing for all items in their catalog (attached).

Shipping:

Outside United States: If you are located outside of the United States, shipping will be quoted and discounted before they take payment. Please allow 1-2 week for delivery.

Within Continental US: If you are located within the Continental US, shipping is free with a minimum order of \$100.00. Of course, you may place an order under \$100, but shipping charges will apply. It takes about 2-3 days to ship from their warehouse located in North Carolina.

How to sign up:

Step 1: Fill out their "partner with us" form- <https://www.smartpetlove.com/retailers/>

Step 2: Under the "How did you hear about us" type WALA. ***If you type WALA you will receive a free \$20 E-gift card to use on your first purchase. Only valid for first time customers.***

Step 3- Under the EIN/resale put 0 (zero), if you do not have an EIN.

Step 4- Once you fill out the form, you will receive an email within 1-48 hours with access to your personal online portal and your E-Gift card. The prices will be uploaded, and you can directly order from there.

Example of how this may benefit your program:

The Snuggle Puppy retails for \$39.95; they have contracts with Amazon, Chewy, and PetSmart.com that state they cannot sell it for less than the retail price. With that being said, you may offer the Snuggle Puppy to your clients for whatever price you choose. However, you cannot **advertise** the cost of the Snuggle Puppy online unless it is the set \$39.95 price.

This would be a great addition for your "Go home" package and the profits to your program are a bonus!

Example 1: Let's say you decide to purchase 32 Snuggle Puppies at \$16.90 apiece, you would pay \$540.80. You decide you would like to offer them for \$30 apiece to your families. Your profit would be \$419.20.

Example 2: Let's say you would like to order 10 Snuggle Puppies at \$19.00 apiece, you would pay \$190. You decide to offer them for \$30, you would profit \$110.

The Snuggle Puppy is just one item being used as an example. You may do this with every product in the catalog.

You may also choose to give it away with your puppies for free. You could create your family "Go Home" bag with quality products for under \$50 or whatever you choose. There are many options with this program, and everyone will have the freedom to choose what suits them best.

**You will not be able to place a link to Smart Pet Love on your website. Each breeder may order as they please, but they will have to do the ordering themselves, then resell or use the product as they choose.*

**Smart Pet Love will also offer product merchandise support for any of our WALA events as a thank you.*



tender-tuffs

Product	SKU	Cases	Case Qty	Case Price	Units	Unit Price	TOTAL
TENDER-TUFFS TUG TOYS							
Stretchy Orange Octopus	40135		24	\$8.65		\$9.75	
Stretchy Purple Octopus	40136		24	\$8.65		\$9.75	
Stretchy Brown Dog	40137		24	\$6.10		\$6.85	
Stingray Small	40174		24	\$6.10		\$6.85	
TENDER-TUFFS BALL TOYS							
Pink Pig	40138		24	\$6.65		\$7.45	
Tan Monkey	40139		24	\$6.65		\$7.45	
Blue Cow	40140		24	\$6.65		\$7.45	
Pink Elephant	40141		24	\$6.65		\$7.45	
Pufferfish	40182		24	\$5.90		\$6.65	
TENDER-TUFFS DINO TOYS							
Pterosaur	40142		24	\$7.35		\$8.25	
Long Neck Dino	40143		24	\$7.35		\$8.25	
Baby Blue Dino	40145		24	\$6.95		\$7.85	
Little Green Dino	40146		24	\$5.45		\$6.15	
TENDER-TUFFS BIG SHOTS TOYS (For Large Breeds)							
Plump Pink Pig	40148		24	\$7.90		\$8.85	
Plump Purple Hippo	40149		24	\$7.90		\$8.85	
Plump Brown Cow	40151		24	\$7.90		\$8.85	
Shaggy Pink Gorilla	40152		24	\$7.90		\$8.85	
Big Ray	40173		24	\$13.60		\$15.30	
Large Yellow Angelfish	40184		24	\$8.15		\$9.15	
Large Grouper	40185		24	\$8.15		\$9.15	
Big Hammerhead Shark	40186		24	\$8.15		\$9.15	
Sitting Duck	40187		24	\$8.15		\$9.15	
Sitting Pelican	40188		24	\$8.15		\$9.15	
Large Manatee	40189		24	\$8.15		\$9.15	
TENDER-TUFFS COMFORT TOYS (Extra Soft)							
Green Frog	40156		24	\$5.85		\$6.50	
Orange Fox	40157		24	\$5.85		\$6.50	
Blue Bear	40158		24	\$5.85		\$6.50	
Yellow Giraffe	40160		24	\$5.85		\$6.50	
TENDER-TUFFS BASIC TOYS							
Blue Donut	40166		24	\$3.75		\$4.55	
Pink Dumbbell	40167		24	\$3.75		\$4.55	
Orange Football	40168		24	\$3.75		\$4.55	
Yellow Ball	40169		24	\$3.75		\$4.55	
Purple Bone	40170		24	\$3.75		\$4.55	
DISPLAY							
Tender-Tuffs Display	10113		1	\$199		\$199	
Contains best selling Tender-Tuffs with a branded POS display						Subtotal	



smartpetlove
Pet Care with Heart

Cover photo credit: @apollocreed_cane_corso
who is a fan and loves his Snuggle Puppy.



We're a retail driven company with a partnership approach to business. Besides our awesome products, here are a few of the reasons why you'll want to partner with us.



24/7 Online Portal

Our new, easy to use online portal allows you to purchase directly from us 24/7.



Manufacturer Direct Pricing

Buy direct and save. We offer great products at great margins to grow your bottom line!



Quarterly Stock Adjust

Our industry leading **Quarterly Stock Adjust** program allows you to control your turnover better. Inventory turnover is a key element in any retail business. Once a quarter you can send back any non-selling items and replace them with new items of equal or greater value. Your only cost is the return shipping.



Exclusive ISO Extreme

Want to carry our products but don't have the space? As part of our **ISO Extreme** launch program we will buy back any non-selling inventory from any vendor at the full price you paid, excluding perishable and non-perishable food items. You can do this up to 50% of the value of your initial order and we will work with you to jointly donate those items to a charity close to you. We'll even help provide press release information to help you get the most from the opportunity!



Plan-o-grams + POS

At point of sale, we'll supply your team with signage, plan-o-grams, and training to help you sell our products.



Flexible Terms

Flexible payment terms may be available to help your cash flow.



Free Ground Shipping

Free ground shipping on all orders placed within the continental US.



Snuggle Puppy

Snuggle Puppy & Kitty 2-3

Snuggle Blanket 4-5

Puppy Teething Aid 6-7

Comfortable Beginnings New Puppy Starter Kits 8-9

Safe & Sound Harness™ 10-11

Puppy's 1st 12-13

Bounderz™ 14-15

O.M.Gnaw 16-17

Tender-Tuffs 18-29



Our pets are more than just pets, they are family. At smartpetlove, we don't just understand that, we live it. We tap into the growing knowledge base in animal behavior to create smarter and more effective ways to care for our customers' furry family members. We design all of our products to speak to a pet's natural instincts in ways that alleviate anxiety, promote play and provide comfort and calm. The result is a strengthening of the bond between pet and pet parent to help create happy, harmonious homes.



For the Pet

- Reduces negative behaviors resulting from anxiety, including whining and barking
- Real-feel pulsing heartbeat and heat source mimic being part of a pack, working to ease loneliness, fear, and separation anxiety
- Pet is calmed by appealing to natural instincts, not through medication or restraint
- Helps pet acclimate into their new home and family

For the Parent

- Two AAA batteries (included) last up to two weeks with continuous 24/7 use
- New on/off switch on real-feel pulsing heart allows for 8-hour or 24-hour use
- Machine washable on gentle cycle
- Disposable heat source is safe for people and pets and lasts 24 hours
- Size: 15" x 10"

Snuggle Puppy & Kitty



Snuggle Puppy Brown Mutt
SP101 - \$39.99

Additional
heat packs are
available for
purchase in
sets of 3, 6,
and 12.



Snuggle Puppy Brown & White
SP104 - \$39.99



Snuggle Puppy Biscuit
SP112 - \$39.99



Snuggle Puppy Golden
SP106 - \$39.99



Snuggle Puppy Black
SP102 - \$39.99



Snuggle Kitty
SK201 - \$39.99



Snuggle Blanket

For the Pet

- Soft fabric provides warmth and promotes calm
- Portability alleviates anxiety by providing familiar smells in unfamiliar environments

For the Parent

- Machine washable
- High density fleece ensures long lasting blanket
- Size: 48" x 30"

Snuggle Blanket



**Cream &
Brown Heart**
BLK1 - \$15.99



Pink Heart
BLK2 - \$15.99



Blue Heart
BLK3 - \$15.99



**snuggle
puppy™**



Puppy Teething Aid

For the Pet

- Relieves discomfort from aching, itching gums during teething
- Provides comfort in two ways: Massaging fingers and ridges satisfy the desire to bite, while the melting ice numbs and soothes irritated gums

For the Parent

- Made from BPA-free material
- Non-toxic for pets and kids
- Simply submerge in water and squeeze to fill before freezing
- Works best for puppies of small and medium sizes
- Size: 5.5" x 2.5"

Puppy Teething Aid



**Puppy Teething Aid
Heart (Red)**

30606 - \$7.99



**Puppy Teething Aid
(Purple)**

PC01 - \$9.99



**Puppy Teething Aid
(Blue)**

PC02 - \$9.99



**Puppy Teething Aid
(Red)**

PC03 - \$9.99

U.S. Patent: D697,274 S



Comfortable Beginnings New Puppy Starter Kit

For the Pet

- Provides essential products needed to give a new puppy a comfortable, calming experience in the home
- Allows for low stress, comfortable environment
- Promotes better behavior in the house

Additional heat packs are available for purchase in sets of 3, 6, and 12.

For the Parent

Includes everything you need to get a puppy comfortable in their new home:

- original snuggle puppy with real-feel pulsing heartbeat
- snuggle blanket
- 3 heat packs
- puppy teething aid
- puppy's 1st toy



Boy
30280 - \$69.99

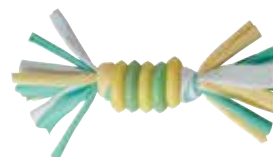


Girl
30281 - \$69.99



Neutral
30282 - \$69.99

Included
in the kit



(Item styles may vary)



**snuggle
puppy™**



Safe & Sound Harness™ with heartbeat

For the Pet

- Provides anxiety relief through our real-feel pulsing heartbeat resting against the pet's chest
- The real-feel heartbeat reduces anxiety caused by loud noises and unfamiliar surroundings
- Provides a comfortable and secure walk
- Wide, adjustable straps ensure comfortable experience

For the Parent

- Pocket on harness allows for treat or waste bag storage when heartbeat not in use
- Harness clasps on back allow for ease of sizing
- Made of durable polyester material
- Comes with automobile restraint to keep pet contained in backseat, helping to avoid distractions while driving
- Sizes: XS-XL

Safe & Sound Harness™

U.S. Patent #: 9,241,474 B2



Safe & Sound Harness™ with heartbeat

X-Small	up to 5 lbs	SH000	\$21.99
Small	5-10 lbs	SH001	\$23.99
Medium	10-25 lbs	SH002	\$28.99
Large	up to 55 lbs	SH003	\$40.99
X-Large	up to 80 lbs	SH004	\$40.99



Puppy's 1st

Toys for puppies and small breeds

For the Pet

- Ideal for small breeds and puppies
- Multiple textures engage the pet for longer periods of time while having fun
- Designed to be interactive and solve the enhanced curiosity of a young puppy

For the Parent

- Appeals to pet parents who treat their pets like children
- Made of latex, a natural material, and TPR for durability

Sold as clipstrip sets with 12 items each or as individual units with a 6-piece minimum order.



Clipstrip 30616

Pink: 30617
Blue: 30618
Yellow: 30619



MSRP \$5.99/item



Pink Ball: 30623
Blue Ball: 30624
Yellow Ball: 30625



Clipstrip 30801



Orange: 30802
Pink: 30803
MSRP \$4.99/item



Clipstrip 30627



Pink Rings: 30620
Blue Rings : 30621
Green Rings: 30622
MSRP \$5.99/item



BOUNDERZ™

For the Pet

- Fun to chase and fetch
- Insert treats or add peanut butter to bust boredom and extend playtime
- Promotes healthy teeth and gums

For the Parent

- Made from durable natural rubber
- For moderate chewers
- Unpredictable bounce increases pet engagement

Floating Yellow Boulderz

31061 - \$14.99



Green Boulderz

31055 - \$7.99

Pink Boulderz

31056 - \$7.99

3.5" Diameter



Blue Boulderz

3.5" - 31059 - \$7.99

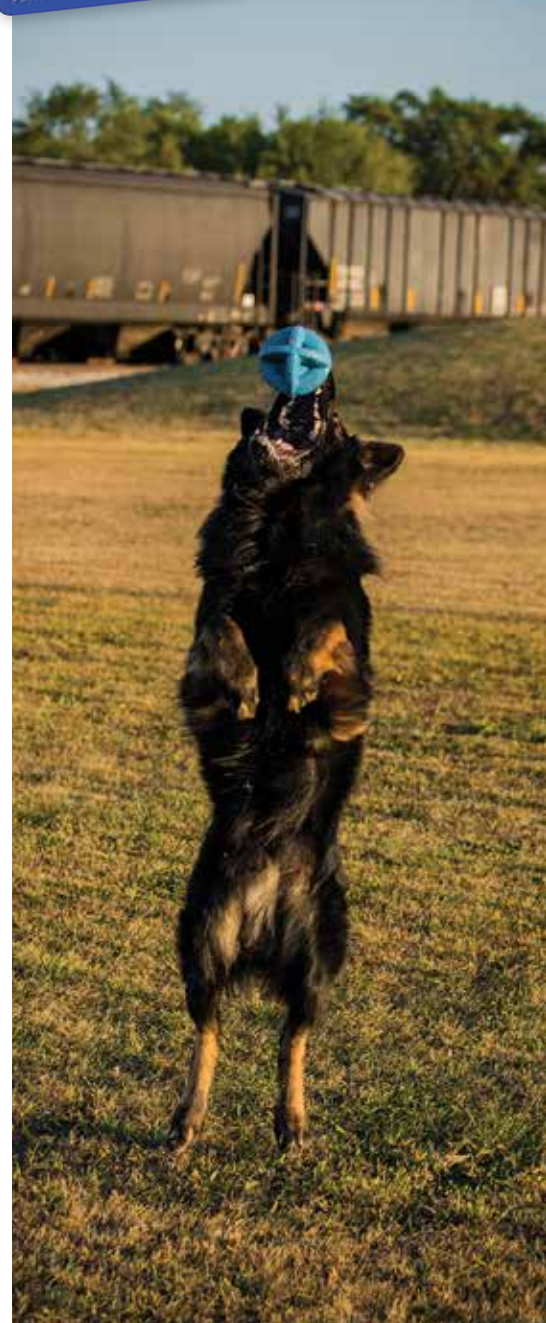
4.5" - 31057 - \$14.99

Orange Boulderz

3.5" - 31060 - \$7.99

4.5" - 31058 - \$14.99

3.5" and 4.5"
Diameter Available





O.M.Gnaw

For the Pet

- Multiple textures engage pet for longer periods of time while having fun
- Satisfies dog's natural instinct to chew
- Massages gums and promotes dental health
- Stress reliever

For the Parent

- Rubber balls on rope are made from durable, natural rubber
- Long lasting toy designed for chewers



**Blue & Yellow
Rubber Balls
with Rope**
31002 - \$9.99

Average size:
17" (L) x 2.5" (W) x 2.5" (H)



**Orange & Purple
Rubber Balls
with Rope**
31003 - \$9.99



Tender-Tuffs with **TEARBLOK** TECHNOLOGY

For the Pet

- Satisfies dog's natural instinct to play with a full, soft bite
- Diverse lineup with a variety of toys that encourage playtime and fun for every pup

For the Parent

- Proprietary TearBlok Technology extends playtime and reduces the need for replacement plush toys
- Engaging toys facilitate healthy interaction between you and your dog

Fetch Average size: 13"(L) x 6"(W) x 4"(H)



**Shaggy
Pink Rabbit**
40100 - \$12.99



**Shaggy
Green Bear**
40101 - \$12.99



**Shaggy
Blue Raccoon**
40102 - \$12.99



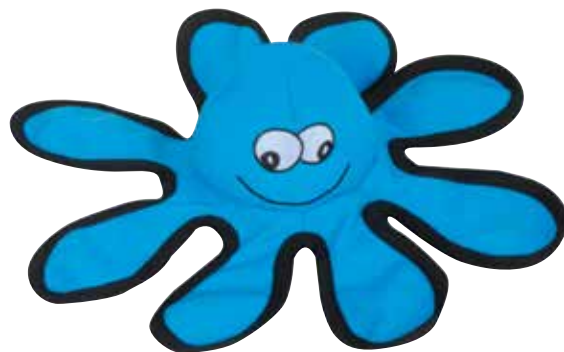
**Shaggy
Brown Dog**
40103 - \$12.99



Flying Duck
40104 - \$13.99



Flying Pheasant
40105 - \$13.99



Flying Blue Octopus
40106 - \$13.99

Tender-Tuffs

TEARBLOK
TECHNOLOGY



Bottle Average size: 15"(L) x 7"(W) x 4"(H)

*Just insert plastic
water bottle*



**Fox
Bottle**

40108 - \$14.99



**Pig
Bottle**

40109 - \$14.99



**Dog
Bottle**

40110 - \$14.99



**Whisper
Rabbit**

40116 - \$14.99



Crinkle Average size: 14"(L) x 7"(W) x 4"(H)



Happy Bear

40115 - \$14.99



Hedgehog Small

40118 - \$12.99



Hedgehog Large

40119 - \$14.99

Easy Grab Average size: 8"(L) x 8"(W) x 5"(H)



Simple Pink Pig
40124 - \$12.99



Simple Green Frog
40125 - \$12.99



Simple Blue Cow
40126 - \$12.99



Standing Croc
40127 - \$12.99



Standing Gecko
40128 - \$12.99



Green Turtle
40129 - \$12.99



Blue Octopus
40130 - \$12.99



Curly Leg Octopus
40181 - \$10.49



Starfish
40183 - \$10.49

Tender-Tuffs

TEARBLOK
TECHNOLOGY

Tiny-Tuffs

Average size: 6"(L) x 5"(W) x 2"(H)



For
Small
Breeds



Tiny Lion
40131 - \$7.99



Tiny Rabbit
40132 - \$7.99



Tiny Tiger
40133 - \$7.99



Tiny Monkey
40134 - \$7.99



**Tiny Yellow
Hedgehog**
40175 - \$8.99



**Tiny Pink
Octopus**
40177 - \$8.99



**Tiny Orange
Clownfish**
40178 - \$8.99



**Tiny Purple
Angelfish**
40179 - \$8.99



**Tiny Blue
Dolphin**
40180 - \$8.99

Tug Average size: 16"(L) x 4"(W) x 4"(H)



**Stretchy
Orange
Octopus**
40135 - \$19.99



**Stretchy
Purple
Octopus**
40136 - \$19.99



**Stretchy
Brown
Dog**
40137 - \$19.99



Stingray
40174 - \$17.49



**Purple Hippo
with Rope**
40163 - \$15.99



**Blue Elephant
with Rope**
40164 - \$15.99



**Brown Bear
with Rope**
40165 - \$15.99

Tender-Tuffs

TEARBLOK
TECHNOLOGY

Ball Average size: 6"(L) x 6"(W) x 7"(H)



Round Pink Pig

40138 - \$14.99



Round Tan Monkey

40139 - \$14.99



Round Blue Cow

40140 - \$14.99



Round Pink Elephant

40141 - \$14.99



Pufferfish
40182 - \$10.49

Dino Average size: 9"(L) x 12"(W) x 4"(H)

Pterosaur
40142 - \$15.99



Long Neck Dino
40143 - \$15.99



Baby Blue Dino
40145 - \$15.99



Little Green Dino
40146 - \$15.99



Big Green Dino
40147 - \$15.99

Comfort Average size: 12"(L) x 8"(W) x 3.2"(H)



Pink Rabbit
40155 - \$12.99



Green Frog
40156 - \$12.99



Orange Fox
40157 - \$12.99



Blue Bear
40158 - \$12.99



Yellow Giraffe
40160 - \$12.99

Basic Average size: 8"(L) x 4.5"(W) x 3"(H)



Blue Donut
40166 - \$7.99



Pink Dumbbell
40167 - \$7.99



Orange Football
40168 - \$7.99



Yellow Ball
40169 - \$7.99



Purple Bone
40170 - \$7.99

Big Shots Average size: 6"(L) x 12"(W) x 6"(H)



Plump Blue Rhino
40150 - \$17.49



Plump Purple Hippo
40149 - \$17.49



Shaggy Pink Gorilla
40152 - \$17.49



Plump Pink Pig
40148 - \$17.49



Plump Brown Cow
40151 - \$17.49



Large Yellow Angelfish
40184 - \$17.49



Large Grouper
40185 - \$17.49



Big Hammerhead Shark
40186 - \$17.49



Sitting Duck
40187 - \$17.49



Sitting Pelican
40188 - \$17.49



Manatee
40189 - \$17.49

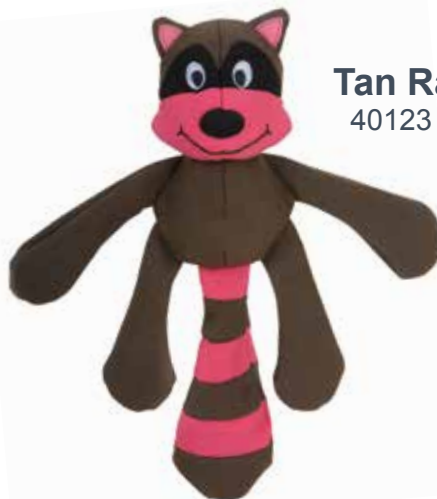


Flap Average size: 13"(L) x 10"(W) x 3"(H)

Blue Monkey
40120 - \$16.99



Tan Raccoon
40123 - \$16.99



Naturals Average size: 6"(L) x 12"(W) x 6"(H)



**Squirrel
Large**
40203 - \$17.99



**Duck
Large**
40204 - \$17.99



**Otter
Large**
40205 \$17.99



smartpetlove
Pet Care with Heart

41180 Vincenti Court
Novi, MI 48375
800.463.4107
info@smartpetlove.com