



# Welcome to the **DOGCOACH AMBASSADOR FAMILY**

**A WARM WELCOME TO THE DOGCOACH AMBASSADOR TEAM AND THE DOGCOACH FAMILY. WE ARE SO HAPPY FOR YOUR INTEREST IN OUR BRAND – AND THAT YOU WISH TO BE A PART OF OUR JOURNEY.**

At DogCoach we wish to have a very close bond with our ambassadors, just as we have with our customers and followers. Behind DogCoach is a small team of very enthusiastic Danish dog owners filled with passion and heart for making every day more fun and better for dogs and their owners.

## **The DogCoach Community**

Therefore, we wish not only to invite you into our closed Facebook group for ambassadors, but also that you become an active co-player in our little community.

First step is to make a short presentation of you and your dogs with links to your social profiles in the top post in the group. In that way it's easier for all of us to network and to connect. Please state facts as residence, breed, what disciplines you and your dog(s) are doing and other facts that could be nice to know info. Please note that the DogCoach Ambassador Group is only for active DogCoach ambassadors with an ongoing agreement, as we share confidential information on upcoming collections, campaigns etc. and we ask you to handle this with care.

**FB-group:** DogCoach Ambassadors (<https://bit.ly/3nPBvHZ>)

In the group you are mostly welcome to ask questions to our team, update us with feedback or good ideás, maybe some fun ideas for the future and interact and help other ambassadors, giving size advice or information about the products.

## **Your direct contact**

Katrine is responsible for our collaborations with ambassadors. You are always welcome to contact her on [katrine@dogcoach.dk](mailto:katrine@dogcoach.dk). You can always post in the group as well for getting a fast reply.



## Who are DogCoach?

Since 2016 thousands of happy dog owners have been dressed in DogCoach clothing.

Today DogCoach is distributed in several countries, and we constantly produce, design, and develop the range in order to dress dog owners all the year round.

It is our wish to make every day easier and more fun for all of us who are happy dog owners, –whether we are going for a walk or training our dog. That is why we have collected all the features to make your day easier, so you never miss snacks, doggy waste bags or reflexes.

The intention is to create better clothing for dog owners, with a combination of smart and functional clothing of high quality – that gives you time and surplus to be the best possible dog owner.

## Behind DogCoach

Is a small handful of dog enthusiasts from Denmark.

Founder and entrepreneur Linn Radsted felt she missed a multi-functional outdoor jacket when she got her first own dog, the team mascot Nemo.

After many years in the equestrian industry, she had previous experience in creating purpose design. And had the idea, to create an all-in one jacket, specially designed and made to fit the dog owner's daily needs.

Today DogCoach is her fulltime job, and together with Nemo (who think he is the real boss) she shares the journey with a group of like-minded dog owners, filled with passion and heart for creating every day more fun and better for dogs and their owners.

## Created with care

Even though DogCoach is a fast-growing company, we stick to our philosophy about keeping close relations to our customers and creating co-designed styles after feedback from followers and ambassadors.

As manufacturers, we have a great responsibility to ensure that we do not flood the market with clothes. We do not want DogCoach to contribute to the whole “use-and-throw-away” culture. That is why our collections are always of high quality and have a long durability – just as we always only have a limited number of each style. The process of reducing plastic in our packaging is ongoing. In 2022 we introduced new packaging created by recyclable plastic, as we found that cotton bags actually had a higher impact on the environment.

## Production and safety

All DogCoach products are bought directly from a Danish full-service supplier and produced in China. All factories sign a code of conduct and a supplier's manual that ensures that they comply all international standards regarding human rights, animal rights and production in general.

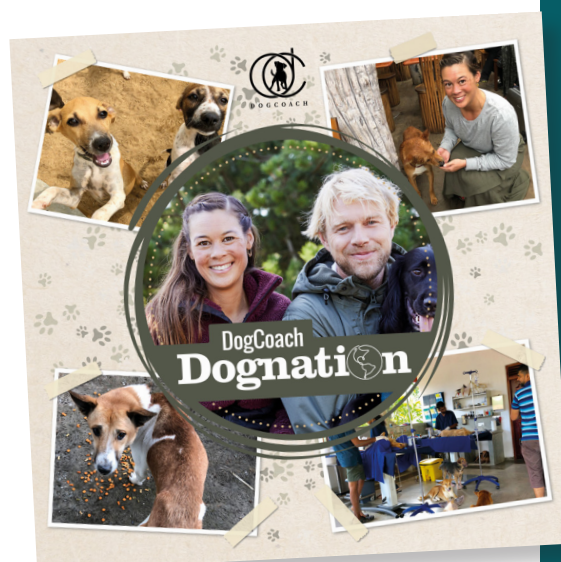
All factories are visited twice a year on an inspection from our supplier.

## Payback time

This year we have founded Dognition which is a new initiative to support projects for vulnerable dogs.

When you buy a DogCoach product from one of the Felix Smith collections, you support the huge work that many animal welfare organizations around the world are doing to help dogs have a better future.

For each product sold from the Felix special collections 1 EUR is automatically used to support the work of selected projects and organizations. The pool is distributed twice a year, and the selection takes place after a nomination of projects from all of you followers and customers.



## What is the DogCoach values and DNA?

The essence of DogCoach is to dress dog owners in the best possible way.

That goes for clothing, knowledge and network.

Our mission is to help dog owners across the world, to have as easy and fun daily life with their dogs as possible. That's why all designs are made with build-in features, especially developed to meet the needs of a dog owner.

We wish to play an active part of the dog community, and to unite dog owners across breeds, disciplines, ages, and countries.

That is also what we wish to show on our social media profiles – and what we hope you will experience and help contribute to.

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## WE ARE LOOKING FORWARD TO WELCOMING YOU IN THE DC-FAMILY

*Lot's of pawgreetings*  
**THE DOGCOACH TEAM**



*Linn*



*Katrine*

