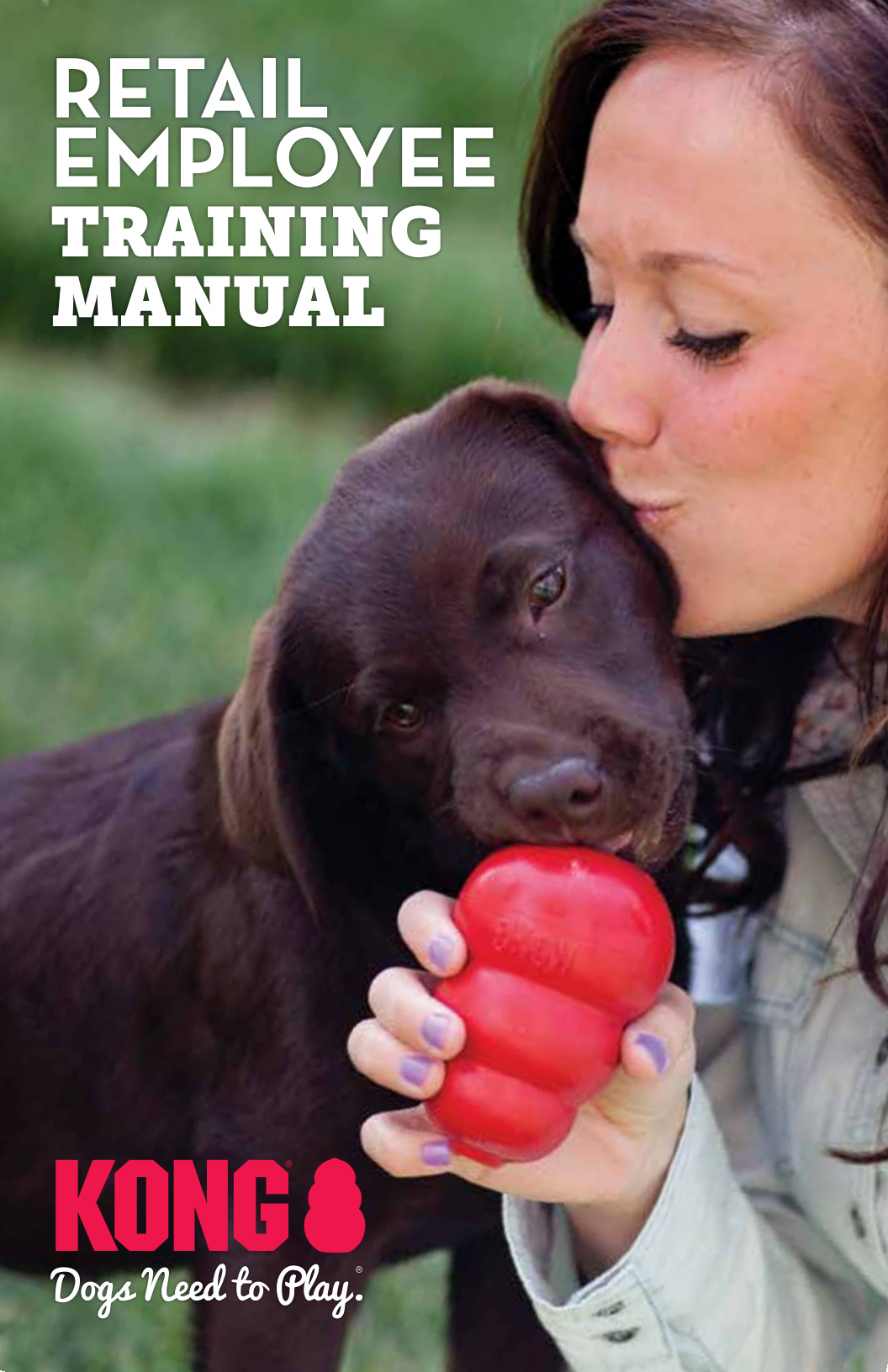


RETAIL EMPLOYEE TRAINING MANUAL



KONG 

Dogs Need to Play.®

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For more training information, go to
KONGcompany.com/training



The KONG Story

KONG dog toys have been enriching play and satisfying instinctual needs for over 40-years



Durable boundless fun, KONG dog toys are proud to offer mental and physical stimulation, coming in all sizes of play.

KONG plays a role in the lives of millions of dogs around the world, providing solutions that bounce beyond borders



Put Simply...

Dogs Need to Play.[®]



KONG Basics

Choose Your KONG



Puppy

Growing Puppy Teeth



Classic

Normal Chewers



Extreme

Power Chewers

Stuff to Entice



Loosely for Beginners
Tighter for Advanced Users



Mental Enrichment

Satisfying Instinctual Needs
Natural Rubber

BONUS: For an added challenge, freeze KONG for 4-6 hours before giving to your dog.

Rubber Selection

Soft
Durable

KONG
Puppy

KONG Puppy

- Beginning to Light Chewers
- Designed for Puppy Teeth and gums
- Softest Rubber
- Blue & Pink



XS
Up to 5 lbs
Up to 2 kg

Available In:



S
Up to 20 lbs
Up to 9 kg

Available In:



KONG
SENIOR

KONG Senior

- Light Chewers
- Designed for Aging Teeth and gums
- Soft Rubber
- Purple



M
15 - 35 lbs
7 - 16 kg

Available In:



L
30 - 65 lbs
13 - 30 kg

Available In:



KONG
Classic

KONG Classic

- Average Chewers
- Designed for most adult dogs
- Durable Rubber
- Red



XL
60 - 90 lbs
27 - 41 kg

Available In:



KONG
EXTREME

KONG Extreme

- Power Chewers
- Designed for extreme chewers
- Most Durable Rubber
- Black



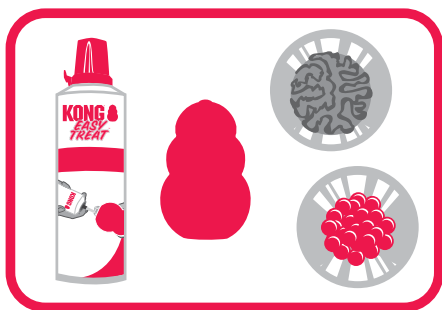
XXL
85+ lbs
38+ kg

Available In:

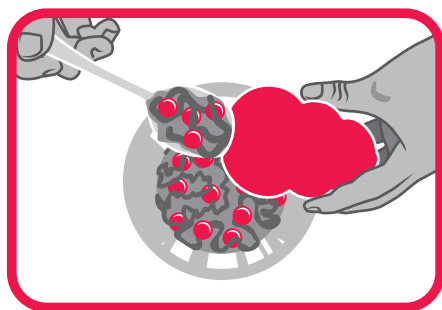


Most
Durable

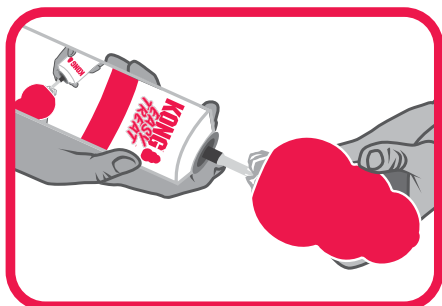
How to Stuff a KONG



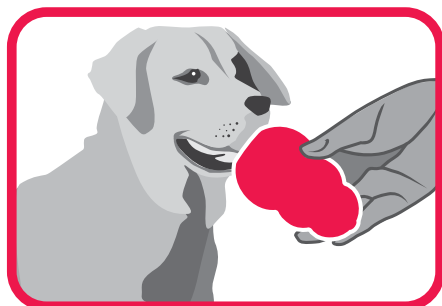
Mix



Fill

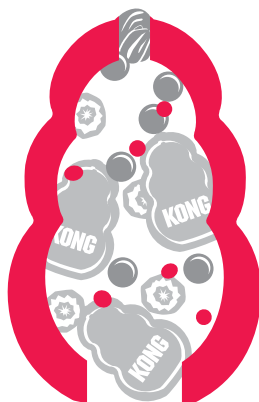


Seal



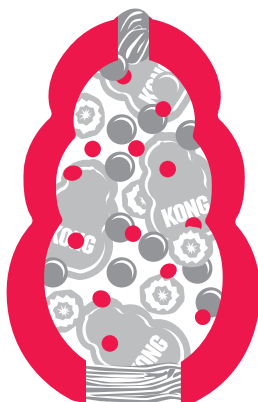
Give

Stuffing Levels



Easy

Stuffed lightly



Medium

Stuffed slightly
tighter



Hard

Stuffed tightly

How to Introduce a KONG



Most dogs need to learn to use a Classic KONG rubber chew toy. We recommend a phased approach to ensure a dog knows how to enjoy all the benefits of this popular toy.

1

SIZE FOR SAFETY

It's important to use the right size KONG so that your dog can have the safest, most enjoyable experience. Not sure where to start on sizing?

Check out the KONG User Guide online at **KONGcompany.com**

2

ENGAGE TO ENSURE SUCCESS

Get your dog excited about their new KONG. Show it off and talk about it excitedly; maybe even play a little hard-to-get to pique their interest and show them what their new toy can do.

3

STUFF TO ENTICE AND KEEP THEM BUSY

Many dogs are motivated by food and KONG toys are perfect for stuffing with treats or kibble to keep dogs busy. The key is to stuff loosely so that the food will come out of the toy easily. To entice your dog, try using a little bit of peanut butter or their favorite treat in the KONG.

4

FREEZE TO EXTEND PLAYTIME

Over time, your dog will learn how to get treats out of the KONG quickly. To increase the challenge during playtime, put together a mixture of wet and dry ingredients, stuff the KONG and freeze it. A frozen KONG heightens the experience by creating a long-lasting, mentally-stimulating task.

Wondering what to freeze in your dog's KONG? Stop by the recipes page on our website, **KONGcompany.com**

Safety



Just like the love between pet parents and their dogs, KONGs endure. They're designed for safety. But remember, **NO DOG TOY IS INDESTRUCTIBLE**. For the safest, most enjoyable experience, it's important to help pet parents choose the KONG that's best for each dog's size and chewing style.

Remind pet parents to watch their dog's play with KONG toys until they are sure they can play safely without supervision. Pet parents should regularly flex the KONG and examine the toy for cracks or splits. Replace worn and damaged KONGs immediately.

PICK THE RIGHT SIZE KONG.

For the most fun, safe play, the KONG should fit comfortably in the dog's mouth. When in doubt, size up.

CHOOSE FOR CHEWING STYLE.

Average chewers enjoy toys made with red KONG Classic Rubber. Our most durable, black KONG Extreme Rubber is formulated to stand up to power chewers.

STRATEGIZE FOR SAFETY IN NUMBERS.

For pet parents with multiple dogs, choose the KONG that's the right size for the biggest dog in the house who is the most determined chewer.

Size Guide by Breed

Breed	KONG Puppy	KONG Classic	KONG Extreme	KONG Senior
Akitas	L	XL, XXL	XL, XXL	**
Australian Cattle Dog	M, L	L	L	L
Australian Shepherd	L	L	L	L
Basset Hound	M, L	L, XL	L, XL	L***
Beagle	S, M	M, L	M, L	M, L
Bernese Mountain Dog	L	XL, XXL	XL, XXL	**
Bichons Frise	S, M	S, M	S, M	M
Bloodhound	L	XL, XXL	XL, XXL	**
Border Collie	L	L	L	L
Boston Terrier	S, M	M, L	M, L	M, L
Boxer	L	L, XL	L, XL	L***
Brittany	M, L	M, L	M, L	M, L
Bull Terrier	L	L, XL	L, XL	L***
Bull Terrier Mix	L	L, XL	L, XL	**
Bulldog - American	L*	L, XL, XXL	L, XL, XXL	**
Bulldog - English	L	XL, XXL	XL, XXL	**
Bulldog - French	M, L	M, L	M, L	M, L
Cane Corso	L*	XXL	XXL	**
Cavalier King Charles Spaniel	S	M	M	M
Chihuahua	XS, S	XS, S	S	S
Chinese Shar-Pei	M	L, XL	L, XL	L***
Cocker Spaniel	S, M	M, L	M, L	M, L
Collie	M, L	L, XL	L, XL	L***
Corgi	M, L	M, L	M, L	M, L
Dachshund	M, L	L	M, L	M, L
Doberman Pinscher	M*, L	L, XL, XXL	L, XL, XXL	**
English Springer Spaniel	L	L	L	L
German Shepherd	L*	L, XL, XXL	L, XL, XXL	**
German Shorthaired Pointer	M*, L	L, XL	L, XL	L***
Golden Retriever	L*	L, XL, XXL	L, XL, XXL	**
Great Dane	L*	XXL	XXL	**
Great Pyrenees	L*	XL, XXL	XL, XXL	**
Havanese	S	S	S	S
Jack Russell Terrier	S, M	S, M, L	S, M, L	M, L
Labrador Retriever	M*, L	L, XL, XXL	L, XL, XXL	L*
Maltese	S	S	S	S
Mastiff	L*	XXL	XXL	**
Miniature Pinscher	S	S	S	S
Miniature Schnauzer	S, M	S, M	S, M	M
Newfoundland	L	XXL	XXL	**
Papillon	S	S	S	S
Pembroke Welsh Corgi	M, L	M, L	M, L	M, L
Pit Bull	L*	XL, XXL	XL, XXL	**
Pomeranian	XS, S	XS, S	S	S
Poodle (Min)	S, M	S, M	S, M	M
Poodle (Std)	M*, L	L, XL	L, XL	L***
Pug	S, M	M, L	M, L	M, L
Rat Terrier	S, M	S, M	S, M	S, M
Rhodesian Ridgeback	M*, L	L, XL, XXL	L, XL, XXL	**
Rottweiler	L*	XL, XXL	XL, XXL	**
Shetland Sheepdog	S*, M	M, L	M, L	M, L
Shih Tzu	S, M	S, M	S, M	M
Siberian Husky	M*, L	L, XL	L, XL	L***
St. Bernard	L*	XXL	XXL	**
Vizsla	M, L	L	L	L
Weimaraner	M*, L	L, XL, XXL	L, XL, XXL	**
West Highland White Terrier	S*, M	M, L	M, L	M, L
Wheaten Terrier	M, L	L	L	L
Yorkshire Terrier	S, M	S, M	S, M	M

XS Up to 5 lbs
Up to 2 kg

S Up to 20 lbs
Up to 9 kg

M 15 - 35 lbs
7 - 16 kg

L 30 - 65 lbs
13 - 30 kg

XL 60 - 90 lbs
27 - 41 kg

XXL 85+ lbs
38+ kg

*This size is appropriate for young puppies only. For safety, size up as puppy grows.

**Senior KONG is not recommended for this breed.

*** Senior KONG XL is not available.

**WHEN IN DOUBT,
ALWAYS SIZE UP FOR SAFETY**

KONG Helps Solve...



Chewing

Without an acceptable outlet for natural chewing instincts, many dogs turn to **destructive chewing**. Prevention is key. Teach your dog acceptable chewing behavior with a treat stuffed KONG for a mentally stimulating, long-lasting challenge. Freeze to extend the chew session.

Teething

When puppies' 28 baby teeth erupt through their gums, it can hurt. Chewing soft rubber helps alleviate teething pain. KONG Puppy Rubber is customized to meet this need while teaching appropriate chewing behavior.

Separation Anxiety

Separation anxiety peaks during the first 20 minutes after a dog is alone. A treat stuffed KONG helps your dog associate being left alone with good things, alleviating those anxiety peaks.

Boredom

A dog will always find something to do to beat boredom—this often leads to **problem behavior**. Stuffed and frozen KONGs keep dogs engaged, extending playtime with a healthy, long-lasting, mentally stimulating challenge.

Digging and Barking

Boredom and fear can lead to **digging and barking**. Creating good behaviors starts with productive play that allows dogs to expend excess energy. A frozen, treat-stuffed KONG offers a mentally occupying challenge that burns excess energy.

Crate Training

Crates provide a sense of security for dogs and can aid in housetraining. To help dogs build a positive association with their crates from the start, give them a KONG as a mind occupying challenge. Repeating this routine helps your dog feel safe turning their crate into their den.

Weight Management

Your dog's weight is critical to his or her health; about 35 percent of dogs are **overweight or obese**. Slow down eating and add a satisfying mental and physical challenge by feeding your dog from a KONG Classic or a kibble filled KONG Wobbler.

KONG[®]
Solutions

Life Stages



Puppy

- The soft KONG puppy rubber formula soothes teething puppy's gums and is designed to meet the needs of their 28 baby teeth.
 - ***Tip:** Your puppy will begin to lose their baby teeth around 4 weeks, a frozen KONG Puppy can help ease the pain
- As your puppy grows, make sure the KONG is the right size. If the KONG seems too small, make sure to move up in size.
 - *Your puppy may be able to use a Puppy KONG for up to a year. Slowly begin to introduce the KONG Classic towards the end of the year. This will help them smoothly transition to the tougher rubber and greater challenge.*
- Graduate to a Classic or Extreme KONG if your dog starts to pick at the Puppy KONG, needs an extra challenge, or becomes too big for the 4 sizes available in the KONG Puppy.



KONG Classic

- The KONG Classic red rubber formula is great for average chewing dogs.
- If your dog begins to pick at the KONG Classic, or needs and extra challenge, graduate to a KONG Extreme.
- If your dog is more dignified and less playful and active, graduate to a KONG Senior.



KONG Extreme

- The KONG Extreme black rubber formula is for extra durable for determined chewers.
 - ***Tip:** Freezing a KONG Extreme can help up the challenge for a power chewer
- Once your dog is more dignified and less playful and active, graduate to a KONG Senior.



KONG Senior

- The KONG Senior purple rubber formula is designed for aging teeth and gums.
- They can chew the Senior KONG easily without tiring or overexerting themselves.
- Dogs begin to show signs of aging: muscles begin to lose some strength, teeth and gums show some wear, and gray hair may start to show.
 - *Toys and play continue to be important elements of health and fitness and providing regular physical activity will help senior dogs to stay fit and healthy.*



*** Tip:** Remember these are just guard rails, every dog chews differently

*** Tip:** Always size up for safety

KONG®

Recipes



KONG Recipes

Chicken Pot Pie

Ingredients:

- 1/2 cup Cooked Chicken
- 1/2 cup Mashed Potatoes
- 1/4 cup Frozen Peas & Carrots



Mix all ingredients together and stuff into a KONG. Freeze for a longer lasting treat. *Will fill one to two Large or X-Large KONGs

Summer Picnic



Ingredients:

- 1 cup Cooked Ground Turkey
- 1/2 cup Shredded Carrots
- 1/2 cup Low Fat Cream Cheese

Mix all ingredients together and stuff into a KONG. Freeze for a longer lasting treat.

*Will fill one to two Large or X-Large KONGs

Frosty Froyo

Ingredients:

- 1 Mashed Banana
- 1 Handful of Ground Up KONG Peanut Butter Snacks
- 1 cup Plain Yogurt
- 2 tbs KONG Peanut Butter Easy Treat



Mix all ingredients together in a bowl. Split mixture between KONGs, seal with KONG Peanut Butter Easy Treat and freeze for greater challenge. *Will fill one to two Large or X-Large KONGs

KONG Recipes

Spring Fever

Ingredients:

- 1/2 cup Plain Yogurt
- 1/2 cup Kibble
- 1/8 cup Green Beans
- 1/8 cup Chopped Strawberries



Mix all ingredients together and stuff into a KONG. Freeze for a longer lasting treat. *Will fill one to two Large or X-Large KONGs

Pup-Permint

Ingredients:

- 1 cup Plain Yogurt
- 1/4 cup Chopped Mint
- 1/4 cup Chopped Parsley
- 1/2 cup Diced Apples
- KONG Peanut Butter Spread

Mix all ingredients together and stuff into a KONG. Freeze for a longer lasting treat. *Will fill one to two Large or X-Large KONGs

Oakley's Oatmeal Cookie Dough

Ingredients:

- 1 cup Rolled Oats
- 1 cup Apple Sauce
- 1 Chopped Up Banana
- KONG Peanut Butter Spread



Mix all ingredients together and stuff into a KONG. Freeze for a longer lasting treat. *Will fill one to two Large or X-Large KONGs

KONG Recipes



Get Creative with Recipes

A KONG can be stuffed with anything that is good for your dog. Please check our website for more recipes, or try coming up with some on your own.

For more recipes, please visit **KONGcompany.com**.

We are adding more all of the time.



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