

# Managing Play to Meet Product Expectations

Dogs are naturally curious creatures and some more than others have a propensity to ingest strange things



As connoisseurs of life, many dogs don't hesitate to sample all sorts of objects from toilet paper to rocks, shoes, sticks, clothing, and even garbage. While many things can pass through the intestinal tract without incident, foreign body obstruction can occur when a large enough piece of any object is ingested by a dog and fails to make it successfully through the intestinal tract.

“All dog toys should have supervised use.”

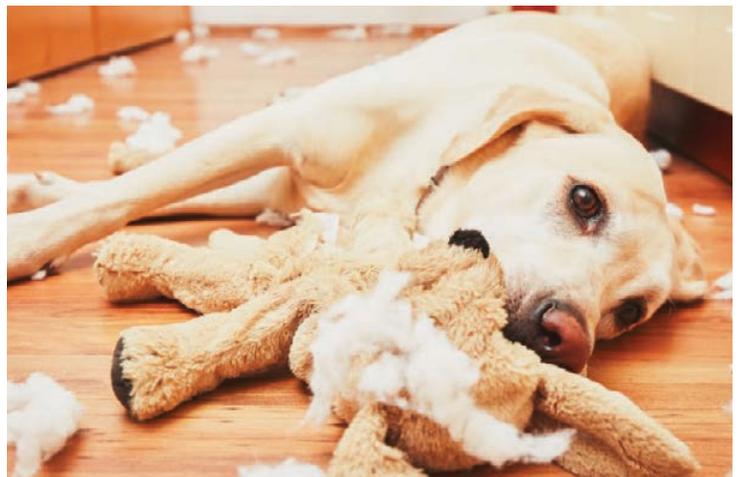
**KONG® recommends this for all types of dogs and toys and places safety precautions on all of our packaging.**

Supervising toy play is recommended so that pet parents are in the position to discourage chewing/gnawing on products that are not deemed fit for such behaviour by redirecting chew style play onto products that are larger in surface area or are designed for chew style interaction.

Overseeing play encourages toys be used safely, until a dog's owner can feel comfortable that the product selected meets the individuals chewing or play needs, especially with puppies and young dogs as their chewing temperament is still developing.

KONG toys are tested extensively before being put on the market. However, we've learned that every dog has a unique chewing temperament, and it is not necessarily predictable by size, breed or age. When it comes to our beloved pets its safety-first, KONG recommends frequent inspection of toys for wear and tear. Toys showing signs of wear i.e. holes or pieces tearing off should be discarded and replaced.

Which brings us to the question, are all dog toys equal? And the simple answer is No! All dog toys are not created equal because they are designed to meet a variety of play needs. Setting aside for a moment that dog toys are largely comprised from a variety of materials - their design, features and composition makes them fit for varied intended purposes.



## Playing it safe:

- Manage play based on the dogs chewing temperament
- Supervise short play sessions for dogs tough on toys
- As arousal increases - Trade the dog for a chew toy
- Store play toys out of reach until next play session, if a dog has demonstrated destructive tendencies



Toys designed for play use, i.e. squeaky toys or even plush toys don't have to be ruled out for dogs that are tough on toys. A different management approach may be required for some dogs (regarding safety) based on their individual chewing temperament particularly where they have indicated a preference towards chew style play.

For example, adopting short supervised play sessions followed by a trade for a rubber chew toy, whereby the play toy is then stored away until the next play session.

If any dog should show signs of treating a material, plush or puzzle toy like a chewing/gnawing toy they can be offered an alternative such as a Rubber KONG stuffed full of yummy treats. Play and interactive toys versus KONG rubber chew toys are not comparable durability wise due to their different intended uses.

KONG recognises the many play styles and play preferences of dogs and manufactures an extensive range of toys.

## Styles of Play:

- Chew style play
- Toss & retrieve play
- Tug play
- Toys as training aids
- Self-amusement
- Problem solving puzzles
- Comfort or snuggle toys



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