




Thank you for your interest in joining our HuggleHounds® family! Attached you will find a wholesale application form along with our retailer terms and conditions, our published MAP policy, and a copy of our HuggleHounds® Company Values.

HuggleHounds® works to protect boutique pet retailers by meticulously tracking online seller activity; requiring sellers to register through us; and ensuring retailers adhere to our MAP policy, thereby eliminating unfair price competition for your store(s). By authorizing our partner-retailers, HuggleHounds® also seeks to protect both retailers and consumers against counterfeit or substandard products entering the marketplace. It's for these reasons **we are not accepting retailer applications without a brick and mortar location**, so we'll ask you to provide your website address, or simply snap a few iPhone pictures of your store and send them along with your application.

Since our inception, we have stayed true to two simple philosophies: to be a company that addresses the needs and passions of pet owners with all our , and to be a supportive friend and business partner to our outstanding HuggleHounds® retailers.

As you will see in the attached application, we will need you to complete a few, important steps:

1. Scan or photograph and then attach a copy of your Re-Sale Certificate to your application.
2. Snap a few photos of your store or send us your website link.
3. Review and acknowledge our:
  - a. MAP Policy
  - b. Retailer Terms and Conditions

Please return your completed application to [orders@hugglehounds.com](mailto:orders@hugglehounds.com). Questions? Give us a call at (973) 339.9655 or email us. Once approved, we will also request a Credit Card number so that your orders may be processed immediately, with no delay. We're thrilled to have you in the family!





Allure Pet Products. LLC  
321 Palmer Road  
Denville, NJ 07834

### Wholesale Application

Thank you for submitting your application to join our wholesale family. Please complete this form and forward it, along with a copy of your resale certificate, containing your store's legal name and address, to [orders@hugglehounds.com](mailto:orders@hugglehounds.com). Once approved, you will be provided a link to our wholesale site for easy ordering and tracking.

#### Name

#### Company Name

#### Store Address

#### Primary Business

Physical Store

eCommerce

Note\* HuggleHounds considers Amazon.com, Walmart.com and Target.com exclusive house accounts. We do not allow the sale of HuggleHounds products on ecommerce marketplaces.

FBS

Other (please explain below)

#### Top 3 non-food brands you sell

#### Email

#### Confirm Email

#### Website Address if applicable

#### Phone

#### Resale Certificate

Please photograph, scan or copy and send with completed application.

#### Terms and Conditions

Yes, I have read and accept both the HuggleHounds® Map Policy and the Retailer Terms and Conditions

## Terms and Conditions of Purchase and Sale of Products

*PLEASE READ THIS DOCUMENT CAREFULLY. IT CONTAINS IMPORTANT INFORMATION REGARDING YOUR RIGHTS AND OBLIGATIONS, INCLUDING LIMITATIONS AND EXCLUSIONS THAT MIGHT APPLY TO YOU.*

These terms and conditions apply to the purchase and sale of products through the Allure Pet Products, LLC (“APP”). These terms and conditions supersede any wording on purchase orders supplied by You. The words “You” and “your” refer to any person placing an order for APP products. By placing an order for APP products, you agree to be bound by and accept these terms and conditions, as well as APP’s website General Terms of Use (See [www.hugglehounds.com/terms-and-conditions-of-use-privacy-policy/](http://www.hugglehounds.com/terms-and-conditions-of-use-privacy-policy/)) that are also incorporated herein by reference. If you do not agree to these terms and conditions, you should not obtain products from APP. No alteration or modification of these terms by you shall be binding unless explicitly accepted and signed by an executive officer of APP in writing. These terms and conditions are subject to change by APP (also referred to as “us” “we” and “our”) without prior written notice at any time, in our sole discretion. Any purchase made after the terms have been revised will be subject to the revised terms. The latest version of the terms and conditions will be posted on the Website, and you should review these terms and conditions prior to purchasing any products from APP.

These terms and conditions of sale (these “**Terms**”) are the only terms which govern the sale of the products (“**Products**”) by APP (“**APP**”) to You (“**Buyer**”). Notwithstanding anything herein to the contrary, if a written contract signed by both parties is in existence covering the sale of the Products covered hereby, the terms and conditions of said contract shall prevail to the extent they are inconsistent with these Terms. However, a unilateral purchase order supplied by you does not supersede these Terms.

The accompanying confirmation of sale (the “**Sales Confirmation**”) and these Terms (collectively, this “**Agreement**”) comprise the entire agreement between the parties, and supersede all prior or contemporaneous understandings, agreements, negotiations, representations and warranties, and communications, both written and oral. These Terms prevail over any of Buyer’s general terms and conditions of purchase regardless whether or when Buyer has submitted its purchase order or such terms. Fulfillment of Buyer’s order does not constitute acceptance of any of Buyer’s terms and conditions and does not serve to modify or amend these Terms.

APP’s products are being sold to you for resale within a specific territory which comprises the area within which you currently do business, with the exception of the Internet (“**Territory**”). For Distributors and catalogue companies, your Territory shall be deemed to be the country within which you currently do business or any neighboring territory that has a treaty with your home office country which specifically allows for free trade in the neighboring territory. For retailers, your Territory shall be deemed any location where you have a brick and mortar retail store, and the immediate area (100 miles from the physical location) surrounding the store. Phone and direct marketing sales shall be permitted provided the APP has a brick and mortar store and is using that location for the sales, shipping and storage of APP product. Internet sales are explicitly excluded from Your Territory and sales outside Your Territory shall be deemed a breach of these terms and your use of any advertising or marketing material using the names, logos, trademarks, images or other depictions or descriptions of APP’s products shall be deemed unauthorized and a violation of APP’s intellectual property rights. Any other reAPPs, or companies that wish to have an exception to these Terms, should obtain prior written approval from APP.

### Payment, Price, Transportation

APP shall have the continuing right to approve Buyer’s credit and may at any time demand advance payment, additional security or guarantee of prompt payment. Buyer shall pay all invoiced amounts due to APP on receipt of APP’s invoice. Buyer shall make all payments hereunder by readily available funds in the currency as invoiced. If Buyer refuses to give the payment, security or guarantee demanded, APP may terminate the Agreement, refuse to deliver any undelivered goods and Buyer shall immediately become liable to APP for the unpaid price of all goods delivered & for damages as provided in this agreement. Buyer shall pay interest on all late payments at the lesser of the rate of 1.5% per month or the highest rate permissible under applicable law, calculated daily and compounded monthly. Buyer agrees to pay APP cost of collection of overdue invoices, including reasonable attorney’s fees incurred by APP in collecting said sums should collection proceedings be initiated.

Special billing terms, if needed, should be resolved through direct negotiations with APP and documented in writing separately.

APP may, in its sole discretion, without liability or penalty, make partial shipments of Products to Buyer. Each shipment will constitute a separate sale, and Buyer shall pay for the units shipped whether such shipment is in whole or partial fulfillment of Buyer’s purchase order

Upon due tender of goods for delivery at the F.O.B. point all risk of loss or damage and other incident of ownership pass to Buyer, but APP retains security interest in and to all of the right, title and interest of Buyer in, to and under the Products, wherever located, and whether now existing or hereafter arising or acquired from time to time, and in all accessions thereto and replacements or modifications thereof, as well as all proceeds (including insurance proceeds) of the foregoing until the entire purchase price is paid. Buyer shall comply with all export and import laws of all countries involved in the sale of the Products under this Agreement or any resale of the Products by Buyer. Buyer assumes all responsibility for shipments of Products requiring any government import clearance. The security interest granted under this provision constitutes a purchase money security interest under the NJ Uniform Commercial Code.

### Internet Sales

Our products are intended to be sold at retail so that customers can appreciate the quality of our products. The “**Territory**” for which you are being provided products to distribute does not include the internet. All APP customers who wish to sell our products on their online internet sites or other internet platforms must receive express written consent from APP. To remain in good standing, no sales on eBay, Amazon, Walmart or similar auction/marketplace sites are allowed.

### Cancellations, Returns and Refund Policy

You may cancel any order for any reason up to twenty-four (24) hours after it is submitted with agreement that BUYER is responsible for any and all shipping recall fees and a 20% restocking fee. APP inspects all goods before they are shipped. However, if you find a problem with the product shipped, APP will gladly replace the item or refund the cost, provided that you notify APP within ten (10) days from the date of delivery (the “**Rejection Period**”). Replacement of the product, unless replacement is due to APP’s fault (to be determined by APP), may be subject to a restocking and shipping fee. If the wrong product is delivered, simply contact APP and we will arrange to have the product returned to us. NO returns are authorized without APP’s prior approval.

Buyer shall inspect the Products upon receipt. Buyer will be deemed to have accepted the Products unless it notifies APP in writing of any Nonconforming Products during the Rejection Period and furnishes such written evidence or other documentation as reasonably required by APP. “**Nonconforming Products**” means only the following: (i) product shipped is different than identified in the confirmed order; or (ii) product’s label or packaging incorrectly identifies its contents.

If Buyer timely notifies APP of any Nonconforming Products, APP shall, in its sole discretion, (i) replace such Nonconforming Products with conforming Products, or (ii) credit or refund the Price for such Nonconforming Products, together with any reasonable shipping and handling expenses incurred by Buyer in connection therewith. Buyer shall ship, at its expense and risk of loss, the Nonconforming Products to APP’s facility located at 321 Palmer Road, Denville, NJ 07834. If APP exercises its option to replace Nonconforming Products, APP shall, after receiving Buyer’s shipment of Nonconforming Products, ship to Buyer, at Buyer’s expense and risk of loss, the replaced Products.

Buyer acknowledges and agrees that the remedies set forth in herein are Buyer’s exclusive remedies for the delivery of Nonconforming Products. Except as provided hereunder, all sales of Products to Buyer are made on a one-way basis and Buyer has no right to return Products purchased under this Agreement. The right to return defective Products, as described above, shall constitute the APP’s sole liability and your exclusive remedy in connection with any claim of any kind relating to the quality, condition or performance of any Products, whether such claim is based upon principles of contract, warranty, negligence or other tort, breach of any statutory duty, principles of indemnity or contribution, or otherwise.

### Warranty

APP warrants that all of our products are free from manufacturer damage and defect. However, any return for material defects in material and workmanship must be made within ninety (90) days of receipt of the product. **EXCEPT FOR THIS WARRANTY SET FORTH HEREIN, APP MAKES NO WARRANTY WHATSOEVER WITH RESPECT TO THE PRODUCTS, INCLUDING ANY (a) WARRANTY OF MERCHANTABILITY or (b) WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE WHETHER EXPRESS OR IMPLIED BY LAW, COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE OF TRADE OR OTHERWISE.**

Products manufactured by a third party (“**Third Party Product**”) may constitute, contain, be contained in, incorporated into, attached to or packaged together with, the Products. Third Party Products are not covered by the warranty. For the avoidance of doubt, **APP MAKES NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO ANY THIRD PARTY PRODUCT, INCLUDING ANY (a) WARRANTY OF MERCHANTABILITY; (b) WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE; (c) WARRANTY OF TITLE; OR (d) WARRANTY AGAINST INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS OF A THIRD PARTY; WHETHER EXPRESS OR IMPLIED BY LAW, COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE OF TRADE OR OTHERWISE.**

The APP shall not be liable for a breach of the warranty unless: (i) Buyer gives written notice of the defect, reasonably described, to APP within ten (10) days of the time when Buyer discovers or ought to have discovered the defect; (ii) APP is given a reasonable opportunity after receiving the notice to examine such Products and Buyer (if requested to do so by APP) returns such Products to APP’s place of business at APP’s cost for the examination to take place there; and (iii) APP reasonably verifies Buyer’s claim that the Products are defective.

The APP shall not be liable for a breach of the warranty if: (i) Buyer makes any further use of such Products after giving such notice; (ii) the defect arises because Buyer failed to follow APP’s oral or written instructions as to the storage, use or maintenance of the Products; or (iii) Buyer alters or repairs such Products without the prior written consent of APP.

Subject to the above, with respect to any such Products during the Warranty Period, APP shall, in its sole discretion, either: (i) repair or replace such Products (or the defective part) or (ii) credit or refund the price of such Products at the pro rata contract rate provided that, if APP so requests, Buyer shall, at APP’s expense, return such Products to APP.

### Limitation of Liability

APP (INCLUDING ITS OFFICERS, DIRECTORS, EMPLOYEES, OR AGENTS, ALL OF WHICH ARE REFERRED TO HEREIN COLLECTIVELY AS “**APP AFFILIATES**”) SHALL NOT BE LIABLE UNDER ANY CIRCUMSTANCE TO YOU OR ANY OTHER PARTY FOR ANY SPECIAL, CONSEQUENTIAL, INCIDENTAL OR EXEMPLARY DAMAGES ARISING OUT OF OR IN ANY WAY CONNECTED WITH THE PRODUCTS OR OTHERWISE, INCLUDING BUT NOT LIMITED TO DAMAGES FOR LOST PROFITS, LOSS OF THE GOODS, DOWN TIME, LOST DATA, OR ANY DAMAGES OR SUMS PAID BY YOU TO THIRD PARTIES, EVEN IF APP OR ANY APP AFFILIATES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE FOREGOING LIMITATION OF LIABILITY SHALL APPLY WHETHER ANY CLAIM IS BASED UPON PRINCIPLES OF CONTRACT, WARRANTY, NEGLIGENCE, OR OTHER TORT, BREACH OF ANY STATUTORY DUTY, PRINCIPLES OF INDEMNITY OR CONTRIBUTION, THE

## Terms and Conditions of Purchase and Sale of Products

FAILURE OF ANY LIMITED OR EXCLUSIVE REMEDY TO ACHIEVE ITS ESSENTIAL PURPOSE, OR OTHERWISE, IN NO EVENT SHALL APP OR ANY APP AFFILIATE BE LIABLE TO YOU OR ANY OTHER PARTY FOR LOSS, DAMAGE, OR INJURY OF ANY KIND IN EXCESS OF THE NET PURCHASE PRICE OF THE PRODUCTS ACTUALLY DELIVERED TO AND PAID FOR BY YOU HEREUNDER. TO THE EXTENT CERTAIN STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.

IN NO EVENT SHALL APP'S AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT, WHETHER ARISING OUT OF OR RELATED TO BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, EXCEED TWO (2) TIMES THE TOTAL OF THE AMOUNTS PAID TO APP FOR THE PRODUCTS SOLD HEREUNDER OR \$2,500, WHICHEVER IS LESS. This limitation of liability shall not apply to (i) liability resulting from APP's gross negligence or willful misconduct and (ii) death or bodily injury resulting from APP's acts or omissions.

### Compliance with Law

Buyer shall comply with all applicable laws, regulations and ordinances. Buyer shall maintain in effect all the licenses, permissions, authorizations, consents and permits that it needs to carry out its obligations under this Agreement. APP may terminate this Agreement if any governmental authority imposes antidumping or countervailing duties or any other penalties on the Products.

### Termination

In addition to any remedies that may be provided under these Terms, APP may terminate this Agreement with immediate effect upon written notice to Buyer, if Buyer: (i) fails to pay any amount when due under this Agreement and such failure continues after Buyer's receipt of written notice of nonpayment; (ii) has not otherwise performed or complied with any of these Terms, in whole or in part; or (iii) becomes insolvent, files a petition for bankruptcy or commences or has commenced against it proceedings relating to bankruptcy, receivership, reorganization or assignment for the benefit of creditors.

### Waiver

No waiver by APP of any of the provisions of this Agreement is effective unless explicitly set forth in writing and signed by APP. No failure to exercise, or delay in exercising, any right, remedy, power or privilege arising from this Agreement operates, or may be construed, as a waiver thereof. No single or partial exercise of any right, remedy, power or privilege hereunder precludes any other or further exercise thereof or the exercise of any other right, remedy, power or privilege.

### Confidential Information

All non-public, confidential or proprietary information of APP, including but not limited to specifications, samples, patterns, designs, plans, drawings, documents, data, business operations, customer lists, pricing, discounts or rebates, disclosed by APP to Buyer, whether disclosed orally or disclosed or accessed in written, electronic or other form or media, and whether or not marked, designated or otherwise identified as "confidential" in connection with this Agreement is confidential, solely for the use of performing this Agreement and may not be disclosed or copied unless authorized in advance by APP in writing. Upon APP's request, Buyer shall promptly return all documents and other materials received from APP. APP shall be entitled to injunctive relief for any violation of this Section. This Section does not apply to information that is: (a) in the public domain; (b) known to Buyer at the time of disclosure; or (c) rightfully obtained by Buyer on a non-confidential basis from a third party.

### Force Majeure

The APP shall not be liable or responsible to Buyer, nor be deemed to have defaulted or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement when and to the extent such failure or delay is caused by or results from acts or circumstances beyond the reasonable control of APP including, without limitation, acts of God, flood, fire, earthquake, explosion, governmental actions, war, invasion or hostilities (whether war is declared or not), terrorist threats or acts, riot, or other civil unrest, national emergency, revolution, insurrection, epidemic, lockouts, strikes or other labor disputes (whether or not relating to either party's workforce), or restraints or delays affecting carriers or inability or delay in obtaining supplies of adequate or suitable materials, materials or telecommunication breakdown or power outage, provided that, if the event in question continues for a continuous period in excess of sixty (60) days, Buyer shall be entitled to give notice in writing to APP to terminate this Agreement.

### Assignment

Buyer shall not assign any of its rights or delegate any of its obligations under this Agreement without the prior written consent of APP. Any purported assignment or delegation in violation of this Section is null and void. No assignment or delegation relieves Buyer of any of its obligations under this Agreement.

### Relationship of the Parties

The relationship between the parties is that of independent contractors. Nothing contained in this Agreement shall be construed as creating any agency, partnership, joint venture or other form of joint enterprise, employment or fiduciary relationship between the parties, and neither party shall have authority to contract for or bind the other party in any manner whatsoever.

### No Third-Party Beneficiaries

This Agreement is for the sole benefit of the parties hereto and their respective successors and permitted assigns and nothing herein, express or implied, is intended to or shall confer upon any other person or entity any legal or equitable right, benefit or remedy of any nature whatsoever under or by reason of these Terms.

### Governing Law

All matters arising out of or relating to this Agreement is governed by and construed in accordance with the internal laws of the State of New Jersey without giving effect to any choice or conflict of law provision or rule (whether of the State of New Jersey or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than those of the State of New Jersey.

### Submission to Jurisdiction

Any legal suit, action or proceeding arising out of or relating to this Agreement shall be instituted in the federal courts of the United States of America or the courts of the State of New Jersey in each case located in Morris County, and each party irrevocably submits to the exclusive jurisdiction of such courts in any such suit, action or proceeding.

### Notices

All notices, request, consents, claims, demands, waivers and other communications hereunder (each, a "Notice") shall be in writing and addressed to the parties at the addresses set forth on the face of the Sales Confirmation or to such other address that may be designated by the receiving party in writing. All Notices shall be delivered by personal delivery, nationally recognized overnight courier (with all fees pre-paid), facsimile (with confirmation of transmission) or certified or registered mail (in each case, return receipt requested, postage prepaid). Except as otherwise provided in this Agreement, a Notice is effective only (a) upon receipt of the receiving party, and (b) if the party giving the Notice has complied with the requirements of this Section.

## **MINIMUM ADVERTISED PRICING POLICY**

Allure Pet Products, LLC (“Allure”) recognizes that our authorized resellers and distributors (hereinafter referred to collectively as “Resellers”) invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and unique product presentation. To support our Resellers’ efforts and protect Allure’s reputation for exceptional pet products, Allure has unilaterally adopted this Minimum Advertised Pricing Policy (hereinafter “MAP Policy,” or “MAP” when solely referring to the Minimum Advertised Pricing) that applies to all Allure’s products, and all of Allure’s authorized resellers:

1. All MAP Policy prices shall be available on Allure’s wholesale reseller portal at <https://retailer.hugglehounds.com/>, and such pricing may be amended from time to time by Allure. If the price advertised is in another currency, such advertised price shall not be lower than the current converted price as compared to the MAP price. Allure does not require nor will it accept your agreement to comply with this policy. Allure’s Resellers are free to choose whether to abide by the MAP Policy, just as Allure is free to set the terms on which we will do business with you.

2. The MAP Policy applies to all advertisements of Allure products in any and all media, including, without limitation, mailings, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, Internet or similar electronic media, including auctions, paid search ads, and shopping comparison ads, television, radio, tradeshow exhibitions, and public signage. The MAP Policy does not apply to solely on premise or in-store advertising that is not distributed or disseminated to consumers outside the store, offers to sell over the telephone, or final sale prices first disclosed to consumers in “shopping carts” in web based sales.

3. It shall be a violation of this MAP Policy to include in any advertising for Allure products any additional discount, coupon, gift card, rebate, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any Allure product below MAP pricing.

4. MAP applies only to minimum advertised prices and does not apply to the price at which the products are actually sold. MAP does not establish maximum advertised prices.

5. “Demo”, “Floor Sample”, “Used” and “Display” products may be advertised at prices below the current MAP only in local print media or on the Reseller’s own website, provided the description accompanying the advertised price clearly states that the products are “Demo”, “Floor Sample”, “Used” or “Display” products and are sold “AS IS” without any warranty by Allure or any right of return, exchange or refund. For purposes of this MAP Policy, Resellers may not advertise any “Demo”, “Floor Sample”, “Used” or “Display” product at a price below the current MAP unless the product being advertised is in the Reseller’s stock prior to being advertised for.

6. Resellers that do not abide by this Policy may be deemed, in Allure’s sole discretion, ineligible for support of advertising or promotional services, materials or discounts, and Allure reserves the right to take any action with respect to any reseller that violates this MAP Policy, including termination of reseller authorization, and revocation of any license to use artwork or other trademarks of Allure without Allure’s consent. If a Reseller with multiple store or other locations violates this MAP Policy at any particular store or other location, Allure will consider this to be a violation by all of the Reseller’s locations. Allure may not provide prior notice or issue warnings before taking any action under this MAP Policy.

7. From time to time Allure may discontinue models or engage in promotions with respect to certain products. In such events, Allure reserves the right to modify or suspend the MAP policy with respect to the affected product by notifying its resellers of such change in writing. Such notice may be fulfilled by a change made on the pricelist or in an advertisement or promotion set forth on the portal. Such notice may also be given through a flyer or promotion at a tradeshow or other promotional event. Allure further reserves

the right to adjust the MAP policy with respect to all or certain products at its sole discretion, provided that such changes shall apply equally to all then current Allure resellers.

8. No complaint from any Reseller with respect to the advertising or pricing of any other dealer is sought or will be considered. All questions regarding this MAP Policy or its implementation should be addressed to MAP@hugglehounds.com or Allure's MAP coordinator, Julie Krauss. No other Allure agent, representative or employee is authorized to discuss this MAP Policy, and no Allure representative or employee, including its MAP coordinator, has authority to modify or alter this MAP Policy.

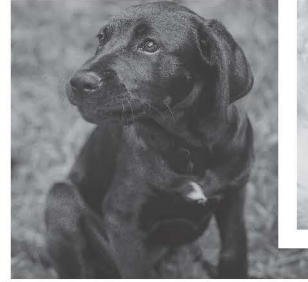
9. The foregoing is a statement of Allure's unilateral Policy and expresses the terms upon which it will deal with its Resellers in the United States and Canada. This Policy may be modified by Allure from time to time.

10. FOR DISTRIBUTORS ONLY: In order to continue your relationship with us as a distributor in good standing, you must ensure that the MAP Policy is given to each of your resellers and they must be informed that failure to comply with the Policy will render them ineligible for support of advertising or promotional services, materials or discounts, and Allure reserves the right to take any action with respect to any reseller that violates this MAP Policy, including termination of reseller authorization, and revocation of any license to use artwork or other trademarks of Allure without Allure's consent.

PLEASE REVIEW THIS DOCUMENT CAREFULLY AND COMMUNICATE IT TO ALL INDIVIDUALS WITHIN YOUR ORGANIZATION. IT GOVERNS CERTAIN CONDITIONS OF SALE FOR FUTURE ORDERS.



# Company Values



**1** We **VALUE** product innovation, superior design, and delivering exceptional quality products. What we do, we do really well.

**2** We **VALUE** our reputation as a manufacturer who provides unique products and extraordinary customer service.

**3** We **VALUE** our customers, and we take pride in our customer commitment.

**4** We **VALUE** our dedicated employees and suppliers, both here at home and around the globe.

**5** We **VALUE** integrity and principals. We're honest, open, ethical, and fair. People trust us to adhere to our word.


**6** We **VALUE** relationships. We believe in people. And we believe that together, we can help build a strong business that respects fair competition and builds a more robust industry.

**7** We **VALUE** passion. It's the heart of our company, and together we are continuously moving forward, innovating, and improving.

**8** We **VALUE** accountability. In our company, we all pledge that "if it is to be, it must be up to me".

We believe in the above company values, and we believe they give HuggleHounds the will and passion to win. While we win, we pledge to celebrate our successes, never take ourselves too seriously, maintain our perspective, enjoy our work, and have **FUN!**

HuggleHounds® is the most unique, design-driven and highly-styled line of pet products available. Our innovation, material technology and durability set us apart from all others.

At HuggleHounds,  
we  happy dogs®!