

D-fa Dogs Unleashes New Breed Of Doggy Floatation Device

Wanaka, New Zealand, October 2009 – New Zealand-based dog jacket manufacturer D-fa Dogs is unleashing a new breed of dog floatation device (DFD) in the New Zealand this summer. Like its predecessors (Ice-Barker™ and Sub-Woofers™), the D-fa D-FD is the product of the careful cross-breeding of impeccable bloodlines in the design and manufacture of human outdoor gear and practical knowledge of all things doggy.

The DFD models itself on the principles of ergonomics, floatation and fit learned over many years in designing personal floatation devices (PFD) for the white-water kayaking market. The DFD applies these principles to doggy paddlers, taking into account their specific needs: stable buoyancy; insulation; freedom for shoulder movement; and security when swimming and being lifted from the water.

Inspired by the story of the drowning of a beloved dog after being swept away on a river, the DFD is designed for recreation as well as for dogs rehabilitating injuries through water therapy.

Clare Cossen, D-fa Designer, says that although dogs swim well and have natural buoyancy, their ability to stay afloat can be compromised by tiredness, cold and muscle fatigue.

“What’s more, the evolutionary oversight in the lack of opposable thumbs on dogs limits their ability to use paddles, kayaks and boogie boards to stay afloat – it’s just them against the currents,” .

“As we take our dogs out of their depth on boats, kayaks and in lakes and rivers we often over-estimate their natural swimming abilities and confidence. Unlike a human, a dog cannot rest in the water by floating on its back, and contrary to popular belief, even the most competent canine swimmer cannot swim for miles.”

The DFD provides insulation and reduces the amount of energy required to stay afloat when swimming. The chest panel gives extra support to the heavy neck and shoulder area to help the head above water. More importantly, the lifting handle and harness-like construction of the jacket make it easier to secure the dog and lift it from the water should it get into trouble.

Developed and Lab-tested in the waters of New Zealand, the D-fa DFD will be available from late August 2009 through selected D-fa retailers and the d-fa.com website. The DFD is available in 4 sizes and two colour options (Red/Black and Mango/Black) to fit Rat Terriers to Rhodesian Ridgebacks and most breeds in between.

The D-fa DFD has a USA patent pending on its design and construction.

About D-Fa Dogs

Based in Wanaka in New Zealand's South Island, D-fa Dogs is a designer and manufacturer of high quality outdoor gear for active dogs. D-fa dog jackets and equipment are made with activity and comfort in mind. Whether your dog is a workmate, playmate or fur-child, D-fa dog gear will help you both make the most of your surroundings. Visit www.d-fa.com for more details.

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High resolution images available on request.



Zoe Lab tests the DFD at the Whitewater Slalom Course, Lake Hawea, New Zealand.