

**Lab Tested In New Zealand  
November 2009, Lake Wanaka New Zealand**

At D-fa Dogs of New Zealand we don't believe in dressing dogs in clothes. We don't believe in scratchy fibers or sleeves you can't get your legs through. We don't believe in making dogs look like fairies, babies, pumpkins or elves. We don't believe that a handbag is any place for a dog.

At D-fa we do believe in gear that is befitting the noble, stick-chasing, bone-chewing, frisbee-catching and people-rescuing creature we simply call DOG. Gear that makes it feel good to be a dog, wherever your adventures may take you ... around the block, to the park, into the wilderness.

Inspired by a Wanaka -based and thermally fragile Rhodesian Ridgeback named Jack, developed in a back shed in Hokitika, made in Christchurch and with a growing fang club around the world D-fa brings 15 years of experience in designing for the human outdoor market, a technical edge and a little kiwi ingenuity to the dog accessory market.

The 2009 winter range includes the Sub-Woofers™ activity jacket made from soft shell fabric and the Ice-Barker™ merino jacket.

Designed as an activity coat for cool or wet weather the soft-shell Sub-Woofers™ is insulating, water- and wind-proof, breathable and lightweight. Sub-Woofers™ is lab-tested on the Wanaka's ski fields by the Southern Alpine Search Dogs and is perfect for any urban or wilderness adventure.

Always toastie but seldom stinky the Ice-Barker epitomises the idea of the wolf in sheep's clothing. The 100 percent NZ merino Ice-Barker offers all the natural benefits of NZ merino such as warmth, odor resistance, softness and breathability. It is ideal for dogs sensitive to cold or older dogs who will be wearing the jacket at rest, in light exercise or for long periods of time. It is also perfect for dogs to wear after swimming or after retrieving ducks from chilly waters on winter mornings.

D-fa gear is available from selected retailers or on-line at [www.d-fadogs.com](http://www.d-fadogs.com) in 7 sizes to fit Jack Russells to Rhodesian Ridgebacks and most shapes in between.

**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-fadogs.com](http://www.d-fadogs.com) for more details.

Contact Angela Hook, [+64 3 443 6129], [growl@d-fa.com](mailto:growl@d-fa.com)  
More gorgeous high resolution images available on request



Jack Wears Ice-Barker™, Mt Aspiring National Park, NZ



Brendan and Millie in Sub-Woofer™, Treble Cone Ski Patrol, NZ

### Lab Tested In New Zealand

Inspired by a Wanaka -based and thermally fragile Rhodesian Ridgeback named Jack, developed in a back shed in Hokitika, made in Christchurch and with a growing fang club around the world D-fa brings 15 years of experience in designing for the human outdoor market, a technical edge and a little kiwi ingenuity to the dog accessory market.

D-fa creates gear that is befitting the noble, stick-chasing, bone-chewing, frisbee-catching and people-rescuing creature we simply call DOG. The 2009 winter range includes the Sub-Woofer™ activity jacket made from soft shell fabric and the Ice-Barker™ merino jacket.

#### Sub-Woofer™

- Designed as an activity coat for cool or wet weather
- The soft shell is insulating, water- and wind- proof, breathable and lightweight
- Lab-tested on the Wanaka's ski fields by the Southern Alpine Search Dogs
- Perfect for any urban or wilderness adventure

#### Ice-Barker™

- 100 percent NZ merino provides warmth, odor resistance, softness and breathability so it's always toastie and seldom stinky
- Epitomises the idea of the wolf in sheep's clothing.
- Ideal for dogs sensitive to cold or older dogs to wear at rest, in light exercise or for long periods of time
- Also perfect for dogs to wear after swimming or after retrieving ducks from chilly waters on winter mornings.

D-fa gear is available from selected retailers or on-line at [www.d-fa.com](http://www.d-fa.com) in 7 sizes to fit Jack Russells to Rhodesian Ridgebacks and everything in between.

### About D-fa

D-fa is a family enterprise based in Wanaka and Hokitika, New Zealand. We're little, we're nuts about dogs and the outdoors and we're unleashing our ideas on the world. [www.d-fa.com](http://www.d-fa.com).

For more information, contact Angela Hook [growl@d-fa.com](mailto:growl@d-fa.com)

*More gorgeous high resolution images available on request*



Jack wears Ice-Barker, Mt Aspiring National Park, NZ



Brendan and Millie in Sub-Woofer, Treble Cone Ski Patrol, NZ