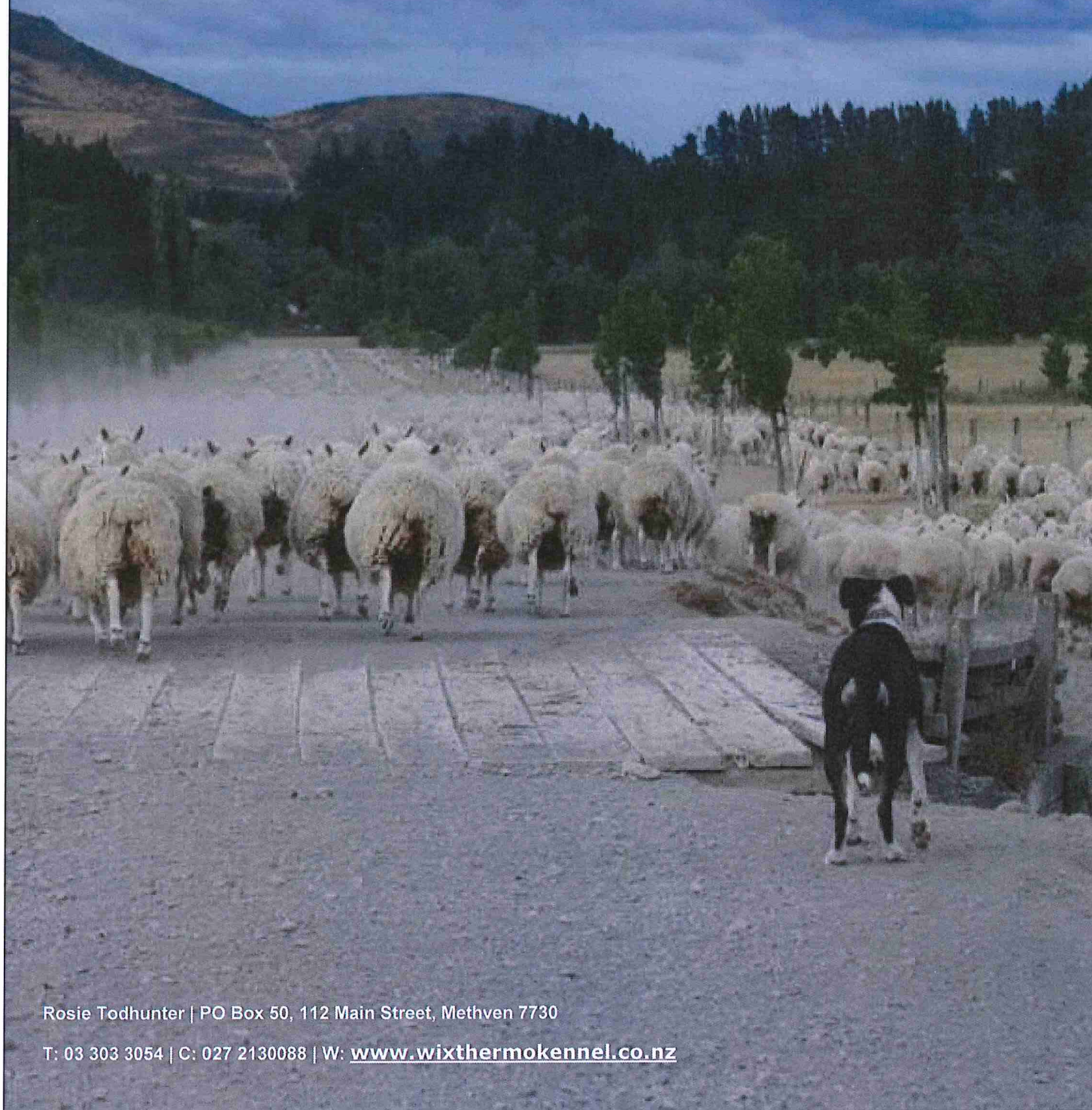


# The Thermo Kennel

Invest in your hard working friends



Rosie Todhunter | PO Box 50, 112 Main Street, Methven 7730

T: 03 303 3054 | C: 027 2130088 | W: [www.wixthermokennel.co.nz](http://www.wixthermokennel.co.nz)

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# 1. Executive Summary

## **Business model overview:**

The Thermo Kennel” has been designed to keep dogs warmer in winter and cooler in summer. I launched ‘The Thermo Kennel’ in the Grass Roots Innovation Section at Mystery Creek Fieldday 2014. From the Fielddays I took away the grass roots runner up award, market validation, list of 100 potential customers, concept proofing and market publication.

## **Core competitive advantage:**

The Thermo Kennel captures and retains the dogs body heat through quality insulated walls, floor and door. Through insulation the dog is kept up to 15 degrees warmer on a winter’s night and cooler in the summer. For additional money the buyer can choose to purchase the kennel with a collapsible and light weight run that allows the dog freedom of movement.

## **Mission Statement:**

Providing thermally efficient and durable dog kennels to the world.

## **Target Market:**

**Phase One:** NZ market that comprises 475,072 registered dogs; focussing on farmers & suburban female dog owners. **Phase two:** New Zealand market and International export; focussing on farmers and suburban female dog owners in Australia, Europe and the Americas.

## **The team:**

Rosie Todhunter - business owner and general manager: Rosie brings varied skills that would directly benefit the business, ranging from; leading and managing a team of people, industry contacts, passion and drive, established distributions channels, ability to budget and understand financials.

## **Financials:**

Refer to financial summaries within appendix for spreadsheet forecasts.

## 2. Business Model

### History:

I operate two distinct businesses; one that contract manufactures and exports 'The Super Crook' and another that is developing 'The Thermo Kennel'.

My late Grandfather Tony, a former Canterbury sheep and beef farmer and inventor, developed the concepts behind both businesses; his first concept that I have taken to the market is the 'The Super Crook'. Within the four years of operation I have established an existing supply chain in NZ, UK and the USA and have taken unit volume into the thousands.

The second concept is the "The Thermo Kennel", which has been designed to keep dogs warmer in winter and cooler in summer. Unfortunately, Tony did not live to see his kennel go into production, so I took up the challenge.

I have been working on the Thermo Kennel since May 2014; I re-launched 'The Thermo Kennel' within the Grass Roots Innovation Section at Mystery Creek Fieldays and achieved,

- Grass roots runner up award
- Market validation
- List of 100 potential customers
- Concept proofing
- Market publication

### Mission Statement:

Providing thermally efficient and durable dog kennels to the world.

### Purpose:

The 'Thermo Dog Kennel' allows piece of mind for dog owners that dogs are kept up to 15 degrees Celsius warmer on a winter's night and cooler in the summer. Scientific literature shows that low housing temperatures cause high stress hormones and dogs rest more if in warm kennels, and therefore recommends they should be kept in a temperature range between 10-26 degrees Celsius.

The key areas that separate this product from its competitors are:

1. High tech insulation – which keeps the dogs up to 15 degrees warmer in the winter and cooler in the summer
2. PVC insulated door that prevents heat escaping.
3. Water proof rugged and maintenance free construction
4. Optional collapsible light weight run that allows the dog freedom of movement.



**Target Market:**

**Phase One:** NZ market that comprises 475,072 registered dogs; focussing on farmers & suburban female dog owners.

**Phase two:** New Zealand market and International export; focussing on farmers and suburban female dog owners in Australia, Europe and the Americas.

**Core competitive advantage and the market niche identified:**

Most dog kennels whether they are bought or homemade are pretty basic and made of wood and tin with no insulation and door. A large proportion of these kennels require an amount of maintenance that can often be overlooked by a busy dog owner, which results in a cold inadequate home for both rural and domestic dogs. The four unique selling points are

- 1. High tech insulation – which keeps the dogs up to 15 degrees warmer in the winter and cooler in the summer,
- 2. PVC insulated door that prevents heat escaping.
- 3. Water proof, rugged, and maintenance free construction
- 4. Optional collapsible light weight run that allows the dog freedom of movement.

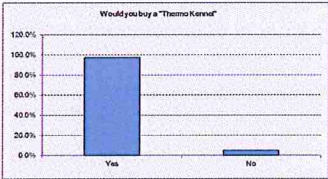
**Market Research:**

At the Mystery Creek Fieldays (the largest Fieldays in the Southern Hemisphere) I launched the first “Thermo Kennel” in the Grass Roots Innovation section. The National Fieldays are said to be the ultimate launch platform for innovation, the Kennel was exposed to nearly 12,000 visitors over the four days. Within this period I surveyed 120 rural and urban people. The two key findings from surveying were;

**1 Demand for the product**

*Question: would you buy a Thermo Kennel?’*

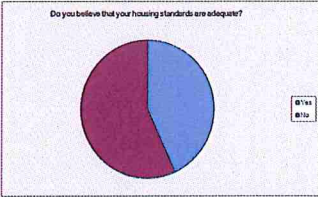
*Answer 97.1% people said yes.*



**2 Current inadequate housing standards:**

*Question: do you believe that your dog housing standards are adequate?*

*Answer: 60% of the people answered 'no' to the question, Many people that answered yes to this question had hand built their kennels due to the lack of options on the market.*



### **What direction is the market moving in?**

Market research was conducted by Callaghan Innovation, with a request to determine;

- Canine housing market; domestic/working dogs etc
- Impact of environmental conditions on animal welfare
- Market knowledge of pet care products
- Animal care product development and market launch expertise

Callaghan Innovation identified two individuals with ,market expertise in canine welfare products. When followed up with each of the two individuals it was discovered that research on climate and dog welfare is limited and inconclusive.

One positive note, if funding was sourced they would be interested to research further the impact of environmental conditions on animal welfare. Both professors are very interested in the concept and are keen to purchase some when they are on the market. The two most helpful facts that came from this research were;

- The scientific literature shows that low temperatures cause high stress hormones and dogs rest more if in warm kennels.
- Laboratory dogs must be kept at 10-26 degrees Celsius to minimise high stress hormones

# 3. Business Strategy

## SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Innovative product</li><li>• NZ made</li><li>• Funding available for R &amp; D</li><li>• Funding available for personal development</li><li>• Market experience</li><li>• Strong leadership and passion</li><li>• Ability to on sell other products</li><li>• Demand for the product</li><li>• Contacts within the industry</li><li>• Light weight and easy to move</li><li>• Light weight, collapsible run that allows dogs freedom of movement</li></ul>	<ul style="list-style-type: none"><li>• Limited shareholder capital</li><li>• New product development</li><li>• Intellectual Property</li><li>• Time to market</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Project may improve local economy</li><li>• Will improve housing standards of dogs</li><li>• Project will boost public image of sheep and beef famers</li><li>• Direct sales to the customer</li><li>• Mergers, joint ventures or strategic alliances</li><li>• International market</li><li>• On-sale other pet care products to customers</li><li>• Phase two; Get the kennel made in the China to cut costs. Designed as a flat pack that allows affordable freight.</li></ul>	<ul style="list-style-type: none"><li>• Lower priced competitor offering</li><li>• Competitor Imitation Intellectual property awareness</li></ul>



**Six month plan:**

1. Prototypes developed
2. Prototypes tested in the market
3. Research complete
4. Business plan complete
5. Channels to market established

**Expected date**

June to August 14  
June to August 14  
July 2014  
August 2014  
December 2014

**Phase one:**

1. Product selling in the NZ Market
2. Email potential customers Jan 2015  
from the 2014 Fieldays with limited time offer
3. South Island Fieldays (25)
4. Dunedin Women's Lifestyle Expo (25)
5. Invercargill Women's Lifestyle Expo (25)
6. Mystery Creek Fieldays – Innovation Centre
7. Christchurch Women's Lifestyle Expo (25)
8. Canterbury A & P Show (35)
9. Advisory board formed

**Expected date**

Jan 2015  
  
March 2015  
March 2015  
March 2015  
June 2015  
October 2015  
November 2015  
December 2015

**Phase two:**

1. International market channels established
2. Modifications made  
Sizes, colours, flat pack, explore manufacturing options
3. Products launched on the international market
4. Up selling a range of other products
5. Strategic alliances formed with big pet food company
6. Pack and send services

**Expected date:**

December 2015  
December 2015  
February 2016  
May 2016  
May 2016  
May 2016

## 4. Marketing

### **Tactical promotion plan:**

#### **Digital: Accessible information**

- Online website – simple and informative, directing customers to order via email ([www.wix.com](http://www.wix.com))
- Facebook – documenting the 'story' behind the kennels, selling the NZ inc story and profiling testimonials from the early adopters. Keep the page continually updated to generate buzz and awareness
- Email orders – point readers to order via email

#### **Print Media:**

- Print publications – NZX Agri, Straight Farrow, Farmers weekly, Country Wide, Latitude - pay a little more for advertorial
- Leverage off already existing media contacts
- Generate more media contacts

#### **Direct Marketing**

- Email the 100 potential customers that wanted to order a kennel from Fieldays
- Attend Fieldays – Mystery Creek, Southern and South Island Fieldays
- A & P Show – Christchurch
- Dunedin Women's Lifestyle Expo
- Invercargill Women's Lifestyle Expo
- Christchurch Women's Lifestyle Expo

#### **Distribution channels:**

- Direct to retail such as vet clinics, pet stores, CRT, Farmlands, ATS, P G Wrightsons, Mitre10 (80 percent)
- Fieldays – Mystery Creek, Southern and South Island Fieldays
- Women's Expos – Invercargill, Christchurch and Dunedin
- A & P Shows, Christchurch, Dunedin and Southern

Result of the above = Selling 250 kennels within the first year of production (Jan to Dec 2015)

**Intended strategic partners:**

The business intends to form strategic partnerships with the below companies, and has already begun discussions following Mystery Creek Fieldays.

- New Zealand Pet Foods
- Mouldings Unlimited
- Power House – investment partners
- Smart Move
- NZTE – Global market research, global expansion and Mentoring
- Canterbury Regional Business Partners Ltd – Potential Investors

**Marketing budget:****Website and logo set up costs \$1600**

- Website \$100 free ([www.wix.com](http://www.wix.com))
- Log \$5000
- Marketing material \$1000

**Christchurch A&P Show: \$1,000**

- Trade stand: \$850
- Travel and food: \$150

**Women's Expos \$3000**

- Dunedin \$1000
- Christchurch \$1000
- Invercargill \$1000

**Mystery Creek \$600**

- Site \$100
- Accommodation and Travel \$500

**Print material \$2000**

- NZX, Straight Farrow, Farmers weekly \$2000
- **Other: 1800**

**Total marketing budget for year one of sales (Jan – Dec 2015)**

**= \$10000**



**Building credibility:**

Credibility is something that the business will earn by;

- Acting with Intent
- Operating to international standards
- Innovation through R&D

**Core values of the business:**

1. Think different

Always think outside the box, what can be done to maximise, sales, profitability, productivity,

2. Always be planning

Always know where the business is going at any given time. Know how it is going to get there and what I have to do to get from where it is to where it needs to be. Always be seeking external advice.

3. Commitment to doing the best for all

Defined values will be kept in the forefront of any decisions made, ensuring all stakeholders are content with their investment in the product

## 5. Team and Management Structure

### **Rosie Todhunter - business owner and general manager:**

- Super Crook (already existing business): I have established a solid supply chain in NZ, UK and the USA and have taken unit volume into the thousands. I have embraced technology to achieve order volume without having to touch the product in order to get it from manufacturer to market.
- Rental property and subdivision experience: I have two rental properties and in the process of subdividing a small piece of land. This experience has given me the ability to manage finances and people.
- Get Ahead Project Leader: My full time job at NZ Young Farmers promoting the primary industry to secondary school students and teachers. I am responsible for stagey, budgets, staff and running multiple projects and events at any one time.

### **Who are my stakeholders?**

- Government
- Local community
- Accountant
- Suppliers
- Customers
- Future Advisory board
- FamilyEmployers Investors

### **Employees:**

- Contractors will be the only staff employed within the first three years. Contractors employed will offer specific skill sets in the areas below.
- Marketing (marketing, logo development and marketing collateral)
- Rotational moulding
- Engineering - to make the run, hooks and attach the door
- Pack and send services for distribution

# 6. Financial Budgets and Forecasts

- Sales start January 2015 to December 2015
- Other information: Spread sheet attached.

	<i>Total cost per kennel</i>	<i>Market price</i>	<i>Margin</i>
<b>Kennel</b>	250	500	250
<b>Run</b>	250	430	180
<b>Freight (6%)</b>	60	60	0
<b>Total</b>	560	990	430

<b>Money invested in the company to date</b>	<b>Estimated money required</b>
Mystery Creek	\$550
NZTE Regional Business Partnership programme	\$1000
Prototypes developed	\$100
Research and Development	\$0.00
Confirming the first 100 customers	\$0.00
Flat pack runs and their attachments developed and made	\$ costs to come

<b>Dog run cost comparison:</b>	Small	Medium	Large	Notes
Five Star Kennel and run	\$705.00	\$945.00	\$1120.00	
Five Star kennel only	\$395.00	\$530.00	\$625.00	
Valley Crates kennel and run		\$650		
Valley Crates kennel only		\$400		
CaroHawk Kennels only	\$152.60	\$135.37	\$80	Round
CaroHawk Kennels & Run	\$420.87	\$508.25	\$614.09	
Great Southern kennel &run		\$609.55	\$766.33	
Great Southern kennel only		\$414.75	\$534.00	
Helmack Engineering K & R		\$605	\$770	
Helmack Engineering kennel		\$345	\$375	
Mutt Homes			\$990	One size



## Appendix

1. Callaghan Innovation
2. Trade Mark Compliance Report
3. Press Releases
4. Awards



	Jan-15		Feb-15		Mar-15		Apr-15		May-15		Jun-15		Jul-15		Aug-15		Sep-15		Oct-15		Nov-15		Dec-15		Total Figures 2015	
	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual
<b>RECEIPTS</b>																										
Dog Kennel	\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$15,000.00		\$180,000.00	
Dog Run	\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$9,030.00		\$108,360.00	
(A) Total Receipts	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$24,030	\$0	\$288,360	
<b>LESS CASH PAYMENTS</b>																										
Contract Manufacture - Kennel	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$5,250.00	\$0	\$110,250.00	\$0
Pack & Send Services	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$1,260.00	\$0	\$15,120.00	\$0
Contract Manufacture - Run	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$3,570.00	\$0	\$74,970.00	\$0
ACC	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$208	\$0	\$2,490	\$0
Accounting fees	\$1,000	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0
Advertising and marketing	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$833	\$0	\$9,996	\$0
Bank Charges	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$12	\$0	\$144	\$0
Drawings	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$3,300	\$0	\$39,600	\$0
Insurance	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0	\$66	\$0
Internet	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$40	\$0	\$480	\$0
IP Protection	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$0
Legal Fees	\$1,500	\$0	\$500	\$0	\$500	\$0	\$500	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000	\$0
Motor Vehicle Expenses	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$830	\$0	\$9,960	\$0
Other payments	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$416	\$0	\$4,992	\$0
Phone	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$41	\$0	\$492	\$0
Power	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$250	\$0	\$3,000	\$0
Printing and Stationery	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$83	\$0	\$996	\$0
(B) Total Cash Payments	\$18,859	\$0	\$17,659	\$0	\$16,659	\$0	\$16,659	\$0	\$16,159	\$0	\$16,159	\$0	\$16,159	\$0	\$16,159	\$0	\$16,159	\$0	\$16,159	\$0	\$16,159	\$0	\$16,159	\$0	\$277,756	
(C) NET CASHFLOW (A-B)	\$5,171	\$0	\$7,371	\$0	\$7,371	\$0	\$7,371	\$0	\$7,871	\$0	\$7,871	\$0	\$7,871	\$0	\$7,871	\$0	\$7,871	\$0	\$7,871	\$0	\$7,871	\$0	\$7,871	\$0	\$10,604	
(D) Opening Bank Balance	\$25,000	\$25,000	\$30,171	\$25,000	\$37,541	\$25,000	\$44,912	\$25,000	\$52,283	\$25,000	\$60,153	\$25,000	\$68,024	\$25,000	\$75,895	\$25,000	\$83,765	\$25,000	\$91,636	\$25,000	\$99,507	\$25,000	\$99,507	\$25,000	\$25,000	\$25,001
Closing bank balance (D+C)	\$30,171	\$25,000	\$37,541	\$25,000	\$44,912	\$25,000	\$52,283	\$25,000	\$60,153	\$25,000	\$68,024	\$25,000	\$75,895	\$25,000	\$83,765	\$25,000	\$91,636	\$25,000	\$99,507	\$25,000	\$107,377	\$25,000	\$107,377	\$25,000	\$35,605	

Kennel Cost of production	250	Market Price	500	Margin	250	Pack and Send Services are 6% of any products sold									
Run cost of production	250	Market Price	430	Margin	180										

Assumptions: 300 Kennels & 251 runs sold in year one - Kennels to the market by Jan 2015 - all sales are excl. GST





# CallaghanInnovation

CONTRACT REPORT NO:  
GTP000621

Prepared for:

Rosie Todhunter

Date: 31 July 2014

Prepared by: Nitika Sharma & Diana Yin Global Expert Specialist & Research Analyst	Prepared for: Rosie Todhunter
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Executive Summary

The Global Expert report lists the individuals who have responded to the **Search for Market Expertise in Canine Welfare Products**. They are listed in the section Expert Summary. These individuals all expressed an interest in working with you and appear to have the required capabilities. They are expecting to be contacted by someone from Callaghan Innovation with more information in the next 3 months. While you will most likely only work with one of these people on this project, making contact now may prove to be of value in the future.

We have followed up with each of the individuals who responded positively to our original request for an expert. Everyone we contacted has seen the Approved Project Description. For each potential expert we have included portions or a summary of our correspondence with them. We have not edited their emails for spelling or grammar.

The Appendices contain information provided to us by the qualified experts listed that may be of interest to you.

Nitika Sharma and Diana Yin are the Global Expert Specialist working for the Global Expert Service.

Below is a checklist to help you organise your contacts. If there are any companies that you do not intend to contact please let us know and we will send a “no thank you” email to them.

Checklist:

No	Company & Contact	Country	Comment
1	Massey University (Nick Cave)	New Zealand	
2	Institute of Vet, Animal & Biomedical Sciences. Messey University (Kevin Stafford)	New Zealand	

## Next Steps:

1. We recommend you review the above listed companies and select the companies you would like to contact. The organisations are expecting your call or email contact. Please be aware that as no organisations know your name Rosie Todhunter or the company name; a brief explanation will be in order. It may help to mention the Global Expert Service when you introduce yourself.
2. We may receive additional responses to our search over the next few weeks. If we do, and they appear to be qualified, we will forward them to you in the form that we receive them.
3. Please keep us informed of your progress. We would like to hear, for our records if you decide to engage with a company on the list. Similarly, if you decide that you do not wish to contact a company, please let us know and we will touch base with them.

## Approved Project Description

Our client is a New Zealand company exploring opportunities in the animal welfare industry. They are currently exploring the advancement of an idea in canine wellbeing. To progress their product development further they are seeking information in the following areas:

- Canine housing market; domestic/working dogs etc
- Impact of environmental conditions on animal welfare
- Market knowledge of pet care products
- Animal care product development and market launch expertise

Expertise in one or all of the above areas is welcome. More information will be provided upon enquiry. Our client is seeking to engage at the earliest.



CAVE, Nick

Position	Senior Lecturer in Small Animal Medicine, Institute of Vet, Animal & Biomedical Sciences	Phone	+64 6 356 9099 x85128
Organisation	Massey University		
Address	Room Feline Unit, IVABS, Turitea		
Website	<a href="http://www.massey.ac.nz/massey/expertise/profile.cfm?stref=664430">http://www.massey.ac.nz/massey/expertise/profile.cfm?stref=664430</a>	Email	N.J.Cave@massey.ac.nz
Country	New Zealand		

Summary

Nick Cave is a Senior Lecturer in Small Animal Medicine and Nutrition at Massey University. He is also a director of Centre for Service and Working Dog Health. His research group focuses on advancing working dog health and welfare through their knowledge and capability in dog behaviour, welfare and veterinary medicine. Nick will be able to provide practical knowledge on working dogs and undertake further research specific to your requirements. His networks in the petcare product market may also be of benefit. Nick Cave's profile is attached as Appendix A.

Correspondence

Hi Diana

Please do use my profile. It's probably worth mentioning that we have a small colony of dogs that we use in feeding trials and handling practicals for veterinary students.

Cheers

Nick

Nick Cave  
BVSc MVSc PhD MANZCVS DipACVN  
Senior Lecturer in Small Animal Medicine and Nutrition  
Institute of Veterinary, Animal & Biomedical Sciences  
Phone 64 6 356 9099 (ext 85128)  
64 6 350 4525 (Institute reception)  
Fax 64 6 350 5636  
Email [n.j.cave@massey.ac.nz](mailto:n.j.cave@massey.ac.nz)

---

From: Globalexpert [mailto:Globalexpert@callaghaninnovation.govt.nz]  
Sent: Friday, 18 July 2014 2:29 p.m.  
To: Cave, Nick  
Subject: RE: Search for Market Expertise in Canine Welfare Products

Dear Mr Cave,

Thank you for your attention to our request.

Below are some additional information:

Our client is looking to build insulated dog kennels (for commercial purposes) and is looking for experts whom can provide some research evidence to support that warmer dogs are happier and healthier, our client is also seeking dog welfare information from research institutions.

We are a connection service, through a New Zealand crown entity. To add value to our client through connecting to you, we like to provide our client with detailed information on your capabilities and previous experience in this field if you are interested in assisting this case. Would you be happy for us to use your profile if you are interested in being involved with this case?

As the search is confidential, unfortunately, we are unable to provide you with further information at this stage. However, please feel free to contact Nitika on +64 9 920 3431 or Nitika.sharma@callaghaninnovation.govt.nz to see if there is more information (to help clarify your queries or our process) she can discuss with you regarding the search.

Regards,  
Diana.

STAFFORD, Kevin

Position	Professor	Phone	+64 (06) 356 9099 ext. 85173
Organisation	Institute of Vet, Animal & Biomedical Sciences. Massey University		
Address	Institute of Vet, Animal & Biomedical Sciences		
		Email	K.J.Stafford@massey.ac.nz
Country	New Zealand		

Summary

Kevin Stafford is a veterinarian with an interest in animal behaviour and welfare. He is author or co-author of several books, including The welfare of dogs and The sciences of animal welfare. Kevin is able to provide extensive knowledge on the welfare of dogs from a scientific viewpoint. He is interested in hearing more about the project and ascertaining how he can contribute. Kevin Stafford's resume is attached as Appendix B.

Correspondence

Resume of Professor Kevin Stafford MVB MSc PhD FRCVS FANZCVSc

I am a veterinarian (qualified in University College Dublin in 1976) with specialist interests in animal welfare and behaviour. I am a Professor in Veterinary Ethology at the Institute of Veterinary Animal and Biomedical Sciences, Massey University, Palmerson North, New Zealand. I am a registered specialist in Animal Behaviour with the New Zealand Veterinary Council and am a Member of the Australia New Zealand College of Veterinary Scientists in Animal Behaviour. I am a fellow of the Australia New Zealand College of Veterinary Scientists in animal welfare and also have a Fellowship from the Royal College of Veterinary Surgeons in London for my work on cattle welfare. My areas of research include animal behaviour and welfare. I teach canine behaviour and welfare to veterinary students and have done so for more than 20 years at the Institute of Veterinary Animal and Biomedical Sciences, Massey University, Palmerson North, New Zealand. My research outputs include more than 200 refereed papers in animal welfare and behaviour, many book chapters and conference papers and three books (Welfare of the Dog; The sciences of animal welfare; Animal Welfare in New Zealand). I was invited to write the Welfare of Dogs book and it is the standard and only textbook on the subject. I have had masters and PhD students who researched various aspects of canine welfare and behaviour including barking as a social problem, guide dog wastage, the use of dogs in conservation, cognition in dogs, human attitudes towards dogs, dogs and sheep interactions, police dogs, canine aggression , therapy of dogs with behaviour problems and others. I am at present writing a chapter for a



book on pet welfare on the subject of dog welfare with Nicola Rooney from Bristol University. I am also developing a major research project on human and dog interactions with scientists at the University of Melbourne. I have assisted students investigating the welfare of working dogs in New Zealand. I farm and use working dogs. I have been the behaviour advisor to the New Zealand Police Dog unit and the Guide Dog organisation. I am recognised nationally and internationally as being an 'expert' in canine behaviour and welfare. I am knowledgeable in the field of canine housing and the impact of environmental conditions on animal welfare. My knowledge of product development is limited but I have helped with the launching of drugs and pheromones for modifying animal (including canine) behaviour. My knowledge of the pet care market is limited to that which involves with my small animal behaviour clinical work and general veterinary products. My publications can be easily viewed through the Massey University website or through Google Science.

---

From: Globalexpert [mailto:Globalexpert@callaghaninnovation.govt.nz]  
Sent: Friday, 18 July 2014 11:23 a.m.  
To: Stafford, Kevin  
Subject: RE: Search for Market Expertise in Canine Welfare Products

Dear Professor Stafford,

Thank you for your attention to our request and for the referral to your book 'The welfare of dogs'.

We are a connection service, through a New Zealand crown entity. To add value to our client through connecting to you, we like to provide our client with detailed information on your capabilities and previous experience in this field. Would you please be able to provide me with a resume/ profile/ capability statement that we could forward to our client?

Feel free to call/ email Nitika Sharma if you have further questions.

Kind Regards,  
Diana

---

From: Stafford, Kevin [mailto:K.J.Stafford@massey.ac.nz]  
Sent: Friday, 18 July 2014 10:34 a.m.  
Cc: Globalexpert  
Subject: FW: Search for Market Expertise in Canine Welfare Products

Nikita

I am a bit of an 'expert' on canine welfare. My book 'The welfare of the dog' is a standard text on the subject and I have done research and taught the topic to vet students for years

Kevin

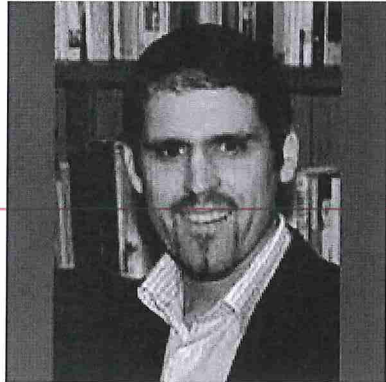


Appendices

Appendix A	Nick Cave Profile
Appendix B	Prof. Kevin Stafford Resume

**APPENDIX A   Nick Cave Profile**

## Mr Nick Cave DipACVN, PhD, MVSc, BVSc



### *Senior Lecturer in Small Animal Medicine*

Institute of Vet, Animal & Biomedical Sciences

Telephone: +64 (06) 356 9099 ext. 85128

Email: [N.J.Cave@massey.ac.nz](mailto:N.J.Cave@massey.ac.nz)

### **Other contact details**

Room Feline Unit, IVABS, Turitea

Ph: 64 6 3505329

### *Professional Biography*

Nick Cave graduated from Massey University (NZ) in 1990 with a BVSc, and worked in general practice for 6 years until 1997, when he returned to Massey for a residency in small animal internal medicine, and attained membership in the Australasian College of Veterinary Scientists by examination. He graduated with a Masters in Veterinary Science in 2000, entitled "The nutritional management of food hypersensitivity in dogs and cats: an assessment of a protein hydrolysate". In 2004 he moved to the University of California, Davis, where he attained a PhD in nutrition and immunology, with his thesis entitled "The role of estrogen in controlling food intake, and the efficacy and immunological effects of genistein as a surrogate estrogen, in cats following gonadectomy." At the same time, he completed a residency in small animal clinical nutrition, and became a diplomate in the American College of Veterinary Nutrition by examination in 2004. In late 2005, he returned to Massey University as senior lecturer in small animal medicine and nutrition. He has authored more than 30 peer-reviewed publications, is on the editorial board for the Veterinary Quarterly and Veterinary Education International, and has authored chapters in several international veterinary textbooks. He is a founding member of the WSAVA Nutritional Guidelines Committee.

### *Qualifications*

- Diplomat of the American College of Veterinary Nutrition - American College of Veterinary Nutrition (2004)
- Doctor of Philosophy - University of California, Davis (2010)
- Master of Veterinary Science - Massey University (2001)
- Bachelor of veterinary science - Massey University (1990)

### *Other Links*

<http://workingdogs.massey.ac.nz/>





**Professor Kevin Stafford MVB MSc PhD FRCVS FANZCVSc**

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## Trade Mark Compliance Report

1	<b>Case contact:</b> Rosie Todhunter 112 Main Street Methven Methven Methven 7730 New Zealand
2	<b>Your reference:</b> The Thermo Kennel
3	<b>Date of the notification:</b> 26 June 2014
4	<b>Number of the trade mark application:</b> 999720
5	<b>Representation of the mark:</b> The Thermo Kennel
6	<b>Name of the applicant:</b> Rosie Todhunter
7	<b>Information about the process:</b>  <b><u>Your application has been examined</u></b> We have examined your trade mark application of 16 June 2014 in accordance with the Trade Marks Act 2002 ("the Act") and the Trade Marks Regulations 2003 ("the Regulations"). We cannot accept your application for the reasons set out in this report.  <b><u>Responding to this report</u></b> You may respond in writing to this compliance report. To respond, log in to your account at <a href="http://www.iponz.govt.nz">www.iponz.govt.nz</a> . From your <i>Inbox</i> select the <i>Respond to TM Compliance Report</i> task for application 999720, then upload an <i>Objection Response</i> document that addresses all of the issues in this report. Some objections may also require you to request a change to your application via the <i>Maintain a Trade Mark</i> and/or <i>Maintain Client</i> options.  Your response will only be complete when the <i>Respond to TM Compliance Report</i> task for application 999720 is no longer in your <i>Inbox</i> .  <b><u>Timeframe for responding</u></b> You must upload an " <i>Objection Response</i> " by <b>16 June 2015</b> or we will treat your application as abandoned.
8	<b>Reasons your application cannot be accepted:</b>

Distinctiveness

Section 18(1)(b) – Mark is not distinctive

Objection:	<p>The Commissioner must not register a trade mark that has no distinctive character. A trade mark has no distinctive character if it cannot serve the essential function of a trade mark which is to distinguish your goods and/or services from those of other traders.</p> <p>Our research indicates THERMO KENNEL is a name given to dog kennel products that are thermally insulated. See attached examples.</p> <p>We consider that other traders are likely, in the ordinary course of their business and without improper motive, to want to use your mark, or some mark resembling it, in relation to the promotion of their own goods or services.</p>
Goods and/or services:	<p>This objection relates to all goods/services in the application.</p>
Potential actions:	<p>You can make submissions on this issue in your <i>Objection Response</i>.</p> <p><b>AND/OR</b></p> <p>You can provide evidence showing that your mark has acquired a distinctive character. Include this in your <i>Objection Response</i>.</p>

9 Signature of the Office:

Intellectual Property Office of New Zealand



Amelia Knight  
Trade Mark Examiner  
DDI: +64 4 978 3637  
For the Commissioner of Trade Marks





Premier Animal Housing Ltd

May 6 · 🌐

Premier 21st Century Thermo Kennels & Catteries (29 photos)

LIKE & SHARE this Album and be one of 2 winners in our FREE competition to WIN a Thermo Kennel and run!!!!!!

Here is a selection of some of our various work this year in our range of Premier Thermo Kennels. You will see that many jobs we d... See More



Like · Comment · Share

👍 953

💬 428

📄 661 Shares

Recent

2013

2012

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**APP** Animal Pens and Panels  
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**Dog Kennel Accessories...**

## Dog Kennels

### Thermal Insulated Kennels

Our Thermo Kennel single and multi block systems are an ideal choice for loving dog owners, Professional Breeders, Commercial Boarding, Police Dog, Army Dogs, Gun Dogs and isolation units

The sleeping compartment of the dog kennels is manufactured using an insulated sandwich composite panels which consists of 2 outer strong plastic skins, anti-bacterial, easy to clean and dries in seconds. The thermo insulated panels to the kennel ensures your dog is kept in the ideal conditions warm in the winter months and cool in the summer months.

Our Single Thermo Unit 1500 x 1500 x 2.0m High has internal main door that can be place at the rear if required, has a pop-hole with sliding hatch operated via a pulley and line system from outside of the kennel area. raised kennel floor, anti-slip and washable as a standard feature. Sliding window in the door is optional extra.

The Thermo units panels are capped in aluminium for strength, giving a smooth flat anti-chew surface.



<http://www.germanshepherdrescue.co.uk/petsathome-support-adoption-for-pets.html>

All four kennels are thermal lined so they will be wann in winter and cool in summer. The only thing we need to get done now is run a power supply so that we have heating and lighting.

**Thermokennel**



We originally planned to purchase 6 of these and fix them together as a modular block. Fortunately we only purchased one which has proved disappointing. It is our opinion that these Thermokennels are not value for money and they look like a public toilet. The decision therefore was made to go for the thermal lined block above, purchased from Duchy Farm Kennels which we are very pleased with.





# innovative work continued by grand-daughter

NEWMAN

deas born in her grandfa-  
-ahoura farm shed, Meth-  
-osie Todhunter is mak-  
-me for herself as a rural  
s entrepreneur.

years ago she launched  
er Crook on to the market  
ay the product her grand-  
-ony Prentice developed  
mother sold for pocket  
is sold internationally.  
t't think she was that keen  
dea but she sold them one  
e, probably to be a good  
r. That must have been  
soul-destroying," Rosie

iginal was made entirely  
etal, but today's version  
lastic moulded catch and  
ok.

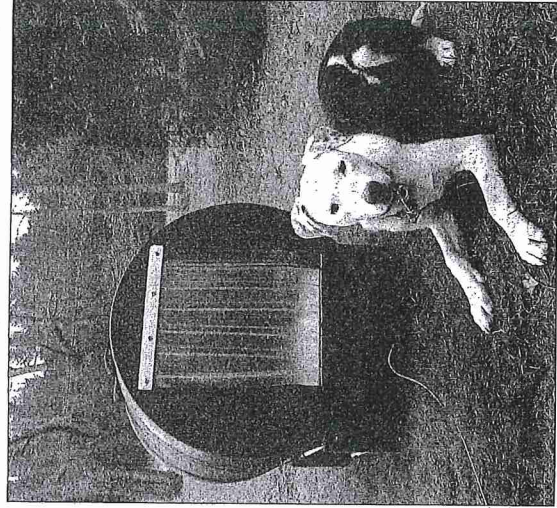
ook over the crook busi-  
out four years ago and  
from farm shed to the in-  
nal market with orders  
into the manufacturer  
rihutor by the hundred.

business is ticking along  
nd Rosie has now turned  
ntion to developing an-  
her grandfather's ideas,  
nsulated kennel for dogs  
warm in winter and cool  
er.

dogs for decades have  
y had a raw deal when  
ne to accommodation,  
Thermo Kennel should  
all that she said.

always had this kennel at-  
t of my mind and won-  
I could make it work."  
id her grandfather's pro-  
nult and took it to this.  
ystery Creek field days

on the market by the end of this



**Above - Living high and dry, Snig is helping his owners break new ground, living in a snug Thermo Kennel designed to keep dogs warm in winter and cool in summer.**

**Right - Entrepreneur, inventor and ambassador for youth ag-  
ricultural programmes, Rosie Todhunter with the locking and  
immobilising Super Crook she's developed using her grandfa-  
ther's design.**

PHOTO TETSURO MATSUKI 2807/14-TM-178

It was an instant hit and earned  
her a Grass Roots runner-up  
award.

It might have earned high  
praise, but to Rosie the kennel  
still needed work and modifi-  
cation. That's happening now and  
she hopes to have the product  
on the market by the end of this

year.  
Dougal Lamont has come on  
board, helping get the kennel  
moulding and insulation layers  
right, and that's resulting in a  
product that's a far cry from the  
44-gallon drum with foam and  
plastic lining her grandfather  
created, Rosie said.

"He just welded it up, out a  
door and put a flap on."

Rosie's version is much more  
sophisticated and after showcas-  
ing the kennel at Mystery Creek  
she has more than 60 orders in  
the pipeline once production  
starts. And getting the kennel  
launched won't be the end of the

dog accommodation business, but  
she's keeping her future plans,  
versions and variations under  
wraps.

Like any business idea, the ken-  
nel is absorbing plenty of cash,  
and Rosie isn't ruling out look-  
ing for investors to help fund the  
fledgling business.

"I'm not counting my chickens  
on this one yet, but I do feel good  
about it."

"The key will be getting them  
made so they're affordable, but  
so I can also make money from  
them."

And she's also receiving advice  
and mentoring along the way.

Grow Mid Canterbury has  
helped access funding and educa-  
tion and secured her a place on a  
high achievers' business growth  
programme. That assistance has  
been invaluable, Rosie said.

Over the coming months she  
knows she'll have her hands full  
perfecting the Thermo Kennel,  
she said.



but said she stops occasionally  
and thinks how lucky she was to  
have had such an entrepreneurial  
grandfather.

"The crooks and the kennels  
were his ideas and I guess I'm  
capturing his cool concepts and  
developing them."

Both businesses, however, will  
always be more than just great  
business ideas, they'll also be  
the funding foundation for Rosie  
and fiancé Gavin Dowling when  
it comes to realising their farm-  
ownership dream.

The two businesses also have  
to take second place for Rosie  
to her fulltime job as YFC Get  
Ahead project leader, a pro-  
gramme designed to encourage  
young people to become involved  
in the agricultural sector and  
look at options for making a ca-  
reer in the industry.

She believes there is no real un-  
derstanding among many young-  
sters of the options and opportu-  
nities in agriculture.

Dairying was doing a good  
job of encouraging people into  
the industry, but sheep and beef  
was about to catch up with a new  
stepping stone programme being  
developed, Rosie said.

"Hopefully in sheep and beef  
we'll see more things like equity  
partnerships coming up. Dairy-  
ing is doing it so it's really a  
mindset thing."

She's passionate about farm-  
ing and she's passionate about  
encouraging young people to  
consider it as a good career path,  
whether that's at the grass roots  
level or in agri-business.

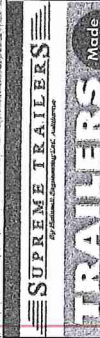
The opportunities are endless,  
she said.

## AG CONTRACTORS



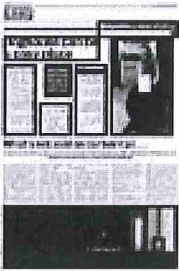
Your local

Down To Earth Advice  
MOUNTAINVIEW  
ACCOMMODATION









THE INNOVATORS with DEAN TAYLOR



# Doghouse can be a cosy place

First-time inventor Rose Todhunter (pictured) went to National Fielddays with a concept for a new type of dog kennel inspired by her late grandfather, Tony Prentice.

The Thermo Kennel is designed to keep dogs warm in winter and cool in summer. It earned a merit award.

Her invention is based on a design Rosie's grandfather made 20 years ago — a double-skinned, insulated dog kennel.

Rosie says it is basically a chilly bin — two skins insulated with 30mm of polystyrene and a polyvinyl chloride door (that's the flash name for PVC strips used on walk-in freezers and coolstores).

Rosie lives on High Peak Station in Canterbury's Rakaia Gorge and works for New Zealand Young Farmers as project leader for the Get Ahead Programme.

She says people assume she made it for her dogs because she lives in a cold climate, but she

has only a pet dog — although her fiancé has a team of working dogs.

And, she adds, an important aspect is also keeping dogs cool in summer.

She says the obvious benefit is better rested dogs, but there is a cost benefit as well.

"In winter, dogs aren't using a lot of energy trying to stay warm, therefore they need less food," says Rosie.

The same applies to a lesser

extent to dogs trying to get cool in summer.

The kennel isn't on the market yet, but Rosie reckons she could have sold plenty as she had nothing but positive feedback about the invention. She has 65 people ready to buy when the product comes on the market.

Rosie says the benefits of being at Fielddays included meeting people with knowledge about production and distribution.

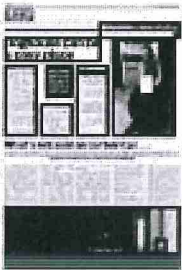
She has a couple of leads to follow and hopes to have the kennels out there this year.

She is aiming for a \$500 price tag, putting her product right in the middle of the existing market.

Rosie also got advice from farmers, and the production model will be bigger than the prototype and able to be used with a run.

**DOGGONE IT:** Rose Todhunter.

**ROSE TODHUNTER  
SAYS THE OBVIOUS  
BENEFIT IS BETTER  
RESTED DOGS, BUT  
THERE IS A COST  
BENEFIT AS WELL.**



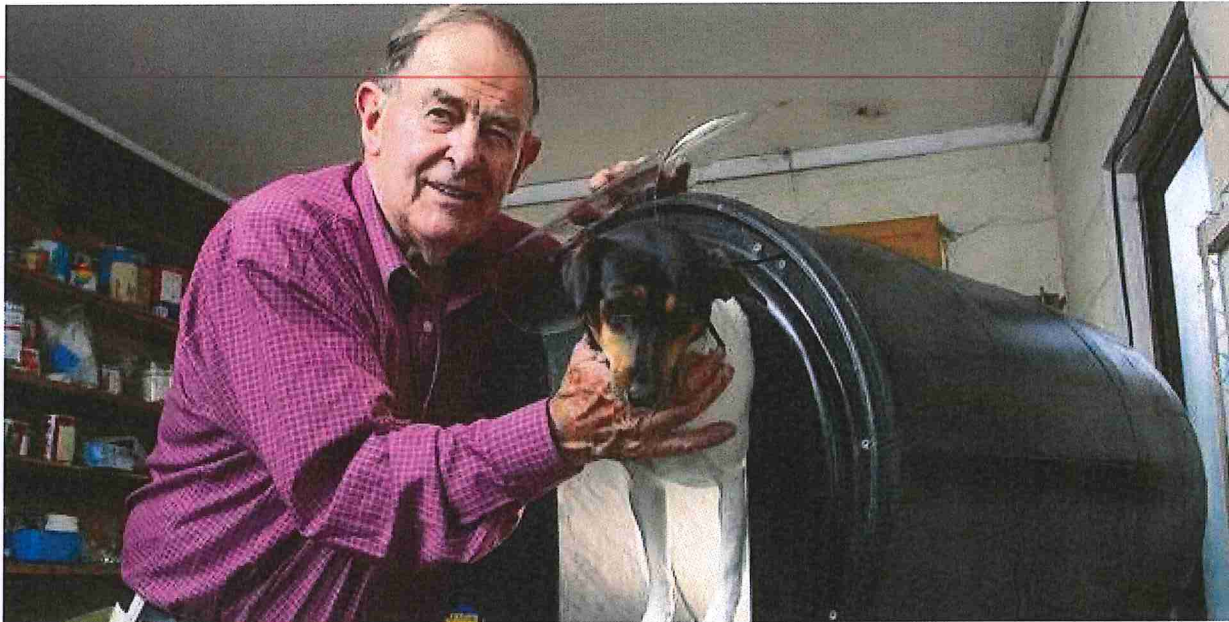
Wairarapa Times Age, Masterton Wairarapa  
26 Jun 2014, by Dean Taylor  
General News, page 20 - 345.00 cm²  
Provincial - circulation 5,812 (MTWTF--)





## Doghouse can be a cosy place

By Dean Taylor



Rose Todhunter was inspired by her late grandfather, Tony Prentice.

First-time inventor Rose Todhunter (pictured) went to National Fieldays with a concept for a new type of dog kennel inspired by her late grandfather, Tony Prentice.

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She is aiming for a \$500 price tag, putting her product right in the middle of the existing market.

Rosie also got advice from farmers, and the production model will be bigger than the prototype and able to be used with a run.



# A doghouse can be a cosy place, according to Rosie

## GADGETS



with  
DEAN TAYLOR

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**HER INVENTION IS BASED ON  
A DESIGN ROSIE'S  
GRANDFATHER MADE  
20 YEARS AGO  
— A DOUBLE-SKINNED  
INSULATED DOG KENNEL**



**DOGGONE IT:** Rose Todhunter.



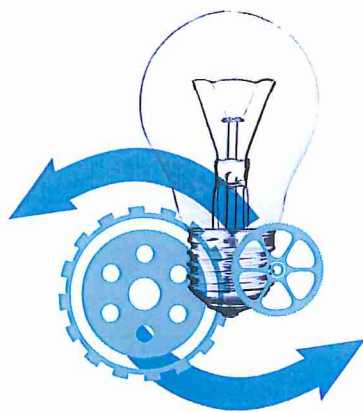


# Fieldays<sup>NZ</sup> Innovations Award

Grassroots Merit Award

**Rosie Todhunter**

**The Thermo Kennel**



PRESIDENT: WARWICK ROBERTS

CHAIRMAN: PETER NUMAN

Two handwritten signatures in black ink. The first signature is on the left, and the second is on the right.

Fieldays | 11-14 June 2014

