



Fill it. Throw it.
Get results.

tug
-e-
nuff[®]
Dog Gear

Your complete guide to
The Clam

HOW TO USE IT, LOOK AFTER IT, PLAY WITH IT - AND GET AWESOME RESULTS

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YAY! new toys!



Happy
playing

Here it is!

Your very own Tug-E-Nuff Clam!

With The Clam in your toolkit,
teaching new tricks and
behaviours will be a breeze.

Exciting,
right!?

Before you get stuck in, we
wanted to walk you through
how to use **The Clam** to get
awesome results.

In this handy guide, you'll also
find advice on taking care of
your Clam and ideas for how
to play with it.

How to take care of The Clam

The Clam is designed to provide many hours of rewarding play. To help maximise its longevity, here are a few things you can do...

Keep The Clam for supervised play only.

Don't let your dog chew it or play with it alone. When you've finished playing with it, pop it out of reach (this helps maintain its magical motivational powers as a high value reward, too!)

Your Clam will get dirty - and that's OK!

You can pop it in the washing machine from time to time - but use a cool cycle and wash separately as colours can run. Always let it air dry.

Occasionally, brush the hook and loop fastening to remove any debris (an old toothbrush works well for this!).



How to Get Started with The Clam

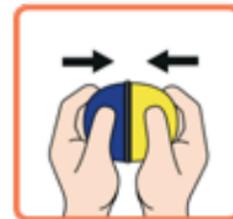
The Clam is our most popular toy ever. We've seen thousands of times over the transformational effect it has on dogs of all breeds, from all backgrounds.

But before the results start rolling in, there's a little bit of work to do.

Follow our steps and you'll be celebrating in no time...

Step 1. Introduce The Clam

Pull the 'shells' of The Clam apart to open it. Pop one or two treats inside. Then, with The Clam still open and in your hands, invite your dog to come and take the treats.



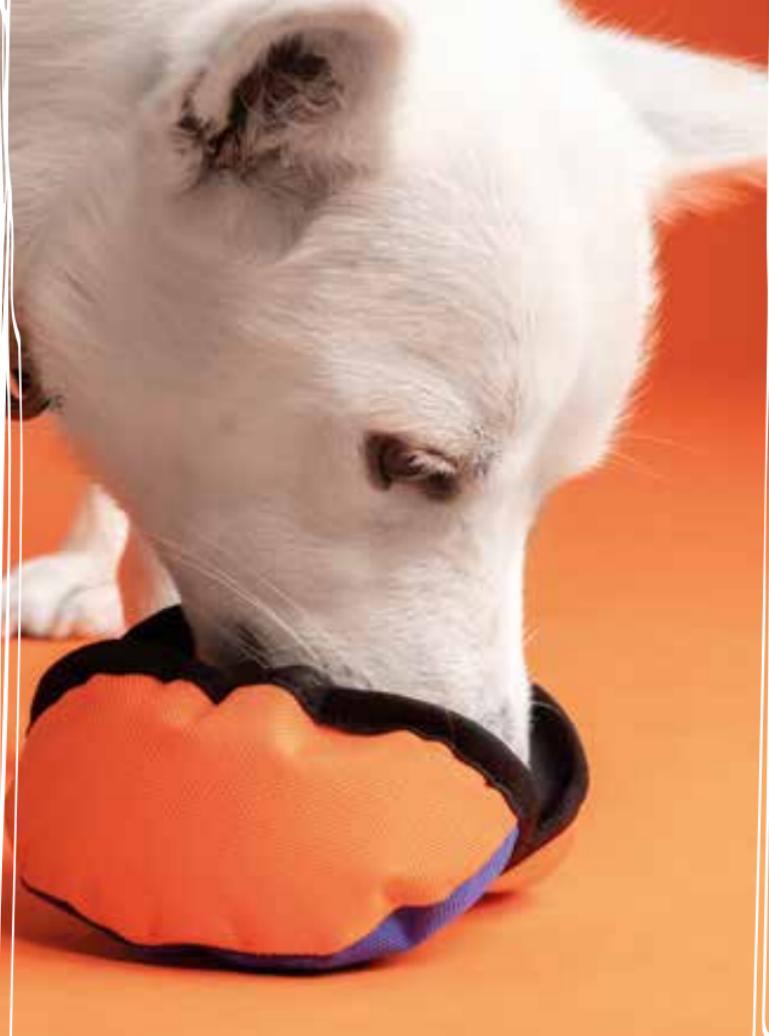
Step 2. Let them open it



The Clam is cleverly designed so that your dog can easily open it themselves - and get their own instant reward from a distance. No more waiting for you to catch up!

So for the next step, re-fill The Clam then close it and invite your dog to come and get the treat.

While keeping The Clam in your hands, let them spend some time sniffing and working out how to open it. Resist helping them if you can!



Step 3. Open it on the floor



Re-fill and close The Clam, then place it on the floor near your feet before inviting your dog to open it and get their reward.

It's important throughout this process that your dog is focussed only on the treats that are inside The Clam - so keep any other treats you have on you well hidden!

Once your dog can confidently do this step without assistance, they are ready to start using The Clam from more of a distance.



Step 4.

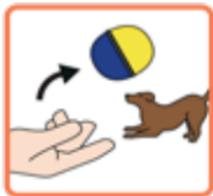


Introduce some distance

Load The Clam as in previous steps but then ask your dog to wait (or hold them back). Throw The Clam a short distance (a few feet) in front of you, then release your dog.

They should race to The Clam to help themselves their treat inside. If they don't race to it, try again, but shorten the distance.

Build up slowly and avoid helping your dog. It's important they work these steps out for themselves.



Step 5.



Do the 'Training Ready' Test

It's time to see if your dog is ready to train with The Clam.

Try asking for a 'stay' (or restraining them), then throwing The Clam a few metres ahead before releasing them.

If your dog runs straight to it and gets their own reward, they have successfully mastered The Clam and you can start using it as a motivational training aid.

If your dog hesitates or seems unsure, you need to try the previous steps again. Be patient, take a break and always keep things positive.

Please note:

These steps are a guide only and may need to be repeated more than once. We recommend making sure your dog is completely confident with each step before you move on.





5 Fun Ways to play with your Clam

We originally created The Clam as a way to reward your dog instantly from a distance, but here are five other clever ways our customers love to use it... *...give them a try*



Hide & Seek

Hide and seek is an easy, low-impact, enriching game you can enjoy at home.

Fill your Clam with delicious treats (the smellier the better - we like dried sprats or our Grain-Free Fish Treats for this) and then hide it for your dog to find.

Start off easy. Hide The Clam under a cushion on your living room floor and heap praise when your dog discovers it. Gradually work on hiding the Clam in trickier places. Always keep it positive and follow your dog's lead.



Confidence builder

New, unfamiliar sounds can be troubling for some dogs, especially puppies and rescue dogs.

To add novelty and build your dog's confidence around 'new' noises, fill a box with 'noisy' materials. These could include crumpled paper, empty containers filled with pebbles, empty milk cartons and left over plastic packaging.

Then hide a filled Clam in the box and encourage your dog to find it.

This fun activity can help your dog adapt well to unfamiliar situations and build confidence.

Want our unmissable training tips in your inbox every week?



Play Fetch

Playing 'fetch' doesn't come automatically to all dogs - and The Clam is a great tool for teaching it.

Show your dog that you are putting a yummy treat inside and let them have a sniff. Throw it a short distance and call them back to you.

When they get to you, let them open The Clam and enjoy the treats inside (it's also ok if they already know how The Clam works and they help themselves to the treats before getting to you).

In time, they will learn that they need to bring The Clam back to you to get it refilled. Adding in a verbal 'fetch' or 'bring it' cue can help when it comes time to try fetch with a ball or tug toy.



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Enrich mealtimes

According to enrichment experts, just 20 minutes of sniffing is equivalent in terms of stimulation to an hour's walk. The Clam offers a fantastic way to add sniffing enrichment to everyday mealtimes.

Start by hiding The Clam in easy-to-find places (as described for hide and seek, above) and work up to more difficult challenges.



Trick training

The Clam is a powerful motivational aid that can help you nail new tricks in record time when you use it as a jackpot reward.

After building value into The Clam by following the steps outlined in this guide, you can simply fill it and throw it for your dog when they successfully learn part of a new routine.

It's more exciting than just offering a treat and it's a great way to positively reinforce their behaviour.



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*it's
play time*

Got questions?

Our dog-mad team is always happy to help. Drop us a line on

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