

Press Information

Date: July 28, 2009 - For immediate release

For further information/Buff® headwear samples please contact Sarah Gowans on sarah@buffwear.co.uk

Buffera launches Dog Buff®



It seems every dog must have its day and bowing to the repeated requests from wearers of Buff® multifunctional headwear, Buffera have commissioned a brand new product line, Dog Buff®.



Presented on a stylish bone shaped header card Dog Buff® will feature a retro-reflective stripe of 3M Scotchlite® on either side for visibility in low light levels and the product will be made from the same easy care polyester microfibre as the 'human' version.

Initially consumers will have a choice of just two designs (see above) but it is hoped the collection will extend as popularity and awareness of Dog Buff® increases.

Sarah Gowans of Buffera said "Our initial market research has been very positive; we already knew that many of our consumers would buy one item of Buff® headwear for themselves and another for their dog but when we suggested a specific product we were overwhelmed with the response. Consumers and some of our retailers have

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Buffera Ltd

13 Devonshire Business Centre, Cranborne Road, Potters Bar, Herts EN6 3JR

Tel: 01707 852244 Fax: 01707 852246 Email: sales@buffwear.co.uk

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guided us on designs and the vast majority wanted the Scotchlite® safety feature included too. Many also sent us pictures of their dogs wearing a Buff®

Dog Buff® will be available from the end of July RRP £7.50 (trade £3.82 ex VAT) and will be included in the range on show at Glee in September (Hall 5, G53).

Ends



THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR



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