



James Caan's first Dragons' Den investment announces tripling of income

Fit Fur Life was one of the zanier ideas that appeared in BBC TV's Dragons' Den in 2007

Sammy French's revolutionary idea for a canine treadmill caused a lot of sucking of teeth and scratching of heads amongst the Dragon's but James Caan saw something in the idea.

It was James' first investment on the programme and he committed £100,000 in return for a 50% stake in the company.

Since working with James Fit Fur Life has grown its turnover from £137,550 to £391,422 - almost tripling its income in 2 years, and worked with some of the top names in the industry- including gaining endorsement by by legendary American dog-behaviourist Cesar Milan. He is a world famous 'dog whisperer' and took Fit Fur Life machines with him on his recent world tour.

The idea for Fit Fur Life was born when keen dog-trainer Sammy French became ill and couldn't maintain the fitness of her dogs for the forthcoming dog-trail season. She had the idea that a dog treadmill was the perfect solution to the problem.

"I did some drawings and then I approached a human fitness company, and they loved the idea. They produced a machine that I then took round the show circuit," Sammy said.

"I have been stunned by the huge demand for the treadmills," she said. "On a normal walk, dogs stop and cock a leg or have a sniff and they don't bring up their cardiovascular rate. The treadmill actually works the dogs' muscles."

Fit Fur Life treadmills are specifically catered for canine needs. They are supplied in four sizes to suit all breeds, are slow-starting so the dogs don't realise the belt has started moving and are noiseless so that the dogs are unafraid of them.

The machines are so successful with dogs that many customers have reported that their dogs have become addicted to treadmill walking.

Fit Fur Life has a MoD contract for training military dogs and the treadmills are to be sold in

Harrods' new pet department. Sammy is also currently in negotiations with the UK and US's largest pet retailer.

For further information please see www.fitfurlife.com or contact Chrissy.campbell@fitfurlife.com

Links:

www.james-caan.com

www.hamiltonbradshaw.com

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