



Project Overview: Strapel is a new, patent pending pet collar. Unlike traditional woven nylon collars, Strapel is made of flexible urethane with near photographic quality graphics and an embedded NFC chip to help reunited lost pets with their owners. **Rough examples below:**



Design Ideas:

- Patriotic USA (red, white, blue, flag, stars...)
- Hunting (camo, ducks, deer, target, ammo...)
- Eagles, mountains, nature
- Black biker design
- Fishing (trout, fly fishing, lures...)
- Sports collage (football, baseball, basketball...)
- Cowboy (horse, rope, boots, hat, steer...)

Design Parameters: Designs should appeal to a wide audience of male and/or female dog owners, age 20-50.

Size: Submit art 1" x 16" +0.1" bleed (2.5cm x 40cm + 0.3cm bleed) Adobe Illustrator/Photoshop compatible, CMYK, vector or high-res bitmap.

Project Contact: markwest@vonwest.com