

bld

BOLDLEADDESIGNS.COM



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Innovative solutions for human-dog interactions.

HIGHEST QUALITY DOG GOODS

Bold Lead Designs is an innovative Colorado company that designs and crafts premium quality dog leads and accessories from only the best leather and materials. Located Aurora, Colorado, our workshop serves clients in all 50 US states and over 42 countries worldwide.

Bold Lead Designs was born in 2008 to provide well-designed, top quality, handcrafted leather dog accessories for dog handlers who desired something better than the disappointing, off-the-shelf options. New designs are continuously in development in direct response to what our customers require.

We sell our products direct to customers, wholesale to independent retailers and offer private label design services for specialty shops and canine professionals.

AWARDS & RECOGNITION

- Pet Age Women of Influence, Katrina Boldry honorably receives a top honor for women in the pet industry for her solid reputation based on experience, integrity and leadership and has a proven track record of accomplishments. 2016
- Pet Age 40 Under 40, Katrina Boldry has been selected as a Pet Age 40 Under 40 winner. The awards honors the up-and-coming pet industry leaders. 2015
- Aurora Business Recognition Awards winner. Bold Lead Designs, LLC has been recognized for its contribution to the City of Aurora's economic vitality. 2015
- Business Excellence Award, Colorado Lending Source. 2015
- Named one of Denver's Customer Service All Stars, Top of The Town 2015, by 5280 Magazine
- Martha Stewart's American Made Awards style finalist. 2014

Katrina Boldry

OWNER, CREATOR, & FOUNDER



Katrina Boldry is the founder, owner & designer of Bold Lead Designs (BLD) in Colorado. Katrina's story begins when trying to find a replacement for an old leather guide dog leash she received while raising a Guide Dog puppy. "I couldn't find a leash I liked," she explains. "There was nothing out there that had all the features and functions I wanted."

Being a creative problem solver and an artist at heart, Katrina decided to craft the perfect dog leash. The result was so unique, all her friends and neighbors wanted one too!

Bold Lead Designs emerged in 2008 to provide well-designed, top-quality, handcrafted leather dog leashes to dog handlers who desired something better than the typical, disappointing, off-the-shelf options. (Continued)



Over time, new products were designed in direct response to what customers were telling her they needed but could not find. Katrina's designs provide solutions to the dog equipment dilemmas of pet owners, canine professionals, and service dog handlers worldwide. Katrina says "a dog lead or harness isn't just a tether; it's a line of communication that can enhance the human-animal bond. Bold Lead Designs doesn't simply make dog gear; rather we offer solutions to improve our client's daily lives."

With a background in the arts, and a previous career as a professional photographer, Katrina is a self-taught craftswoman who learned her trade by determination and old fashioned trial and error. She sought business training and resources to create and grow her concept into a viable company from The Women's Business Center at Mi Casa Resource Center in Denver (an affiliate of the Small Business Administration). This guidance has proved to be invaluable, and Katrina gratefully acknowledges every peer, counselor, and professional who has helped her grow Bold Lead Designs into what it is today: a company known and respected as much for its compassion as for the thoughtfulness and durability of its products.

Her consideration for the needs of her clients has led to the development of many products previously unheard of in the market, including the first wheelchair-friendly dog lead and the sturdiest mobility harness available. Katrina was solopreneur until June of 2013, when she was able to move her workshop out of her home basement and hire her first employees. Katrina has since expanded the business to add new production, customer service, and administration positions. Her team doubled from 4 in 2016 to 8 full-time positions in 2017. (Continued)

The business is continually planning for growth and innovation in response to the needs of her extraordinarily loyal customer base.

Katrina regularly gives back to the canine community by donating merchandise to animal rescue organizations and service dog training agencies, offering financial support to non-profit organizations, as well as sponsorships for causes that support her niche industry. She speaks frequently at small business training seminars to inspire other entrepreneurs, and she enjoys giving presentations to service dog trainers and sharing her insights about specialty equipment. Katrina is honored to have found success designing and providing equipment that allows service dog handlers to get out and enjoy the world, independently. In her rather limited free time, Katrina enjoys traveling in a retro tear drop camper and visiting museums of all kinds with her spouse. She is also currently training a service dog for mobility assistance to mitigate her progressive health issues.

“*I feel great satisfaction with my career and know I'm making a difference. I am honored to be recognized for my work and contributions to the canine and disabled communities. But I didn't do it alone; every member of my dedicated team, my support network, and amazing clients are a part of the fabric of what makes BLD what it is. With much gratitude, thank you ALL for allowing me to follow my passion and driving me to be better. Now, on to the next design challenge!*”

-Katrina Boldry

2017 Fun Facts

BOLD LEAD DESIGNS BY THE NUMBERS

1... Service Dog in Training to assist BLD's owner.

2... New jobs created.

8... Shop dogs in the BLD family.

8... Highly talented BLD team members.

30... Percent growth rate

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42... Countries worldwide sporting BLD gear.

50... BLD has shipped to every state in the country.

75... Unique BLD designs.

1,375... BLD product variations (SKU's).

1,730... Specialty service dog harnesses custom-made since 2012.

3,000... Square feet of leather workshop paradise.

45,000... Dollars in product and cash donations since 2012.



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2017 Expected Numbers

BLD EXPECTS TO CREATE MORE THAN

BLD Harnesses... **575**

BLD Collars... **1880**

Custom Leashes for Guide Dogs for the Blind... **2500**

Perfect Pace no-pull halters helping make dog walks easier... **4500**

Private label products produced for other brands... **4050**

Dog Leashes... **5280**



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Frequently Asked Questions

Who is Bold Lead Designs (BLD)?

Until 2013 Bold Lead Designs was a solo, woman-owned and operated dog-lifestyle brand. Started in 2008 by Katrina Boldry, Bold Lead Designs LLC, is an industry leader in all-American leather dog equipment; however, their stand out product will always be their pioneering design of the Mobility Support Harness: a special service dog harnesses used by hundreds of people with balance and mobility disabilities across the world. The company has grown into a new 3000 square foot workshop with 8 full-time employees, and has plans for additional growth.

Where can you find Bold Lead Designs' products?

Bold Lead Designs' full line of leashes, collars, and harnesses can be found online under the retail shop section of the company's website. BLD is carried by many pet boutiques and home design retailers worldwide. Bold Lead Designs sells retail direct to customers online, wholesale to independent retailers, and offers small scale private label manufacturing. The company ships its unique products to every state in the country and over 42 countries around the globe. Bold Lead Designs' workshop and showroom in Aurora is open to customers by appointment.

What is BLD known for?

Well-designed, handcrafted, functional leather dog products that are also beautiful! Their personal customer service is the best you'll find anywhere; they really understand the special needs of people with disabilities and the demanding expectations of professional dog handlers, and know how important the safety and comfort of pet dogs are to their families. The company specializes in equipment solutions for people who can't find the right gear elsewhere. Because their materials and craftsmanship is superior, they truly stand behind their work with a lifetime warranty; the best in the industry.

What sets BLD apart?

BLD makes all of their leather products by hand in their Aurora, Colorado workshop from the best quality American leather hides and hardware available. Their designs are unique; BLD fills the gap between what people need for their canine yet can't find elsewhere. Each leather collar, leash, and harness is backed by a lifetime warranty. For those who prefer a vegan option, BLD offers Brahma Soft Grip material for most of their leash and collar designs.

What other products does BLD offer?

Bold Lead Designs offers the Perfect Pace no-pull product line, USA sourced natural treats and chews, leash badges, service dog equipment, and an assortment of fun accessories that complement the durable goods they produce. BLD offers a choice of Brahma Soft-Grip, durable leather-alternative, in addition to its famous bridle and latigo leather.

Will BLD fit my dog?

Collars and leashes come in a variety of lengths, widths and sizes for any size or breed dog. Bold Lead Designs' durable harnesses and specialized training equipment best fits medium and larger breed dogs.

2017 New Products Available:

Chew Resistant Chain and Leather Leads

Chew Resistant Chain and Brahma Leads

Brahma Martingale Collar

Brahma Double D-Ring Collar

Brahma Quick Release Collar

Brahma Connected Control Harness

Super Six Lead

Revised Guide Dog Leads in 3 lengths

New Brahma color options

Light & Narrow Brahma XS Leads

Upcoming Product Release:

Service Dog Vests

Harness Cape convertible vest design

Guide Harness (for the blind)

Wheelchair Pulling Harness

Light Duty Leather Assistance Harness

Leather Walking Harness

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PREMIUM
HANDCRAFTED
COLORADO MADE
QUALITY
DURABLE
HONEST
RELIABLE
INNOVATIVE
CUSTOM
LOCALLY SOURCED
UNIQUE



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