



Static Collars - Get the Facts

Static Stimulation Collars Misconceptions: What pet owners don't know is hurting millions of pets

Every year, millions of pets will go into shelters due to undesirable behavior issues and many are euthanized. This makes many pet lovers uncomfortable, but only about 10 percent of pet owners report their pets are trained. These sobering facts have not driven pet owners to find out how to prevent shelter surrenders due to undesirable behavior issues.

A recent survey of more than 1,000 pet owners, conducted by Wakefield Research, reveals that 60 percent of owners admitted their pets are not trained, and 30 percent of these pets are exhibiting a behavior that the owner considers "bad." Tolerating bad behaviors and letting those behaviors continue leads the pet to understand that the behaviors are acceptable. Over time, it can feel insurmountable to correct the undesirable behavior.

Surprisingly, 86 percent of pet parents that tried static found it effective. With this high success rate, why aren't more pet parents trying static collars instead of surrendering their pets? The answer is a shocking amount of misinformation.



When consumers were asked which of the following facts were true about Static Collars:

97% got 1 or more facts wrong

while

69% got 3 or more facts wrong.

Shock collars and static stimulation products are different

TRUE

"Shock collar" is an outdated term. Modern static stimulation products are designed to give pets an attention-getting signal to help you communicate better with your pet. These training products come in multiple types and levels of stimulation so you can find the one that is just right for your dog.

You shouldn't attach a leash to a static stimulation collar

TRUE

A leash or tie-out puts pressure on the contact points of a static stimulation collar creating discomfort for the pet and can cause Pressure Necrosis. Use a separate collar and leash as needed to maintain control of your pet.





Static Collars - Get the Facts

Static collars can leave electric burns on your pet's neck

FALSE

Static stimulation collars do not produce enough energy to cause a burn. A condition known as Pressure Necrosis can occur when skin becomes irritated from extended wear of any collar. Pressure Necrosis marks may look like burns but are actually pressure ulcers that resemble bed sores. Remove collars from pets every 12 hours to avoid skin irritation.

Most pets can learn from static stimulation that's set at the lowest level

TRUE

The uniqueness of the feel of static stimulation works to give pets a clear signal. It's important to find just the right level that gets the pet's attention. This "just right level" varies for each pet. The feel is similar to a TENS Unit used in physical therapy but uses even less energy. The consistency and immediacy of the stimulation helps pets understanding the desired behavior.

Static is the only stimulation option available

FALSE

Consistency and immediate communication are key to effective training. Electronic pet collars provide immediate and consistent behavior interruption at a distance. Electronic products are available in static, spray, ultrasonic and vibration stimulation types.

Static stimulation is only for dogs

FALSE

Static stimulation products are available to help train dogs and cats; however, static technology is used in a wide variety of applications to help humans and pets alike.



What the experts have to say about static

In my private practice we see many clients that are having inappropriate behavior issues with their canine and feline friends. We have and continue to highly recommend PetSafe® equipment and Invisible Fence® Brand pet containment professionals and equipment to provide appropriate, safe and effective training and support to correct the inappropriate behavior of their pets. This keeps pets at home as happy members of the family.

Peter H. Eeg, DVM

Most pet owners would love to give their dogs more freedom if they knew they could do it safely, and there's really no other system that provides the safety and effectiveness of using a remote training collar. As people become educated about remote training collars, they're finding that they're actually a very gentle, safe and low stress way of training their dog. Remote training collars are so much more efficient than many other training tools. For someone that's looking to get results relatively quickly, learning to use the remote training collar as a communication tool is the way to go.

Robin MacFarlane of That's My Dog



What People Had to Say

What Static Collar Users Had to Say About Their Experience:

We had a beautiful Parsons Jack Russell, Daisy. She started chasing cars (on our country road they are few and far between... until hunting season). We thought about getting the fence then but had mixed feelings about the idea of electric shock collars. She had a litter of 4 pups in November the week of Thanksgiving, a beautiful addition for our holidays. The first Friday of the New Year we lost her as a hunter came speeding through our little road with no care. Left with the 3 pups (one was sold), we were heart broken and promised to not let the pups get hurt. We opted for your system with extra wire as we have a large property (350 acre farm) and could make it as big as we wanted to give these 3 energetic [young dogs] plenty of room to run.... These dogs turned 1 year old this past Thanksgiving. They may not have made it this long if not for the invisible fence and radio collars.

So words cannot express the gratitude and trust our family places in your company's products.

Thank you again, Tami Koletsky

My dog ... pretty much ignores me when I tell him to do something. For us, the beep is mostly all we need. It covers my back yard and if he starts barking, a beep or two lets him know that he needs to stop or that it's time for him to come in. When we go anyplace, I tell him to stay and hit the beep a few times to reinforce. He gets the idea and doesn't try to jump out the door when I open it. I don't really use it as a training method so much as a way to gain some control along with voice commands. He only had to be corrected a couple of times. I wish people

wouldn't call it a "shock" collar because it's a "static" collar, which is really a lot different. Most people picture these like a Taser but that isn't what it is at all. When I see people with prong collars on their stubborn dogs, I think they look cruel and would rather have this any time.

Sue McCartin



I have owned [a wireless pet fence] for about a year now, and I absolutely love this system. It allows my dogs and myself peace of mind, since hound dogs are famous for running, I now have no worries....I will never go without a wireless fence the rest of my life to ensure my dogs happiness.

Cyndey Spike

I have had reservations about using Remote trainer and Static correction products ... after seeing how it would fit on the dog, I decided to give it a try. I AM SO HAPPY THAT I DID! The collar has worked wonders as far as training goes. We have established better communication, and its almost like he understands what I am saying now.

There is no more running or chasing when it's time to come inside, and he can understand the difference between playing and when its time to go inside.

Diane Lynn



I am a professional dog trainer and recently worked with a dog that had terrible barrier frustration and would work at getting out of a crate to the point of injury. Once out, he headed straight to the kitchen where he would open cabinets and make a terrible mess. He lost his home due to this problem, and re-homing him was going to be a major challenge!

I decided to try the wireless indoor fence - it worked instantly and keeps him completely out of the kitchen! He now quietly spends his days lounging comfortably in the living room and doesn't need to be crated when no one is home. Just remember to put his collar on, and set the disc on the floor and he is the perfect dog.

Thanks to this product, we have been able to find a new home for him and know that he will be able to safely be left home alone and won't bounce back into the system!

Kass Goulding



Static Collars - Get the Facts

Could Static Stimulation Collars Provide a “Shocking” Life Saving Solution to Give More Pets Loving Homes?

Survey Reveals:

86% of Pet Owners Found Static Stimulation Helpful in Training

KNOXVILLE, TN (November 13, 2014) – Shock collars, referred to more appropriately by the industry of electronic collar manufacturers as static stimulation collars, have changed significantly over the last 60 years, yet understanding of the value of the product has remained the same. Using a static collar with your dog has been portrayed as a painful device at the worst and as an absolute last resort for pet owners at best. While there are strong and opposing views about the use of static stimulation products within the pet professional community, a recent study conducted by Wakefield Research for Radio Systems® Corporation, the maker of the PetSafe®, Invisible Fence® and SportDOG™ brands, reveals that unfamiliarity and misconceptions of static training products among pet owners are also wide-spread.



The survey of more than 1,000 pet owners reveals 86 percent of pet owners who use static stimulation collars **used them for a pet life-saving purpose** including safely keeping their pet in

the yard. One pet owner, Tami Kolinsky, said, “We thought about getting [an electronic dog] fence but had mixed feelings about the idea of electric shock collars.” After Daisy, their Jack Russell Terrier, was tragically killed by a speeding car, Kolinsky said, “We were heart broken and promised to not let our other three pups get hurt.” Kolinsky used static stimulation products to give the young dogs freedom while keeping them under control and out of traffic. This grateful pet owner has happily reported the dogs are celebrating more birthdays thanks to electronic collars.

Static stimulation is also being used to save pet lives by keeping pets in happy homes. The survey revealed that more than 60 percent of pets are not fully trained and 30 percent are consistently exhibiting an undesirable behavior (such as running away, property damage and/or excessive barking). Undesirable behavior, often a result of lack of training, is the second most common reason that pets are surrendered to shelters. The survey revealed that pet owners using static collars are effectively training pets to reduce behaviors that might otherwise be unmanageable for the owner and could result in a surrendered or lost pet.

The survey responses reveal a number of facts about how well pets are trained, how static stimulation products are viewed and surprising misconceptions about both topics. Among the key findings:

How Well Trained is Your Pet?

Our pets are like children to most of us in more ways than one – we love them and, to be their best care-takers, we need to communicate expectations and boundaries. Yet, many pet owners don’t make training a priority in the care of their pet. 60 percent of pet owners say that their pet is not completely trained. According to Jim Tedford, Director of Animal Welfare Initiatives at PetSafe brand, “Pet owners often joke about our pets training us, but there is a sad truth to the statement. We train ourselves to expect behaviors from our pets. Given the fact that behavior problems result in a large percentage of animals being relinquished to shelters, proactive training can result in lives being saved.”

Resolving Behavior Problems

Using static stimulation to reinforce a recall, stop jumping or barking could free-up owners to take their pets more places which would, in turn, provide exercise and socialization that



Static Collars - Get the Facts

ultimately leads to a more relaxed and well-adjusted pet. These pets also tend to remain in happy homes. The survey also revealed that pet owners would be more likely to take their pets more places if there were better training available to them. Specifically, 92 percent of survey respondents named something they'd be more likely to do with their pet if they were better behaved, such as take their pet to a park (44 percent) or bring their pet to a friend's house (40 percent).

Static Stimulation Misconceptions

So why aren't more pet owners turning to static stimulation products to help train their pets? The survey reveals that tolerance of undesirable behavior, as well as unfamiliarity and misconceptions of static stimulation products, may be primarily to blame. Despite the high percentage of untrained pets, 67 percent of owners claimed their pet doesn't need static stimulation as a training aid to more effectively train their pet.

When asked a series of seven questions about static stimulation products, 69 percent of respondents got three or more facts wrong about the products, and an astounding 97 percent got at least one fact wrong. Unfortunately, these misconceptions have led many pet owners to write off the use of static stimulation collars, and in many cases, training their pets in any form before doing even a little research. 52 percent of pet owners who got at least one fact wrong about static stimulation say that they would only use static stimulation products as a last resort.

In addition to the various misconceptions revealed during the survey, 86 percent of pet owners admitted to just not being familiar with static collars. "These findings reveal that the



majority of pet owners are simply unfamiliar or misinformed when it comes to static stimulation products," said Randy Boyd, President and CEO of Radio Systems Corporation. "We see that while we've been developing innovative products that give owners a safe way to use static stimulation to train their dogs effectively and keep dogs in happy homes, misunderstanding and misinformation

about static stimulation has not moved forward with the technology. This survey shows many pet owners—and their pets—could benefit from the use of certain static products, thus improving their relationship and potentially saving their pet's life."

According to Professional Animal Trainer Robin MacFarlane of That's My Dog!, "The challenge we face is helping pet owners understand that the days of old technology 'shock' are behind us. The modern remote trainer helps dogs learn faster, earn their freedom and provides owners with great peace of mind. I believe remote training collars are one of the most gentle, yet effective training tools we can use to communicate with our dogs."

Not-for-profit organizations such as The Partnership for Electronic Training Technology (PETT) are committed to consumer education and advocate for the safe use of modern electronic training collars. For more facts about static stimulation products, please visit www.pettpartnership.com.



About Radio Systems® Corporation

Headquartered in Knoxville, Tenn., Radio Systems® Corporation (RSC) is the maker of the PetSafe®, Invisible Fence® and SportDOG™ brands. This brand portfolio makes RSC an industry leader in the management of pet behavior, pet training solutions, containment systems, safety and lifestyle product solutions. You'll also find the pet-loving hearts at RSC and its brands giving back to the community by sponsoring dog parks, rescue missions, adoption facilities and dozens of other philanthropic ventures.



Frequently Asked Questions

1 What is Static Stimulation?

Static collars use a very mild, harmless electric stimulation limited to the skin surface that gets your pet's attention. Pets experience a light tingling sensation on their skin that interrupts their current behavior. Static collars or other products are training aids that allow you to redirect and teach your pet effectively and safely.

2 Are static products humane?

Many veterinarians, trainers and animal welfare organizations recommend modern, advanced humane static stimulation products. Electronic collars and other products are completely safe, humane aids to help you train your pet. With any training tool, static or otherwise, if used incorrectly a pet could react negatively. Learn more at <http://www.pettpartnership.com/education/understanding-static/>

3 Is it like a "shock" collar?

"Shock" or "shock collar" are outdated terms that don't apply to modern static collars/products. Static products on the market today are designed with the most advanced technology, with mild levels of adjustable stimulation that only interacts with the skin surface of the pet and a variety of safety features. Most static collars allow pet parents to teach their pet to recognize an audible warning tone that gives the pet the opportunity to choose good behavior without getting a correction.

4 Are static products only used as a last resort, when other methods have failed?

An estimated 50–70 percent of all dog and cat euthanasia in shelters is the result of behavior problems, and many are potentially resolvable. Electronic collars and other static products can help preserve and strengthen bonds between people and their pets. They can help resolve problem behaviors quickly and safely. Other training tools, such as treats or choke chains, may take weeks or months, and may not necessarily be more effective or more humane.

Static products allow pet parents to manage their pets' behavior, teach them manners and discourage unwanted behavior, even off-leash. Training helps pets become better members of the family and better citizens in the community. When used correctly, static products can be used for things such as:

- Teaching basic obedience commands
- Improving communication between pets and people and strengthening relationships
- Allowing pets off-lead freedom
- Improving the unwanted behavior of dogs who might otherwise be surrendered to a shelter
- Training pets to stay safe at home
- Teaching excitable dogs to refrain from jumping on people or knocking over children
- Preventing pets from chasing cars, livestock, people and other animals

5 What types of Static stimulation products are there?

There are several types of static stimulation products available, including:

SAFE CONTAINMENT: Traditional fences can be expensive, pets can dig out or jump over them and they are forbidden in some communities. Wireless and in-ground electronic containment systems are highly effective, low-cost options designed to safely keep pets from straying out of the yard and in or out of areas both in and outside the home.



Frequently Asked Questions

BARK CONTROL: Barking is a normal, natural behavior for dogs, but excessive barking can be a problem. Bark control collars detect barking and give a gentle but effective reminder to stop. Many dogs are able to relax when they understand that when they are wearing the collar, it's time to be quiet.

REMOTE TRAINING: Remote trainers help solve problem behaviors and reinforce commands at a distance. Remote trainers work when the pet wears an electric stimulation collar and the pet parent activates it with a handheld transmitter.

6 How much energy do static collars produce?

The highest level of a static collar creates an 8,000-volt charge. To put it into perspective, consider this: as you slide your feet across the carpet, energy, in the form of electrons, is transferred from the rug to you. Sliding your feet across the carpet will create a charge anywhere from 20,000 to 40,000 volts. Touch a door knob and ZAP! The sensation may hurt because you had a lot of charge (voltage) jumping to an attractive conductor (current). The 8,000 volts of a static collar are a fraction of the 20,000 to 40,000-volt charge you create when you slide your feet across the carpet and touch a door knob and get a zap. Instead of a sharp, painful shock, when a dog receives a static stimulation he feels a controlled, evenly distributed sensation across the surface of the skin; enough to get attention, but too weak to have any physical effect on a dog.

7 Are static stimulation products harmful to pets?

Static stimulation has been proven safe and will not harm your pet. Rumors that electronic collars can cause electrical burns on a pet's neck are completely untrue and impossible. The stimulation does not last long enough, nor is it powerful enough to cause burns. However, a pet's skin can get irritated from wearing any collar for too long. Pressure irritation, and in rare cases necrosis, can leave marks that look like burns but are actually pressure-induced ulcers that resemble bed sores. To prevent pressure necrosis, remove all collars every 12 hours.

8 Can anyone use static stimulation products?

With any form of training, it is important that the individual performing the training be well-informed of proper use of all tools and methodologies. When used correctly, static stimulation products can be very effective training tools. Before beginning use of any training product, carefully read and understand the user guide.

9 Should the collar be used with high or low levels at first?

Proper levels of static stimulation can be described using three simple terms: "too high, too low and just right." While electric stimulation levels in modern collars are safe at all levels, it is important to determine the "just right" level for your pet. Behaviorally-activated products are automatic; some bark collars start at the lowest level automatically and increase as your dog continues to bark until the barking stops. Trainer-operated products (remote trainers) require you to perform a minimum recognition test to find just the right level for your pet. Start at the lowest level and watch your dog carefully for any response. Look for perked ears or a tilted head. If your pet barks or reacts with fear, anxiety or aggression, the level is too high. You just want to get your pet's attention.