

Toklat Picks Up Cavallo

Toklat Originals announced an agreement for distribution of Cavallo Products, such as the Simple Boots, in the United States. All future orders for Cavallo products will be placed through Toklat.

Internet Radio Show Launched

Bit of Britain Saddlery announced the launch of the first horse-related Internet radio show, The Talking Equine Show. Available on the Talking Equine Network (www.talkingequine.com), the program features high profile guests, including top riders, veterinarians, show managers and others. The show can be downloaded to an iPod or MP3 player. John Nunn, president of Bit of Britain, is one of the show's hosts.

SyrVet Expanding

SyrVet Inc. announced the acquisition of the Horse Sense and Pet Sense product lines and trademarks, effective March 29. The Waukee, Iowa-based company is the largest supplier of animal health products for veterinary and farm use worldwide.

SPONSORSHIPS

Donne & Cavalli

High score champions at the Phelps Sports.com Palm Beach Derby CDI Dressage Show received gift baskets from Donne & Cavalli. The company also provided a mobile salon at the event in Loxahatchee, Fla., and offered free mini massages between classes.

Freedom Health

Freedom Health will be the title sponsor of the Succeed World Barrel Racing Championship Derby in Oklahoma City in December. The event is part of the 2007 Barrel Futurities of American World Championship event. The company has contributed \$5,000 to raise the total purse to \$15,000

> IN CONTINUED



Ray Riehl has found a way to overcome the handicap created by his blindness by making leather goods in his shop in Flasher, North Dakota. Contact Ray at: www.raystackshop.com



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...and customers can see the results, it has to be better!

A customer came in the other day and asked me to oil his saddle. I told him I needed to clean it first with a new product that I was using. He said, "Just skip the cleaning and give the saddle a good oiling." I went ahead and applied the Wash and when I wiped the leather with a paper towel his reaction was pure surprise. "Where did all that dirt come from?" He could see the dirt and I could feel the grit that had come from the leather pores. I applied the Restorer and the response was almost immediate. "Wow, look at that, I've never seen this saddle look that good, and there's an emblem I didn't even know existed!" Over the years I have probably used every leather care product on the market... Leather Therapy's Wash and Restorer & Conditioner beat them all hands down! "When I can feel the difference and my customers can see the results, everyone is satisfied."

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