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- Awards
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- Corrections
- Economic Indicators
- Editorial Cartoon
- Events
- ExecStyle
- Leads / Public Records
- Letters to Editor
- Nonprofit Network
- On the Job
- Product Update
- Stepping Out
- Stocks

## CALENDAR

« Jan. 2008 »						
<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

- 1/7/2008 - Goal Setting Workshops
- 1/9/2008 - Public Hearing on the Expanded Transfer of Development Rights Program

Submit an event  
 Register for an BCBR Event

## WEATHER

Boulder, CO  
 39° F  
 Overcast

### BCBR Poll

Should Twenty Ninth Street allow Whole Foods to sublease its Wild Oats space to a

## BCBR ARTICLE

## MARKETPLACE

### Pet Scrubs puts end to cone-headed dogs

By Jennifer Quinn

January 4, 2008 --

ROLLINSVILLE - Pet Scrubs LLC has created a garment to aid in the postoperative recovery period for canines of all shapes and sizes.

The reusable garments keep pets away from the surgery site and replace the traditional cone, which can be awkward and uncomfortable for dogs to wear.

The Naturally Boulder Days 2007 conference awarded Rollinsville-based Pet Scrubs free business counseling for two months - valued at \$1,500 - from the Boulder Innovation Center, or BIC, after the company won the "pitch slam" contest. The conference is for entrepreneurs, marketers, manufacturers and business leaders in natural, organic and sustainable products. Pet Scrubs qualified for the contest because its products are made from organic cotton.

Pet Scrubs began at Simba Ranch Dog Camp in Rollinsville, which is owned by husband and wife Thomas May and Michele Taluba. The process began in 2005 when Taluba came up with the initial concept.

The garments are tailored to fit the canine physique with a stretchy material that will move with the dog and allow it to rest comfortably. The pants are designed for use after surgery on the back leg or knee. Other items available include shirts, booties and full-body suits. The pants will retail from \$10 to \$20, which is comparable to the cost of the cone. The products are manufactured off-site and sent to Pet Scrubs for distribution.

Taluba said she was astounded that the only option for dogs after surgery was the cone. She spent more than a year designing the pants. May and Taluba are the two sole employees at Pet Scrubs.

"We are using Boulder as the beta market for this product in a grassroots movement to let consumer know that there are other options," Taluba said. "A dog's nose is its largest sense, and the cone cuts off their ability to smell. It adds more fear into healing process. With Pet Scrubs the dogs can heal in a more calm and loving environment."

Tim Bour, executive director of the BIC, said its process is aimed at advising companies around any business issues it is experiencing or could experience in the future. BIC is a nonprofit that works to pair local volunteer advisers with businesses in their field of expertise.

"Our adviser network understands what it takes to grow a new business," Bour said. "The types of clients we get may not have all the experience ... to grow a business. We try and fill the gaps with people that have the expertise needed to create a successful business."

sporting goods store?

- Yes, Whole Foods should have some control on what goes into the space.
- No, Twenty Ninth Street should have the final say in what goes into that property.
- I need more information.

[Results](#) | [More polls](#)

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Joe Lavelle, the BIC program manager working directly with Taluba and May, said he is impressed with the duo's business experience and will work with them to further develop their marketing and Web development plan.

"They are experts in taking care of dogs and have created a garment for dogs to protect the wound that is pet and owner friendly," Lavelle said. "It is something that dog owners are interested in. The cone keeps the dog from the wound, but it cannot drink or eat, and the owner's things get knocked over. Pet Scrubs has solved the problem of creating clothing for the back part of dogs that will not fall off."

Lavelle said one large hurdle Pet Scrubs faces is how to get the product to veterinarians or people who need it immediately after surgery is finished.

"We have the design and need to work with BIC to start the sales and marketing plan," May said. "We have done a production run of the pants and need a business plan to create customer awareness as well as a system to take and fulfill orders."

The company plans to sell its pants via the Internet in early 2008.

"I think we will be a super-successful business," May said. "It is hard pressed to find a dog owner who likes to put the cone on their dog, and we have a great alternative."

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### PET SCRUBS PUTS END TO CONE-HEADED DOGS

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**Your Location**

**comment text** (maximum 1000 characters)

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