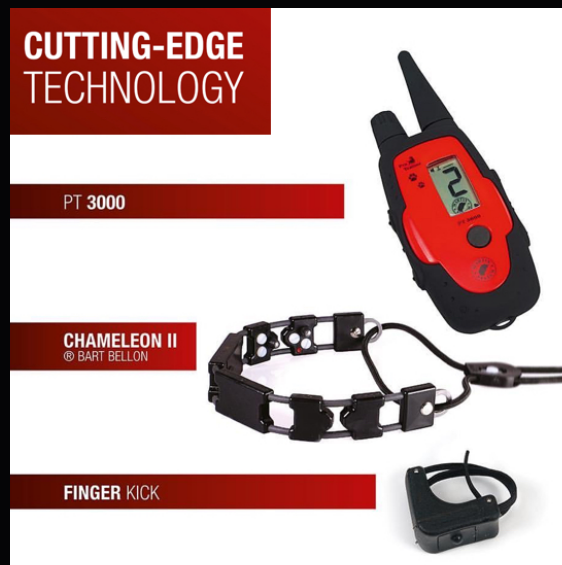


Demystification of collar prices

There is a lot of commotion about pricing of electronic collars. A lot of people are looking purely at a price, and I thought I should try to demystify the fog. I have a little background in the business side and the production side of electronic collars (spanning 30 year). I know a few things about the whole picture: dream, patents, design, R&D, testing production, selling production, marketing, pricing and warranty....

The whole business of electronic collar production is locked by older and newer patents. First model: new companies that come on market and copy existing patents will be kicked out of business! Second model: newcomers who can afford to sell cheap collars just use old patents that are free on the market and therefore they just sell old technology in a new jacket. Third model: The new companies that come with new technology pay patent fees and or licence fees to bring their goods to market. New patents in combination with license fees makes production quite expensive! Because new patents and good production are expensive, most existing companies try to resell you their older technologies because they have been amortised over the years and can be brought to the market on a price point that makes mass consumption feasible.



Now and then they change a little bit the looks or add a ring or a bell. If a company goes for new technology they must go over a large financial investment and must sell that product at a high price. The problem is that the buying managers of the big resale stores (who have never trained a dog in their life) dictate the price and do not accept a higher price from the electronic collar factories. As long as the

price dictates what must be made to be sold, the whole industry will be handcuffed and paralysed. We will be chained to the old fashioned tools of the past. Remember that the bad name for the electronic collar, "Teletakt", refers to technology from the early 1960s. Come on! It is

time to change and to do all the best we can to make and use modern tools that are perfectly politically palatable. Fast food is always cheaper than quality food. Everything has its price, and it is up to you as the consumer and the dog trainer/owner to decide what you want: quality or quantity! Innovation or a new cosmetic makeover of old technology. I will not judge your choice. Don't judge the price of innovation.
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