

Your Phenomenal Puppy Play Guide

from  tug-e-nuff

IN THIS GUIDE, YOU'LL LEARN...

- 1 Why play is so important for puppies
- 2 How to play with your puppy
(& how long for!)
- 3 The dos and don'ts of puppy play
(to save you from mistakes)
- 4 How to find the right toys for your puppy
- 5 3 bonus games your puppy will love

Includes **FREE** printable
Puppy Play  **Checklist**

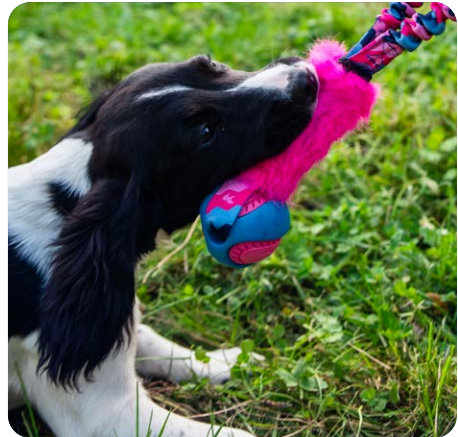


Why is playing with your PuPpy so important?

Play is already an important part of your puppy's life.

Ever since they were two to four weeks old, they'll have been playing with their littermates - and learning essential physical and social life skills.

Now your puppy is part of your family, it's up to you to fulfil your **puppy's need for play.**



There are five BIG reasons why this is so important...

1 Play builds your bond

Spending dedicated quality time playing with your puppy is one of the best things you can do to establish a strong bond from the very start. This bond is the very foundation of your training and of a happy life together, so it's worth putting the effort in.

2 Play becomes a reward

At Tug-E-Nuff, we're big believers that the **ONLY** way to train is by using **positive reinforcement** (*and never any force or punishment*). Play is fun - and playing with your puppy is a good way to establish toys and play as a high value reward. This will ensure your dog has higher motivation for training than if you rely on treats alone.



3 Play teaches essential skills

With a new pup at home, you might be thinking a lot about getting the training basics nailed as early as possible. Using **interactive training** toys designed for puppies is a brilliant way to positively reinforce desired behaviours (*and to distract from unwanted ones!*).

4 Play builds confidence.

Interactive play with your puppy helps them learn about the world around them and grow in confidence. Confident dogs are generally more easy going and adaptable - and more at ease getting out and about with you!



5 Play is enriching

Finding ways to stimulate your puppy and provide them with enriching experiences is part and parcel of dog ownership. It's well known that play with your dog - whether it's a game of straight-forward tug or something more advanced like hide and seek - is a fantastic way to provide your puppy with all the mental stimulation they need.



DISCOVER THE POWER OF PLAY

We know what you're thinking, can play really make that much of a difference?

The simple answer is a resounding **YES!**

Whatever the problem, play is nearly always a part of the solution. Interactive play (especially tug-of-war) has the power to improve training, change behaviour, and build confidence. And that's because it grows your bond - which encourages your dog to WANT to be close to you and listen.

DON'T BELIEVE US?

Here's what thousands of dog owners told us in our **PLAY SURVEY** in 2024...

8/10

owners said Tug-E-Nuff toys had boosted their bond with their dog and **99%** would recommend our toys to a friend.

74%

of owners said Tug-E-Nuff toys are a high value reward for their dog - successfully helping to tackle their biggest training challenges.

(including motivation)

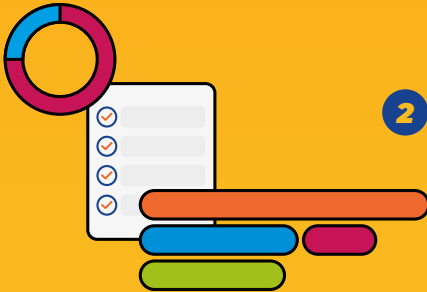
79%

of owner's declare Tug-E-Nuff toys to have a positive impact on their dog's motivation for play and a whopping **88%** say play with Tug-E-Nuff toys makes their dog happy.

3 reasons tug is the answer to boosting optimism...

1 It's The Ultimate Reward.

Tug-E-Nuff toys are so exciting to dogs of all breeds and backgrounds that playing tug quickly becomes a high value reward they are eager to work hard in training for.



2 It's Proven To Boost Results.

A **2017 study** confirms that play actively speeds up learning in dogs helping them remember what they've learned for faster results.



3 It Breeds Positivity.

Experts agree that positive reinforcement is the best way to train all dogs (*punishment-based methods are dangerous and should never be used.*) Play is a fantastic way to positively reinforce and encourage good behaviour as part of your training.

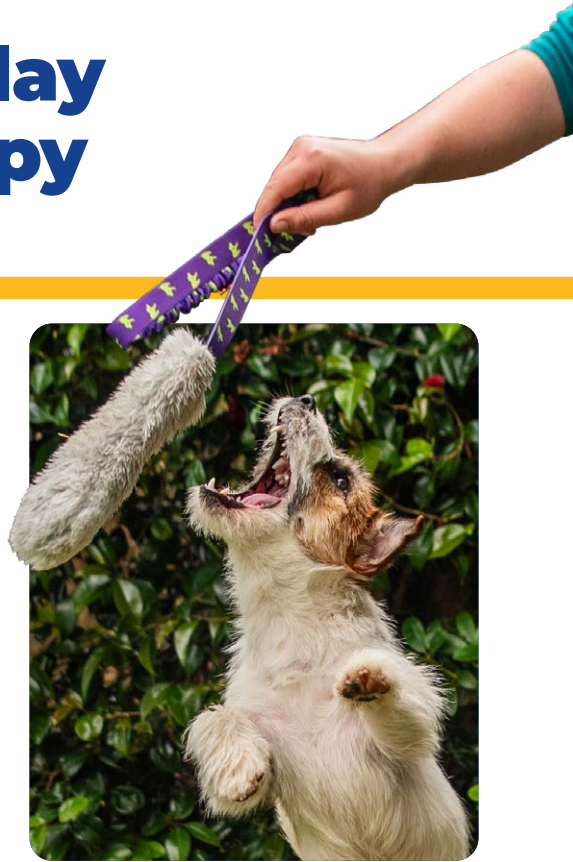
Raise a well mannered **POWER** happy puppy with the **OF PLAY**

How to introduce Play to your Puppy

Puppies are ready to play interactive games like tug and scent games from around eight to 12 weeks of age. Playing tug with your puppy is a brilliant way for them to work off their frustration whilst simultaneously increase your bond and their confidence!

But, puppy teeth are SHARP! So we recommend choosing chaser toys with nice long handles to keep your hands safely away from your pup's mouth. Look for toys that are both long, strong, and durable so they can withstand ample puppy play!

Then start by letting your puppy sniff and explore the texture of the toys, one at a time.



1 Think like prey

Move the toy fast, then slow, then fast again to grab your puppy's attention. When they begin to engage, let them grab on to the bite area of the toy and offer plenty of praise.

Over time, and with lots of encouragement and patience, they will learn to be the perfect tug partner.

2 Follow your puppy's lead

Keep playtime short - just 2-5 minutes at a time is plenty! Always aim to end on a high (and before your pup is too tired!). Follow your puppy's lead - never push them into playing if they don't seem keen and when they lose interest, stop.

Playing is a great way to tire out puppies and help them settle - but more play does not equal more sleep. In fact, playing too much can lead to over-arousal which makes it difficult for your puppy to switch off! That's why it's so important to keep sessions short and to encourage your puppy to rest in their bed once playtime is over.

2-5 minutes
of playtime



3 Tug with puppies is safe

Playing tug with puppies is completely safe (but check with your vet if you have any specific concerns).

Playing tug does not encourage aggressive behaviour in dogs. In fact, teaching safe tug to a puppy is a great

way to channel all the puppy energy and give your pup a positive outlet for their completely natural and normal urge to mouth things.

Learn how to play tug correctly with our **simple seven step guide**.





Dos and Don'ts of Puppy Play

The Do's...

Think like prey



Some dogs immediately 'get' how to play tug, others have to learn - and either is perfectly fine. Try moving your Tug-E-Nuff tuggy like prey, to spark your puppy's interest. Wriggle it fast, then slow, then fast again. This works especially well with our **chaser range of tuggies**, which are designed for maximum animated movement - a brilliant way to capture your pup's undivided attention!

Offer plenty of praise



While your puppy is learning to play tug and choosing to focus on you, it's vital to praise any interest they show in engaging with the toy. Encourage them to grab the bite area and when they do, offer lots of verbal encouragement. You can then start to tug back and forth (*in a side-to-side motion, rather than up and down to prevent strain to your puppy's neck*).

Follow your puppy's lead



Building motivation takes time and effort. Don't push your puppy too hard, or expect too much too soon. Follow their cues on what they like the most, and build on that in short sessions. Regularly introduce new toys to maintain their interest and keep your training toys for best - so they don't lose their value.

Mix up your rewards



During training, sometimes offer a game of tug as a reward, sometimes offer a treat, sometimes offer verbal praise. That way your puppy won't be able to predict what's coming next, which will keep choosing you exciting and interesting!

Dos and Don'ts of Puppy Play

The Don'ts...



Fake it



Your puppy will mirror the energy you bring to your playtime together - but if you fake it, they will know (*trust us!*). Be genuinely enthusiastic - and show your puppy it's OK to relax and have a good time.

Overdo it



Interactive play is highly stimulating - and therefore exhausting. Less than five minutes of play a day can be plenty. Take cues from your dog's behaviour and stop before they've had enough. Always end a game of tug on a high.

Let your dog chew the toy or bite the handle



Tug is a team sport and you should never leave your tuggies hanging around for unsupervised play. If your puppy tends to bite the handle of your tuggy, we recommend interrupting play to reset. Bunch up the handle and keep the tension to help your dog choose the bite area, or try one of our **pocket dynamos** with shorter handles.

Always let them win



To begin with, let your puppy win the game of tug quite often - but only for a couple of seconds (*any longer can lead to chewing*). Quickly re-engage in a new game of tug - and don't always let them win; part of the fun of playing tug is in the challenge!

Three Magic Words:
SUPERVISED,
INTERACTIVE,
& FUN



All Tug-E-Nuff toys should only be used for supervised, interactive play. They aren't chew toys and you should not let your dog play with them unattended. Time spent playing with you is the ultimate reward.

Finding your dog's perfect playmate!



Having special toys that ONLY come out for training makes it instantly more rewarding for your puppy. It makes it more of a treat when the toy makes an appearance which means it's much more appealing, even in the face of distractions!

But the important thing to remember is, all dogs are individual.

Which is why we recommend taking our very clever Toy Quest Quiz - so we can help you sniff out the ideal toys for YOUR dog.

We'll ask you a handful of questions designed to find out what your dog likes, so your special training toys are insanely motivating and worthy of your dog's attention!

Find your dog's best toy picks

Why Tug-E-Nuff

Designed by dog trainers and heartily approved by owners. Our Play Survey revealed owners rate our toys to be exceptional:

82% rate them as **fun**

86% rate our toys as **high quality**

99% would **recommend** our toys to a friend



Endorsed By 2000+ Dog Trainers

Over 2000 dog trainers worldwide choose Tug-E-Nuff and recommend our toys to their clients to improve training results and boost bonds.



Tug It + Love It Guarantee

Get 45 days to enjoy any Tug-E-Nuff toy and if, for any reason, you're not happy we'll exchange it (*yes, even if it's used!*).



Backed Up By 5 Star Reviews

Our toys are tried-and-tested with all kinds of dogs - and backed by more than 5,000 verified five-star reviews



Take The Toy Quest Quiz

3 fun games to play with your puppy



1 Recall Relay

Get set to play Recall Relay! This fun game will take your recall skills up a gear so you can teach your dog to come when called even when very exciting things are happening.

How To Play:

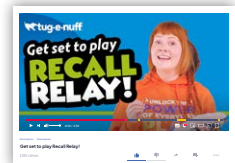
You need two people for this game and two special toys. Ask your dog to wait or stay at your side. Have your helper start a distance away from you with a chaser toy for extra wiggle factor, then have them start moving slowly. Release your dog to go to them.

When your dog's midway towards them, use your recall cue to call your dog to relay back to you and reward them with a BIG tug party when they return.

If your dog struggles to get Recall Relay right, make the game easier to start with by asking your helper to add more distance and less movement.



Watch Recall Relay in action



2 Tug on Cue

This game teaches your dog that tug starts when you announce the beginning of the game. This is especially helpful for teaching your puppy to focus and listen to you - all through The Power of Play.

How To Play:

Show your puppy your tuggy - start with something low value/less exciting to make it easy for your dog to win the game. Wait a few seconds then say your start cue - get it/tug! Reward your dog with an exciting game of tuggy.

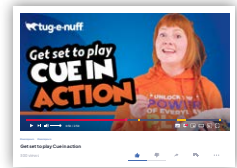
Rinse and repeat building your dog's

ability to control their impulses and ability to wait for you to start the

game. As your dog gets the hang of the game, extend the duration you ask them to wait before you say your tug cue - or introduce a more exciting toy to increase the difficulty.



Watch Tug on Cue in action



3 Toy Switch

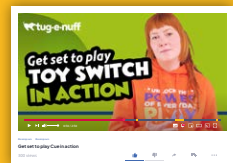
This is the ultimate game for teaching your puppy a leave command - and it's a great way to build value in your special training toys while listening to you.

How To Play:

To play, you need two of (ideally) the exact same toy. Start by moving one in a prey-like manner (fast - slow - fast) before letting your dog grab and tug. Then make the first toy disappear and quickly bring out the second one and do the same thing. Then repeat!



Watch the Toy Switch in action



Take our **FREE** **POWER** **OF PLAY**



online course.

During a series of short videos, you'll learn **everything** you need to know about **how to play, train and win by playing tug with your dog.**

Get started today, head to tug-e-nuff.com/learn



Find Your Dog's Top Toy Picks

Come meet the toys set to change the game.

Take our Toy Quest Quiz and let us lead you straight to your dog's new favourite training toys in minutes.



Take the quiz

FOLLOW OUR TRAIL...

Join us on socials for more tips, giveaways, and pawesome pics.

Follow us



Exceptionally well made.
Insanely good fun.

www.tug-e-nuff.com



Puppy Play

Checklist

6 Ways To Be Playful With Your New Pup

Print out this page and try each suggestion over the next few days, ticking them off as you go!



 **Get silly!**

If you want to really get the benefits of interactive play, you need to be as playful as your puppy! So let your hair down and really get into it. Your puppy will mirror your enthusiasm!

 **Play hide and seek.**

Ask your pup to stay then hide somewhere and call them. When they find you, reward them with a game of tug!

 **Make mealtimes more fun.**

Instead of popping down a bowl full of food, try hiding the food around the house (The Clam is great for this!) and letting them sniff it out. Sniffing is hugely enriching for puppies!

 **Get down on their level.**

Try lying on the floor to play with your pup. Turn off the TV, put your phone away, and give your pup a few minutes of your undivided attention. They'll thank you for it!

 **Mix up your environment.**

Don't always play tug in the same place. Try in the garden and on walks. Encouraging your puppy to focus on you for play, even with distractions around, will pay off long term.

 **Let them win.**

When teaching tug, it's important to let your puppy 'win' the tuggy from time to time to boost their confidence. So sit back and enjoy watching their victory parade!