

PRODUCT  
DEVELOPMENT  
PACKAGE

# “Power Leash” Weighted Exercise System



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**new** 

## I PRESENTATION

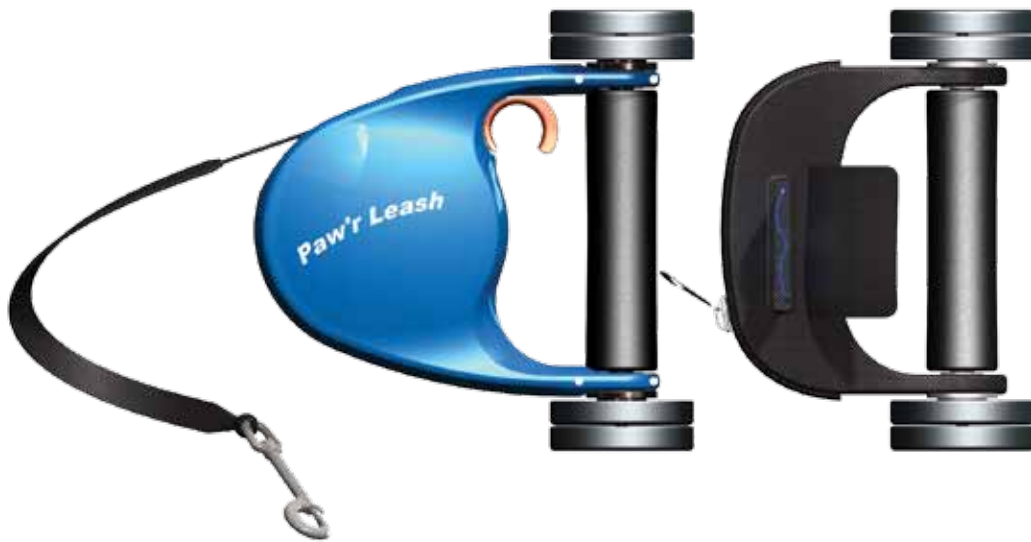
- CD-ROM (containing all digital documentation)

## II INDUSTRIAL DESIGN

- Product Description
- Concept Renderings
- User Scenario
- Summary of Benefits & Features
- Concept Orthographs
- Dimension Controlled Drawings



# Power Leash



## Power Leash Weighted Exercise System

The “Power Leash” Weighted Retractable Dog Leash is a device combining a retractable cord leash mechanism and interchangeable weight handle into a new workout and pet product. The device includes one and two pound weight elements that are twist-locked into place onto the handles. The main unit comprises a retractable mechanism, 16' of Nylon weight-rated cord (not ribbon) with pet collar attachment and closed-cell foam padded grip around a metal handle core. The second unit comprises a closed cell foam padded grip and either a silicone-molded soft baggie keeper or a Nylon zippered keeper pouch for keys, iPod and/or waste bag storage. The device is designed to integrate two devices that are typically used by dog walkers and people who run/train with light weights for added health benefit.



# Power Leash



It can be challenging most days to find time to exercise. With the Power Leash, you can make time to get in a cardio workout, while you take your dog out for a walk or a run. Power Leash also provides you with a comfortable, hassle-free way to hold hand weights while simultaneously holding your dog leash. It's easy to use and the weight can be customized to your liking:

1. Unscrew the threaded weights on both hand-grips, until each side is balanced and comfortable for you.
2. Insert keys, cell phone or other small items into the zippered pouch.
3. Attach the clip on the retractable leash to the ring on your dog's collar.
4. Once outside, continue to grip the hand weights during cardio exercise; use the Trig-Lock system to easily control the dog leash with just one finger.
5. If needed, first lock the leash, then tear off one of the bags from the pouch to pick up any dog waste.



- Exercise while you walk your pet.
- Burn extra calories while walking.
- Ergonomic design makes it comfortable to use.
- Comes with inter-changeable weights for personal customization of weight requirement.
- Provides balanced cardio exercise for you, while exercising your dog.
- Delivers easier leash control using the Trig-Lock system: Quickly stops and unlocks the leash—no more awkward thumb brakes!
- Attached pouch holds a roll of waste bags and other small items.



CONCEPT 5  
ORTHOGRAPHS



## Contact Information:

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Product name: [Power Leash](#)

