

**MEET CANOPHERA.**  
**SUSTAINABLE, AWARD**  
**WINNING DOG CHEWS.**



**CANOPHERA**



**THE  
KEY TO  
LOWER  
STRESS  
LEVELS  
AND  
INCREASED  
FUN.**

You will notice chewing behavior when dogs are puppies: they grab shoes, chew on socks, or gnaw on furniture. No wonder! Chewing is a natural way for dogs to relieve stress. While chewing, hormones like dopamine and serotonin are released in a dog's brain. These two neurotransmitters work to relieve stress. That means chewing is an easy and natural way for dogs to regulate agitation and stress independently. To help our four-legged friends (and save our belongings), natural chew sticks come in handy.





**OUR PRODUCTION FACILITY TEAM**



# OUR PRODUCTION.

To ensure every single chewing stick meets our high-quality standards, we built our own production facilities in Vietnam. Together with local workers, we manufacture our chewing sticks in 43,000 ft<sup>2</sup> workshops right beside the actual coffee plantations. This way, we can directly access the raw material and easily increase our production at any time.

Treat everyone as you want to be treated – that is a value we live by. We feel responsible for every single human being that works with us, so we ensure safe working conditions as well as above-average pay. The German standards we apply to the production of our sticks include further training for small-scale coffee farmers. We love to grow together, and we make sure that the high-quality standards that are met daily are rewarded.





# GERMAN STANDARD.

Our high-quality standards apply to each and every single chewing stick that leaves our production facilities. They also apply to every person working at our subsidiary, CANOPHERA BUSINESS SOLUTIONS (CBS). To guarantee our social impact and the conditions under which our employees, partners, and suppliers work are met in the long-term, we had CBS certified with the SA 8000 label. This proves that we continuously and dynamically improve our social responsibility, and ensures that we remain an innovative company.





**EXCLUSIVE  
BENEFITS.  
WHY  
CANOPHERA  
IS THE RIGHT  
CHOICE.**

**INVENTOR** OF THE ORIGINAL DOG CHEW  
MADE OF COFFEE WOOD

AVAILABLE IN MORE THAN **20 COUNTRIES**  
**WORLDWIDE**

OVER **3 MILLION** CHEW STICKS SOLD SINCE 2018

CAPACITY FOR **GROWTH**

VERY LOW RETURN **RATE AT <1%**

PRODUCED TO **GERMAN QUALITY** STANDARDS

**EXCLUSIVITY** FOR YOUR REGION

HIGH **MARKET GROWTH OF 41%**  
ANNUALLY SINCE 2019

**EXCEPTIONALLY FAST**  
PRODUCT LAUNCH

**ADAPTABLE**  
MARKETING MATERIALS



## OUR SUCCESS STORY.

We have a deep love for dogs, which drove us to understand their behavior and look to satisfy their basic needs. What started as a small-scale company in 2012, soon developed into the leading producer and distributor of natural dog chews. Together with our sales partners, we supply to more than 20 countries worldwide and have sold over three million products since 2018.



## OUR MISSION.

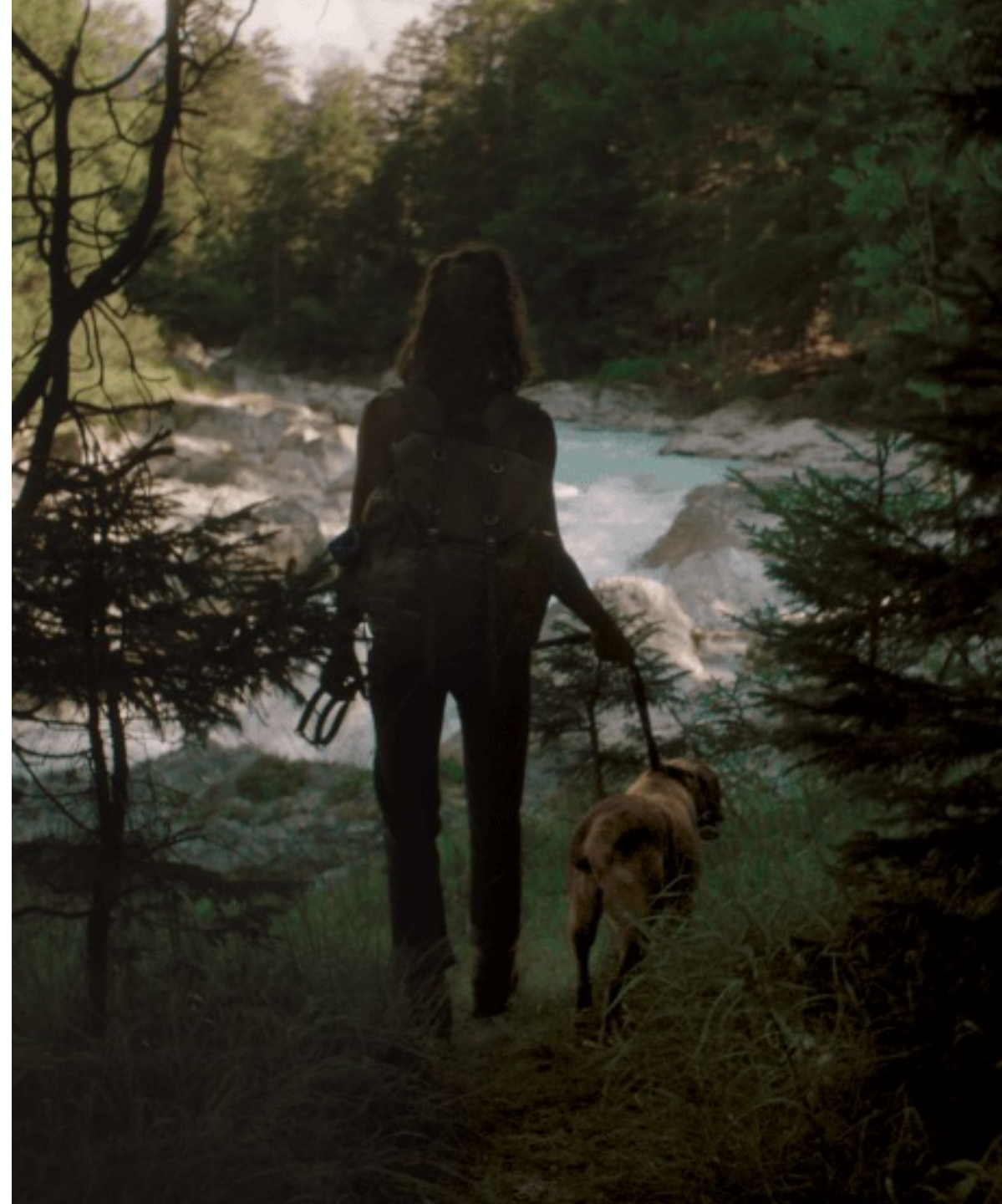
It is our mission to provide our loyal companions with products that bring calm and pleasure back into their everyday, while meeting their natural desire to chew. That is why we created natural chew sticks.

**CANOPHERA  
IS THE  
LEADING  
PRODUCER  
OF NATURAL  
DOG CHEWS  
MADE FROM  
SUSTAINABLE  
RESOURCES.**



WE WANT  
NATURE  
WILD AND  
PROTECTED.  
JUST LIKE  
OUR DOGS.

At CANOPHERA, our responsibility extends beyond creating delightful and sustainable products for our furry friends. We envision a future where pet care is synonymous with environmental stewardship. By upcycling byproducts for dog chews, we give them a second purpose. All our raw material is sourced in a sustainable way, protecting nature as much as possible.





# OUR PRODUCTS.



**CANOPHERA**

# DOG CHEW STICK MADE OF COFFEE WOOD.

OUR DOG CHEW STICK MADE OF COFFEE WOOD IS THE BEST-SELLING **ALL-NATURAL** CHEW FROM CANOPHERA. MADE FROM THE **CAFFEINE-FREE** WOOD OF THE COFFEE TREE, THIS **VEGAN** CHEW IS BOTH **SUSTAINABLE** AND SUPPORTS YOUR DOG'S **DENTAL HYGIENE**. BEST OF ALL, IT PROVIDES MANY HOURS OF **ENJOYMENT** AND ENTERTAINMENT FOR ALMOST EVERY DOG THAT LIKES TO CHEW.



AVAILABLE IN XS S M L XL

DESIGNED IN GERMANY. HANDMADE IN VIETNAM.



A PERFECT WAY  
TO RELIEVE STRESS.



STRENGTHENS  
TEETH AND KEEPS  
THEM CLEAN.



HELPS ADDRESS  
BEHAVIORAL ISSUES.



LONG-LASTING.



EXTRA TOUGH.



VEGAN.



REDUCES BOREDOM  
AND INCREASES  
PLEASURE.



REDUCES TENSION  
IN NEW SURROUNDINGS  
OR WHILE TRAVELING.



NO ARTIFICIAL  
INGREDIENTS.



CAFFEINE-FREE.



ZERO CALORIES.



# ALL ABOUT SIZES.

## WHICH CHEW STICK SIZE DOES MY DOG NEED?

If your dog is a heavy chewer, always choose the next size up.

			
<b>XS</b>	<b>S</b>	<b>M</b>	<b>L</b>
FOR DOGS UP TO 5 KG / 10 LBS	FOR DOGS UP TO 10 KG / 20 LBS	FOR DOGS UP TO 20 KG / 45 LBS	FOR DOGS FROM 20 KG / 45 LBS



**CANOPHERA**



**XS**  
16 – 18 CM  
6.3 – 7.1 INCH

**M**  
23 – 26 CM  
9.0 – 10.2 INCH

**S**  
18 – 22 CM  
7.1 – 8.7 INCH

**L**  
26 – 28 CM  
10.2 – 11.0 INCH

## SIZE MATTERS.



**CANOPHERA**

**OUR BRAND NEW  
DOG CHEWS  
FOR 2023.**

**THE NATURAL  
DESIRE TO CHEW.**



**CANOPHERA**



# DOG CHEW MADE OF BRIAR ROOT.

OUR BRIAR ROOT CHEWS ARE THE **MOST DURABLE** AND **NEARLY INDESTRUCTIBLE** WOOD CHEWS FROM CANOPHERA. THESE CHEWS ARE BEST SUITED FOR **SUPER AGGRESSIVE CHEWERS**. THEY ARE COMPLETELY FREE OF ADDITIVES AND ARTIFICIAL INGREDIENTS. THEY CAN ALSO HELP DOGS TO **RELAX** AND CAN IMPROVE THEIR **DENTAL HEALTH**.



AVAILABLE IN XS S M L XL

DESIGNED IN GERMANY. SOURCED FROM THE MEDITERRANEAN REGION IN EUROPE.



A PERFECT WAY  
TO RELIEVE STRESS.



STRENGTHENS  
TEETH AND KEEPS  
THEM CLEAN.



HELPS ADDRESS  
BEHAVIORAL ISSUES.



LONG-LASTING.



EXTRA TOUGH.



VEGAN.



REDUCES BOREDOM  
AND INCREASES  
PLEASURE.



REDUCES TENSION  
IN NEW SURROUNDINGS  
OR WHILE TRAVELING.



NO ARTIFICIAL  
INGREDIENTS.



ZERO CALORIES.



# FAQS ABOUT OUR DOG CHEW MADE OF BRIAR ROOT.

## WHAT IS BRIAR ROOT?

Briar is the root of the Heather Tree (Erica Arborea) and grows naturally in the Mediterranean region of Europe. Due to its durability and beauty, it is traditionally used for exclusive tobacco pipe production. Some dogs are really aggressive chewers that need an even more durable material than our award-winning CANOPHERA coffee wood chews, so we decided to add the briar roots from of briar wood to our lineup.

## WHERE DOES OUR BRIAR ROOT COME FROM?

Our briar root is sourced sustainably from the Mediterranean region of Europe. It is harvested by small family businesses in the traditional way by hand without the use of heavy machinery. This method keeps the forest intact and helps to preserve this unique landscape and related way of living for future generations.

## WHAT MAKES BRIAR ROOT CHEWS SPECIAL FOR YOUR DOG?

For the heavy chewers where our Original CANOPHERA coffee wood chews were not hard enough, our Briar Roots might be the perfect solution. Like all of our other chews, chewing on the Briar Root helps dogs relax and supports their dental health. Our Briar Roots do not contain any additives or artificial ingredients and have zero calories. And of course, they satisfy a dog's natural desire to chew.

LOOKING FOR MORE  
INFOS? CLICK OR  
SCAN THE QR CODE  
TO CHECK OUR  
FAQ VIDEOS.





# ALL ABOUT SIZES.

## WHICH CHEW SIZE DOES MY DOG NEED?

If your dog is a heavy chewer, always choose the next size up.

				
<b>XS</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>XL</b>
FOR DOGS UP TO 5 KG / 10 LBS	FOR DOGS UP TO 10 KG / 20 LBS	FOR DOGS UP TO 20 KG / 45 LBS	FOR DOGS UP TO 40 KG / 85 LBS	FOR DOGS FROM 40 KG / 85 LBS



**CANOPHERA**

## SIZE MATTERS.

<b>XS</b> 100 – 150 G 3.5 – 5.3 OZ	<b>L</b> 341 – 500 G 12.0 – 17.6 OZ	<b>M</b> 226 – 340 G 8.0 – 12.0 OZ
<b>S</b> 151 – 225 G 5.3 – 8.0 OZ	<b>XL</b> 501 – 700 G 17.6 – 24.7 OZ	



**CANOPHERA**



# DOG CHEW MADE OF COFFEE WOOD AND COCONUT ROPE.

OUR CHEWS MADE OF COFFEE WOOD AND COCONUT ROPE COMBINE OUR BEST-SELLING, CAFFEINE-FREE COFFEE WOOD WITH ALL-NATURAL COCONUT FIBERS TO OFFER YOUR DOG AN EXCITING CHEWING PLEASURE. THEY ARE VEGAN, SUSTAINABLE, FREE FROM ARTIFICIAL INGREDIENTS, AND SUPPORT YOUR DOG'S DENTAL HYGIENE.

AVAILABLE IN **S** **M** **L** **XL**

DESIGNED IN GERMANY. HANDMADE IN VIETNAM.



A PERFECT WAY  
TO RELIEVE STRESS.



STRENGTHENS  
TEETH AND KEEPS  
THEM CLEAN.



HELPS ADDRESS  
BEHAVIORAL ISSUES.



EXTRA TOUGH.



VEGAN.



REDUCES BOREDOM  
AND INCREASES  
PLEASURE.



REDUCES TENSION  
IN NEW SURROUNDINGS  
OR WHILE TRAVELING.



NO ARTIFICIAL  
INGREDIENTS.



CAFFEINE-FREE.



ZERO CALORIES.





# FAQS ABOUT COFFEE+COCO, OUR DOG CHEW MADE OF COFFEE WOOD AND COCONUT ROPE.

## WHERE DO OUR COFFEE WOOD AND COCONUT ROPE COME FROM?

Our coffee wood and coconut rope are sourced from Vietnam – the world’s second largest producer of coffee. The coffee wood we are using, is a byproduct of coffee production. By upcycling this byproduct, CANOPHERA is offering a sustainable solution for local famers. The coconut rope is handmade by small, local family business where this kind of rope from the husk of the coconut has been manufactured for generations. In cooperation with this family, we developed a rope perfectly suited as dog chew, with more threads than usual to support teeth hygiene in a better way.

## WHAT MAKES COFFEE+COCO SPECIAL FOR YOUR DOG?

This chew combines two different materials to offer your dog an exciting chewing experience. We are only using 100% all-natural material in our chews – no additives, no artificial ingredients, no fat. So, they are a healthy, plastic-free alternative to other toys. The special fiber structure of wood as well as rope acts like a tooth brush. And the short, untreated fibers of the coconut rope don’t harm your dog when ingested. Also, the combination of wood and rope makes it easy for your dog to grab or tug at the chew. Like this, it can serve as chew and toy, especially for younger dogs.

# ALL ABOUT SIZES.

## WHICH CHEW STICK SIZE DOES MY DOG NEED?

If your dog is a heavy chewer, always choose the next size up.


			
<b>S</b>	<b>M</b>	<b>L</b>	<b>XL</b>
FOR DOGS UP TO 10 KG / 20 LBS	FOR DOGS UP TO 20 KG / 45 LBS	FOR DOGS UP TO 40 KG / 85 LBS	FOR DOGS FROM 40 KG / 85 LBS



**CANOPHERA**

## SIZE MATTERS.

<b>L</b> 12 / 50 CM 5 / 20 INCH	<b>M</b> 11 / 45 CM 4.5 / 18 INCH
<b>S</b> 8.5 / 30 CM 3.5 / 12 INCH	<b>XL</b> 14 / 55 CM 5.5 / 22 INCH



**CANOPHERA**



# DOG CHEW MADE OF A SHEEP HORN.

OUR CHEWS ARE MADE FROM A SOLID HORN FROM FREE RANGE SHEEP AND ARE PACKED WITH IRRESISTIBLE TASTE. THEY ARE HIGH IN PROTEIN, LOW IN FAT, AND HELP TO KEEP YOUR DOG'S COAT HEALTHY AND SHINY. LIKE ALL OF OUR CHEWS, THEY ARE FREE FROM ARTIFICIAL INGREDIENTS AND ARE 100% ALL-NATURAL. THEY ALSO SUPPORT DENTAL HYGIENE AND CAN BE USED TO RELIEVE STRESS.

AVAILABLE IN XS S M L XL

DESIGNED IN GERMANY. SOURCED FROM TRADITIONAL FREE RANGE FARMING.



A PERFECT WAY  
TO RELIEVE STRESS.



STRENGTHENS  
TEETH AND KEEPS  
THEM CLEAN.



HELPS ADDRESS  
BEHAVIORAL ISSUES.



LONG-LASTING.



REDUCES BOREDOM  
AND INCREASES  
PLEASURE.



REDUCES TENSION  
IN NEW SURROUNDINGS  
OR WHILE TRAVELING.



NO ARTIFICIAL  
INGREDIENTS.



LOW IN FAT.



KEEPS A HEALTHY  
AND SHINY COAT.



NEARLY ODOR-FREE.



# FAQS ABOUT OUR DOG CHEW MADE OF A SHEEP HORN.

## WHERE DOES OUR SHEEP HORN COME FROM?

With our dedicated mission of extensive farming and preserving traditional lifestyles, we sustainably source our sheep horns mainly from rural communities where free range farming is still practiced in a traditional way.

## WHAT MAKES OUR SHEEP HORNS BENEFICIAL FOR YOUR DOG?

Our Sheep Horn chew is packed with an irresistible taste, is high in protein and helps keep every dog's coat healthy and shiny. Our Sheep Horns are low in fat, 100% natural and its fibers are fully digestible. Like all our chews, our Sheep Horns are free from artificial ingredients, support a dog's dental hygiene, and help relieve stress. So, if you are looking for a natural chew that is low odor, slightly softer than antlers, and a great source of natural protein, our Sheep Horn dog chews are a great choice for your dog.

LOOKING FOR MORE  
INFOS? CLICK OR  
SCAN THE QR CODE  
TO CHECK OUR  
FAQ VIDEOS.





# ALL ABOUT SIZES.

## WHICH CHEW STICK SIZE DOES MY DOG NEED?

If your dog is a heavy chewer, always choose the next size up.

SMALL SIZE DOGS      MEDIUM SIZE DOGS      LARGE SIZE DOGS

XS      S      M      L      XL

**CANOPHERA**

**SIZE MATTERS.**

**XS**  
50 - 80 G  
1.8 - 2.8 OZ

**M**  
120 - 180 G  
4.2 - 6.3 OZ

**XL**  
250 - 350 G  
8.8 - 12.3 OZ

**L**  
180 - 250 G  
6.3 - 8.8 OZ

**S**  
80 - 120 G  
2.8 - 4.2 OZ

**CANOPHERA**



# DOG CHEW MADE OF RED DEER ANTLERS.

OUR **NEARLY INDESTRUCTIBLE** CHEWS FOR THE STRONGEST POWER CHEWERS ARE MADE FROM QUALITY **GRADE-A ANTLERS**. THEY ARE PACKED WITH MINERALS, CALCIUM, GLUCOSAMINE, AND CHONDROITIN TO SUPPORT YOUR DOG'S **HEALTH AND MOBILITY**. THEY ARE ODOR-FREE AND NON-ALLERGENIC.

AVAILABLE IN XS S M L XL XXL

DESIGNED IN GERMANY. SOURCED FROM CENTRAL EUROPE.



A PERFECT WAY TO RELIEVE STRESS.



HELPS ADDRESS BEHAVIORAL ISSUES.



LONG-LASTING.



REDUCES BOREDOM AND INCREASES PLEASURE.



REDUCES TENSION IN NEW SURROUNDINGS OR WHILE TRAVELING.



NO ARTIFICIAL INGREDIENTS.



LOW IN FAT.



SUPPORTS JOINT HEALTH AND MOBILITY.



NEARLY ODOR-FREE.



# FAQS ABOUT THE CANOPHERA DOG CHEW MADE OF RED DEER ANTLERS.

## WHERE DO OUR RED DEER ANTLERS COME FROM?

Our red deer antlers are sourced from Central Europe's deep natural forests. After mating season each year, the free range male deer shed their antlers. Shortly afterwards, the discarded antlers are safely collected by hand. This way, no deer are harmed for any of our antler chews. We are honored to partner with some of the most experienced antler collectors, which gives us reliable access to the highest quality Grade A Antlers, providing dogs with healthy minerals and other substantial components which are naturally available from these antlers.

## WHAT MAKES OUR RED DEER ANTLERS BENEFICIAL FOR YOUR DOG?

Our red deer antlers are packed with minerals and calcium. They also contain glucosamine and chondroitin to support joint health and mobility. They are low odor and non-allergenic. Full antlers are the most durable natural material that we use for our dog chews. Our antlers even stand up to the strongest power chewers and can last for a long period of time, providing health benefits along with a fun, positive chewing experience.

LOOKING FOR MORE  
INFOS? CLICK OR SCAN  
THE QR CODE TO  
CHECK OUR FAQ  
VIDEOS.



# ALL ABOUT SIZES.

## WHICH CHEW STICK SIZE DOES MY DOG NEED?

When in doubt, always choose the next size up. Recommended only for dogs with extremely aggressive chewing behavior. For all other dogs, please use our antler splits.



SMALL SIZE DOGS      MEDIUM SIZE DOGS      LARGE SIZE DOGS

XS   S   M   L   XL   XXL



**CANOPHERA**



**SIZE MATTERS.**

**XS**  
30 - 49 G  
1 - 1.7 OZ

**S**  
50 - 74 G  
1.8 - 2.6 OZ

**M**  
75 - 109 G  
2.7 - 3.8 OZ

**L**  
110 - 149 G  
3.9 - 5.3 OZ

**XL**  
150 - 199 G  
5.4 - 7.0 OZ

**XXL**  
200 - 270 G  
7.1 - 9.5 OZ



**CANOPHERA**



# DOG CHEW MADE OF RED DEER ANTLER SPLITS.

OUR RED DEER ANTLER SPLIT CHEWS GIVE DIRECT ACCESS TO THE **TASTY MARROW** THAT IS PACKED WITH IRRESISTIBLE FLAVOR, **MINERALS, AND CALCIUM**. AS A GREAT SOURCE OF **GLUCOSAMINE AND CHONDROITIN**, IT SUPPORTS YOUR DOG'S JOINT HEALTH AND MOBILITY. IT IS ODOR-FREE, **NON-ALLERGENIC**, AND SUITABLE FOR MOST DOGS.



AVAILABLE IN XS S M L XL

DESIGNED IN GERMANY. SOURCED FROM CENTRAL EUROPE.



A PERFECT WAY  
TO RELIEVE STRESS.



HELPS ADDRESS  
BEHAVIORAL ISSUES.



LONG-LASTING.



REDUCES BOREDOM  
AND INCREASES  
PLEASURE.



REDUCES TENSION  
IN NEW SURROUNDINGS  
OR WHILE TRAVELING.



NO ARTIFICIAL  
INGREDIENTS.



LOW IN FAT.



SUPPORTS JOINT  
HEALTH AND MOBILITY.



NEARLY ODOR-FREE.



# FAQS ABOUT THE CANOPHERA DOG CHEW MADE OF RED DEER ANTLER SPLITS.

## WHERE DO OUR RED DEER ANTLERS COME FROM?

Our red deer antlers are sourced from Central Europe's deep natural forests. After mating season each year, the free range male deer shed their antlers. Shortly afterwards, the discarded antlers are safely collected by hand. This way, no deer are harmed for any of our antler chews. We are honored to partner with some of the most experienced antler collectors, which gives us reliable access to the highest quality Grade A Antlers, providing dogs with healthy minerals and other substantial components which are naturally available from these antlers.

## WHAT MAKES OUR RED DEER ANTLERS BENEFICIAL FOR YOUR DOG?

Our red deer antlers are packed with minerals and calcium. They also contain glucosamine and chondroitin to support joint health and mobility. They are low odor and non-allergenic. Antler splits are suitable for any dog from soft to moderate chewers, as these provide direct access to the tasty marrow.

LOOKING FOR MORE  
INFOS? CLICK OR SCAN  
THE QR CODE TO  
CHECK OUR FAQ  
VIDEOS.





# ALL ABOUT SIZES.

## WHICH CHEW STICK SIZE DOES MY DOG NEED?

If your dog is a heavy chewer, always choose the next size up.



SMALL SIZE DOGS      MEDIUM SIZE DOGS      LARGE SIZE DOGS

XS      S      M      L      XL



**CANOPHERA**



## SIZE MATTERS.

**S**  
50 – 74 G  
1.8 – 2.6 OZ

**XL**  
150 – 199 G  
5.4 – 7.0 OZ

**L**  
110 – 149 G  
3.9 – 5.3 OZ

**XS**  
30 – 49 G  
1 – 1.7 OZ

**M**  
75 – 109 G  
2.7 – 3.8 OZ



**CANOPHERA**



# DOG CHEW STICK MADE OF OLIVE WOOD.



OUR DOG CHEW STICKS MADE OF OLIVE WOOD ARE POPULAR FOR BEING DURABLE AND LONG-LASTING. COLLECTED BY HAND, THE OLIVE WOOD OFFERS EXTENDED CHEWING PLEASURE FOR YOUR DOG. BEST SUITED FOR ALL DOGS WITH NORMAL TO STRONG CHEWING HABIT.

VERFÜGBAR IN XS S M L XL

DESIGNED IN GERMANY. HANDMADE IN THE MEDITERRANEAN REGION IN EUROPE.



A PERFECT WAY  
TO RELIEVE STRESS.



STRENGTHENS  
TEETH AND KEEPS  
THEM CLEAN.



HELPS ADDRESS  
BEHAVIORAL ISSUES.



LONG-LASTING.



EXTRA TOUGH.



VEGAN.



REDUCES BOREDOM  
AND INCREASES  
PLEASURE.



REDUCES TENSION  
IN NEW SURROUNDINGS  
OR WHILE TRAVELING.



NO ARTIFICIAL  
INGREDIENTS.



ZERO CALORIES.



# ALL ABOUT SIZES.

## WHICH CHEW STICK SIZE DOES MY DOG NEED?

if your dog is a heavy chewer, always choose the next size up.

XS	S	M	L	XL
				
FOR DOGS UP TO 5 KG / 10 LBS	FOR DOGS UP TO 10 KG / 20 LBS	FOR DOGS UP TO 20 KG / 45 LBS	FOR DOGS UP TO 40 KG / 85 LBS	FOR DOGS FROM 40 KG / 85 LBS



**CANOPHERA**

## SIZE MATTERS.



XS	S	M	L
18 CM 7.1 IN	22 CM 8.7 IN	24 CM 9.5 IN	26 CM 10.2 IN



**CANOPHERA**

# OUR SUPPORT FOR YOUR POINT OF SALE.

IN THE FUTURE ALSO AVAILABLE FOR NEW PRODUCTS.

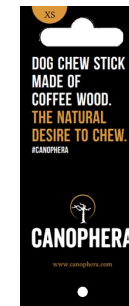


## SHELF DISPLAY.

High awareness solution also for limited space.

## PREMIUM HANGTAG.

It provides all relevant information to customers. Now new with euro punching.



## WOODEN DISPLAY.

Our premium solution to maximize impact and raise awareness in a natural way.



# LET'S GROW TOGETHER.

**CANOPHERA GmbH**

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