

PRESS RELEASE

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Tug-E-Nuff launches Aero-Tug: The dog frisbee that flies, floats and tugs

Award-winning UK dog toy specialist unveils 'Aero-Tug', the revolutionary NEW lightweight flying disc designed to combine fetch, tug and water play in one super-durable toy.

[Tug-E-Nuff](#) has expanded its award-winning interactive toy range with the launch of Aero-Tug, the ultimate dog go-fetch frisbee that flies, floats and doubles as a tug toy.

Unlike hard plastic or rubber discs that can become abrasive over time - Aero-Tug is made from durable rip-stop fabric with foam padding, making it softer on dogs' teeth and mouths during those high-speed catches!

Weighing just 75g, it's also much lighter than most dog frisbees and the clever, weighted design helps it glide through the air while remaining soft enough for comfortable catches and easy carrying.

This next generation frisbee toy also incorporates Tug-E-Nuff's signature shock-absorbing bungee handle, allowing owners to reward successful retrieves with a game of tug, while reducing impact on both the dog's joints...and the handler's shoulders.

- **Water resistant and buoyant** - ideal for dogs who love swimming and retrieving in lakes, rivers and at the beach.
- **Soft and padded** for safer catches
- **Durable rip-stop fabric** that's gentle on teeth
- **Lightweight design** for long-distance throws
- **Shock-absorbing bungee handle** for tug play
- **Designed for training AND fun**

Danny Nelis-Rouse, Managing Director at Tug-E-Nuff says: "We wanted to create a frisbee that offered more than a simple game of fetch. So many dogs love to retrieve but can struggle with returning the toy! By incorporating a dedicated tug element, Aero-Tug gives dog owners another way to reward engagement and build motivation during play and training."

Ends

For further information contact the Tug-E-Nuff team at Nobull on TEN@nobullagency.co.uk or call 01628 526208

About Tug-E-Nuff

Tug-E-Nuff has been spreading the joy of play since 2009. Run by Danny and Chris Nelis-Rouse, the company was started by Danny's mum, Teresa and began with a simple idea: make training more exciting for dogs. After creating a tug toy to motivate her own collie, Indy, during agility training, Teresa discovered just how powerful play can be in building confidence, engagement and a stronger human-dog bond.

What started at the kitchen table has grown into an award-winning brand trusted by dog owners, trainers and behaviour professionals in more than 50 countries. Every Tug-E-Nuff toy is designed to tap into a dog's natural instincts to chase, tug, hunt and play, transforming training sessions into games dogs can't wait to join in.

Developed with leading training experts and tested by thousands of four-legged enthusiasts, Tug-E-Nuff's interactive toys help dogs learn faster, stay motivated and have more fun along the way. Because when dogs are having fun, training doesn't feel like such hard work – at either end of the lead.