

Exmouth dog toy business shortlisted for three national awards



Photo credit: Pooch & Pineapple

Interactive dog toy company [Tug-E-Nuff](#), born and headquartered in Exmouth, has been shortlisted for three awards at the 2025 Pet Industry Federation (PIF) Awards, including 'Online Business of the Year', 'Marketing Campaign of the Year' and 'New Product of the Year: Accessories'.

A national platform to recognise and celebrate excellence within the pet industry, the PIF Awards highlight talent and diversity that drive the industry forward - from dedicated dog walkers, to the most sustainable businesses, among more.

The 'Online Business of the Year' award champions businesses that showcase a strong and impactful online presence that represents the business and its products or services, and has been instrumental in driving sales and revenue growth.

Meanwhile, the 'Marketing Campaign of the Year' and 'New Product of the Year: Accessories' awards recognise campaigns that achieved clear goals and real impact, and the pet industry's most innovative new products, respectively.

Tug-E-Nuff has been shortlisted as a finalist for the latter two categories for its three-in-one floating, tugging and fetching dog toy 'BOB', which it launched earlier this year and is the company's first ever water toy.

Danny Nelis-Rouse, Managing Director at Tug-E-Nuff, said: "The PIF Awards are like the Oscars of the pet industry, so we're absolutely chuffed that we've been shortlisted as a finalist in not just one, but three categories.



“Since Tug-E-Nuff launched, we have worked incredibly hard to build a strong online presence and range of motivational dog toys that allow us to help overcome any training or behavioural issues and enrich the lives of as many dogs as possible, whilst also improving the bond they share with their owners and guardians. It’s great to have that recognised.”

Tug-E-Nuff started back in 2009 with a single dog toy for a special collie called Indy - who was the family dog of co-owners and mother and son team, Teresa and Danny - and a mission to enrich the bond humans and dogs share using the power of play.

Today, Tug-E-Nuff is known across the UK, US and Europe for its quality range of interactive training toys for dogs of all breeds and backgrounds.

The awards will be held at the Double Tree by Hilton Hotel, Stoke on Trent, on 6th November, with more than 300 pet businesses expected to attend.

If Tug-E-Nuff wins any of its categories, it will be the second consecutive year the company has picked up a trophy at the PIF Awards, having won ‘Online Business of the Year’ in 2024.

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Notes to editors

About Tug-E-Nuff

Exceptionally well made. Insanely good fun.

Tug-E-Nuff is a family run business which makes award-winning tug toys that are exceptionally well-made and wildly good fun.

Designed, trusted and recommended globally by dog trainers, Tug-E-Nuff toys are renowned for **overcoming playtime struggles, enhancing training success, and enriching dog’s lives through the power of play.**