



Interviews: Available on request

## Tug-E-Nuff celebrates year of milestones and growth - eyes continued momentum in 2026



*Photo credit: Pooch & Pineapple*

[Tug-E-Nuff](#), the interactive tug toy company exclusively for dogs, has today announced a year of significant growth, capping off 2025 with strategic milestones for the business and setting the stage for continued success in the year-ahead, with a focus on expanding its reach in markets beyond the UK.

This past year, Tug-E-Nuff has taken significant strides to increase the company's reach and accessibility, whilst maintaining its strong presence in the UK and achieving its mission to bring change, and greater enrichment and positivity to dogs' lives through the power of play.

Key highlights include:

- **Business growth:** Experienced a 16% increase in export sales as well as an uplift in Q4 sales year-on-year.
- **Product innovation:** Expanded its award-winning range of toys with its first ever water toy: a three-in-one dog dummy, designed for fetching, floating and tugging fun. Initial stocks of BOB sold out at Crufts and pre-orders exceeded 300.
- **Market expansion:** Expanded into new markets outside the UK, strengthening the company's reach and accessibility in the US in particular by attending events such as the APDT International Conference, Clicker Expo and the IAABC Conference, to grow its



team of pet professional partners in America - Tug-E-Nuff now has over 150 partners state side.

- **Award recognition:** Received national recognition from the pet industry's most prestigious award bodies, winning 'Marketing Campaign of the Year' at this year's Pet Industry Federation (PIF) Awards, and 'UK Retailer of the Year' and 'Best Marketing Campaign' at the 2025 PetQuip Awards. The company was also made the shortlist for four other national awards, including 'Online Business of the Year', 'New Product of the Year: Accessories', 'Product of the Year' and 'Rising Star'.
- **Partner programme:** Strengthened its community of dog trainers and behaviourists, dog walkers, boarders, daycare, vets, rehabilitation therapists and charities who help promote Tug-E-Nuff's mission to unlock the power of play, welcoming just under 400 members to its global partner network.

Building on this momentum, Tug-E-Nuff is poised for even greater growth in 2026, with plans to further boost its presence in the US by opening up wholesale ordering to independent retailers and onboarding more American pet professional partners, according to the company's Managing Director Danny Nelis-Rouse.

**Danny commented:** *"This has been a landmark year for Tug-E-Nuff, and I couldn't be prouder of what our team has achieved. Every milestone we've reached in 2025 is a reflection of the passion, creativity and commitment that drives our mission to bring more enrichment, confidence and joy to dogs' lives through play.*

*"We're deeply grateful to our incredible customers, partners and the wider dog-loving community for their support and belief in what we do.*

*"With the momentum we've built this year, we're more energised than ever to push boundaries, innovate and expand our reach even further in 2026. The opportunities ahead are truly exciting and we can't wait to build on this year's success with expanding our presence beyond the UK."*

**-ENDS-**

### **Notes to editors**

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### **About Tug-E-Nuff**



Tug-E-Nuff is a family run business which makes award-winning tug toys, which are trusted and recommended globally by thousands of trainers for overcoming playtime struggles, enhancing training success, and enriching dog's lives through the power of play.

Designed by dog trainers, its exciting toy ranges are also well known for being exceptionally well-made and wildly good fun.