



SILVER AND BOLD.

Sporting new chrome finished hardware available in our new, bold, Bi-Color Designs as well as our timeless Solid Colors; These premium buckled puppies will make your pet shine like the durable, longlasting hardware they are wearing.

AVAILABLE IN COLLARS &
EZ GRIP LEADS

PERSONALIZE THE BUCKLE & PET CHARM
With THE iMARC Engraving System



SIZING.

PRICE

XS- 5/8" x 8"-12"

\$6.50

S- 3/4" x 10"-14"

\$9.50

M- 1" x 14"-20"

\$10.00

L- 1" x 18"-28"

\$10.75

EZ-GRIP LEADS

5/8" x 60"

\$10.00

3/4" x 60"

\$10.75

1" x 60"

\$11.50



RetailAdvantage.com

the sterling collection

RETAIL ADVANTAGE INC.

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Southern Dawg Sterling Collection

What's trending in the pet retail industry today? Personalizing customers' pet products for their special pet. Personalization makes their pet unique.

The easiest way to increase sales & profits is by selling more to customers while they are shopping in your store.

Turn a 50% margin sale into a 60%-70% margin sale! Double your gross margin dollars!

With your iMARC Engraving System & the Sterling Collection you can personalize collars while your customers shop. With your iMARC you can engrave directly on the Sterling Collections metal buckle and/or engrave a pet tag/charm to match!

If your customer had to take the Sterling Collection collar to an engraving shop, they would be charged at least \$20 - \$25 or more to have it personalized. You can offer to engrave the Sterling buckle or pet tag/charm for half that price and turn a \$12 - \$20 sale into a \$20 - \$30 sale!

Turn your iMARC into a real money machine with the Sterling Collection of engravable buckle collars.



Southern Dawg Sterling Collection Solids

Black
Brown
Goldenrod
Gray
Kelly Green
Light Blue
Light Pink
Magenta
Olive
Orange
Pink
Plum
Purple
Royal Blue
Salmon
Spring Green
Tan
Teal
Winter Frost
Yellow
Red

Southern Dawg Sterling Collection Stripes

Collar with Stripe
Black with Light Blue
Brown with Light Blue
Kelly Green with Goldenrod
Light Pink with Magenta
Orange with Goldenrod
Pink with Light Blue
Purple with Light Pink
Purple with Yellow
Royal Blue with Light Blue
Red with Royal Blue
Spring Green with Teal
Teal with Orange
Tan with Brown
Yellow with Red