**The Company of Animals: Innovating Pet Care for Over 40 Years**

At the heart of every pet owner's journey is the desire to ensure their animal is healthy, happy, and well-cared for. For over 40 years, **Company of Animals** has been at the forefront of improving the lives of pets and their owners with innovative products designed to resolve behaviour and training issues, enhance animal welfare, and enrich the daily lives of pets and their families.

**A Legacy of Innovation**

Founded in 1979, Company of Animals began as a hub for research and development in animal behaviour. With a deep passion for animal welfare and behavioural science, the company has crafted a wide range of products that help both pets and their owners live their best lives. From the iconic **Halti® head collars and harnesses**, which help make walks safer and more enjoyable, to the **Baskerville Muzzle**, a market leader in muzzle safety, our products are designed to support the happy, healthy lives of pets everywhere.

As pioneers in the industry, we are proud of the recognition we’ve received from both consumers and industry professionals. However, our primary focus will always be the happiness and wellbeing of the animals we aim to serve. It’s this passion that drives everything we do, from product development to everyday interactions with our customers and their pets.

**The Company of Animals Difference**

What sets us apart is our commitment to designing products for real people, real animals, and real lives. Our **farm consultations and classes** allow us to connect directly with pet owners, getting an inside look at the challenges they face in daily pet care. This hands-on experience ensures that every product we develop is tailored to meet the unique needs of pets and their families.

We understand that pet parenthood is full of joyful moments, as well as its own set of challenges. Whether it's behavioural issues, training needs, or simply looking for ways to improve your pet’s quality of life, our team works tirelessly to create solutions that make those moments even more enjoyable.

**A Passionate Team Led by Dr. Roger Mugford**

Dr. **Roger Mugford**, our founder, has played an integral role in shaping the pet care and training landscape for more than four decades. A renowned animal psychologist, Dr. Mugford is widely recognized as one of Britain’s foremost experts in animal behaviour. His pioneering research, which began at the University of Hull and continued at the University of Pennsylvania, focused on aggression and social behaviour in animals—particularly dogs and cats.

His work has since influenced countless pet owners and veterinary professionals alike. Dr. Mugford has authored several books, including **"Dog Training the Mugford Way"** and **"The Perfect Dog"**, and continues to contribute to the field through his role as a media personality, public speaker, and consultant. He is frequently called upon to offer expert advice on animal behaviour and pet training.

Dr. Mugford’s expertise is not confined to his academic and professional pursuits. He is also a passionate farmer, taking care of a herd of **South Devon cattle, sheep, llamas, and more** on his Surrey farm. This gives him invaluable firsthand experience in animal behaviour, which he applies to his work with pets and their owners.

**An Ongoing Commitment to Excellence**

At Company of Animals, we are driven by the belief that all pets deserve the best quality of life. Through the development of high-quality training tools and lifestyle products, we continue to improve the bond between pets and their families. Dr. Mugford’s leadership, combined with the knowledge and dedication of our expert team, ensures that our products are designed to deliver real results—helping you get the most out of your time with your furry friends.

But our work doesn’t stop there. Dr. Mugford has also been an advocate for animal welfare, supporting various animal charities and serving as the patron of **Dogs for the Disabled** and a trustee of the **Pet Care Trust**. His ongoing commitment to these causes helps foster a deeper understanding of the human-animal bond and encourages more meaningful connections between people and pets.

**Join Us in Celebrating the Joy of Pet Parenthood**

At Company of Animals, we are proud to help pets and their owners thrive. Whether it’s through the products we create or the education we provide, we are always striving to enhance the experience of living with a pet. From our core belief that animals deserve the best care to our continuous drive for innovation, we are here to support the happiness of pets and their families every step of the way.

We love meeting new pets and their owners, hearing their stories, and sharing our knowledge to help make life with pets even more enjoyable. After all, with pets in our lives, there’s never a dull moment—and we’re dedicated to ensuring that every moment is a joyful one.

If you'd like to learn more or explore our range of products, visit us online or find our products in independent pet shops, high street stores, and online retailers around the world. Together, we can help make every day with your pet as fulfilling as possible.