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INS AND OUTS

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'Pet Project'



Pepper found a home thanks to our Rescue Rewards Partner, Arizona Schnauzer Rescue

Take a Look! Website Better Than Ever

You may notice something different when you open our website at www.halepetdoor.com. We have a whole new look, which we hope will serve the needs of our customers even better. Thanks to the in-house talents of Marketing Assistant Mysia Wolfe and to the skilled web production skills of Dolphin-Micro, our website launched in mid-December.

We want all of our customers to have the best online shopping experience possible with thorough, step-by-step information about all of our models and products. What do you think of our new website? We want to hear from you. We have even more exciting products and plans in store for 2010, so check back often.



Screen Stabilizer Kit for Larger Doors

As Hale Pet Door continues to strive to provide excellent customer service and high quality products, we are pleased to introduce an addition to our screen model. The Screen Stabilizer Kit is available as an option that is recommended for our pet doors size "Large" and above. This will provide added stability for both the pet door and the people door. The kit contains a spreader bar, aluminum clips and metal screen retainers.

The spreader bar is designed to be installed as a brace across the screen door directly above the pet door to add rigidity and strength both to the screen door itself and to the unsupported edge of the pet door. This can be especially important for very large or very active dogs. The aluminum clips attach the bar to the people door and the screen retainers attach the bar to the pet door. The spreader bar is available in 36" or 48" lengths standard and can be easily cut down to the width of the screen door. Longer lengths available upon request.

For more information about this new option, visit our website at www.halepetdoor.com.

From The Desk of Bill Hale



HAPPY NEW YEAR!

We hope 2010 will hold many blessings for you and your loved ones — and, of course, that includes your pets. We're excited for the New Year here at Hale Pet Door. Our website has a whole new, updated look, which we hope will serve our customers even better.

As we enter 2010 we also celebrate our 25th year in business. Maybe it's just because my last name happens to be "Hale," but I think that Hale Pet Door manufactures the best made, most en-

ergy efficient and most attractive pet doors on the market today.

Rather than resting on our laurels after a quarter-century in business, we continue to move forward with many exciting ideas and innovative products. This will be a banner year!

All the best,

Dealer Spotlight



Andy Bush (left) of Handyman Matters in McKinney, Texas, receives the Outstanding Sales and Customer Service Award from Bill Hale in 2009.

Andy Bush of Handyman Matters-Collin County in McKinney, Texas, is in our dealer spotlight this issue.

Andy was awarded Hale Pet Door's award for Outstanding Sales and Customer Service in 2009.

Awards are nothing new to Andy's company. He received the honor of being named No. 1 in Customer Satisfaction for the entire Handyman Matters national franchise in 2007. His sales are consistently in the Top 20 of all Handyman Matters around the country.

Andy started his Handyman Matters franchise in 2007 and within two weeks discovered Hale Pet Door. "Customers were calling me wanting us to install Hale doors," he recalled. Andy and his employees went through the necessary certification to install Hale doors, and soon were busy installer/dealers for us.

Andy credits his employees for his success, including office manager/customer service rep Cindy Wilson. "We have a great group of guys and a great territory to work in," he said. "Handyman Matters is a first-rate company to be with. They just do things right."

Andy's personal business philosophy is all about putting himself in the customer's shoes. "When I started this, my thinking

was, 'What if we actually went out and did everything right? That's what Handyman Matters is all about. We do things the way people expect. We offer competitive prices, do a great job and involve the customer as part of the solution.'

His franchise serves the towns of McKinney, Plano, Allen, Frisco, Fairview, Prosper, Richardson, Little Elm, The Colony, Carrollton, Far North Dallas, Parker, Lucas and Wylie. Andy does all types of pet door installs for us, including in-glass.

For more information or to schedule an installation, call Andy at (972) 346-3041. Or visit his website at www.servicemagic.com/rated.HandymanMatters.10779971.html.

Upcoming Events January-May 2010

Come and see us at a home show and sign up for our drawing for a free pet door!

Jan. 8-10: [Arizona State Home Show](#), Tucson Convention Center, 260 S. Church Ave., Tucson, AZ, Booth #127 & 129

Jan. 8-10: [Colorado Springs Home & Remodeling Show](#), Norris-Penrose Indoor Stadium, 1045 W. Rio Grande, Colo. Springs, CO, Booth #349 & 351

Jan. 15-17: [Maricopa County Home & Garden Show](#), Arizona State Fairgrounds, 1826 W. McDowell Rd., Phoenix, AZ, Booth #152 & 154

Jan. 15-17: [Las Vegas Home Expo](#), Cashman Convention Center, 850 Las Vegas Blvd, Las Vegas, NV, Booth # 213 & 215

Feb. 26-28: [Colorado Springs Home and Landscape Show](#), Norris-Penrose Event Center, 1045 W Rio Grande, Colo. Springs, CO Booth #349 & 351

March 5-7: [The Big West Valley Home & Landscape Show](#), University of Phoenix Stadium, 1 Cardinals Way, Glendale, AZ, Booth #327 & 329

March 19-21: [Denver Home Show](#), National Western Complex, 4655 Humbolt St., Denver, CO, Booth #1133 & 1135

April 9-11: [SAHBA Home Show](#), Tucson Convention Center, 260 South Church, Tucson, AZ, Booth # TBA

May 21-23: [9th Annual Las Vegas Spring Home Show Extravaganza](#), Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nev., Booth # 432 & 434

New Product Keeps Cats from Going “Me-owt”

Our Cat Guardian and Cat Guardian Plus rely upon LED sensors, audible alarms and owner involvement. These are safe access solutions!

Unique only to Hale Pet Door, our Cat Guardian is a safe and innovative security product designed to keep your cat inside while allowing your dog outside. Likewise, it is intended to keep pesky wild animals like raccoons out, while your dog still has the freedom to come and go.

The philosophy behind the Cat Guardian relies upon owner involvement and “aversion training” (pictured at right) for your cat. Our design uses LED sensors and receptors, which, when broken, emit an audible alarm. This novel design doesn’t depend on magnets, collars or shock.

Here’s how it works. When a cat tries to enter the pet door, they approach the door in a different manner than a dog that has been trained to use the pet door. A cat or other untrained animal will generally poke around cautiously and only press against one bottom corner of the pet door flap. When this happens, the bottom sensor beam is broken and a siren activates. This loud alarm in an enclosed area near the animal’s ear level will deter the animal and they will avoid the pet door.

On the other hand, when a dog

enters or exits the pet door, it generally goes through the middle of the door at a higher level. Thus the top sensor beam is also broken. This deactivates the unit and the siren does not sound, allowing your dog free passage through the pet door. Owner participation is a key component in teaching your pets about these products.

We like to say that our Cat Guardian products are “purr-fect” additions to our pet door line. Call us at 800-646-4773 for more information.



Pet Rescue Parade

Lost Our Home Pet Foundation, Arizona

Hale Pet Door has nearly 300 rescue groups and shelters in our Rescue Rewards program. We are honored to help each and every one, and we love having the chance to chat with dedicated rescue volunteers around the country. In December we signed up a brand new rescue that truly touched our hearts.

Lost Our Home Pet Foundation of Phoenix, Ariz., was founded in 2008 by mortgage lender Jodi Polanski when she heard from realtors about the vast number of pets being affected by homeowners facing foreclosures and evictions. Jodi said that realtors discov-

ered the abandoned pets when they were showing homes.

Lost Our Home provides temporary foster or permanent placements. But they also try to resolve problems before they develop by providing families in need with pet food, financial assistance for vet bills, advocacy assistance, and information on rental properties. Lost Our Home receives 30-40 calls or emails a day from people seeking help.

For more information, go to their website at www.LostOurHome.org.



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Making Pets Happy Around the World
Since 1985™



In Our Next Issue



Our ramps are a tremendous help for small pets, senior pets and arthritic pets. Our ramps can be made for all size door sizes. Corky (pictured above) appreciates the sturdy support and comfy, skid-proof carpet so he can walk up and down his ramp with confidence!

RAMPS: Hale Pet Door builds sturdy ramps with mold and mildew-resistant nylon carpet. Our ramps are made for every size door and every size pet. Let us build one just for your four-footed family member.

KENNEL DOORS: Our newest door model is perfect for shelters, kennels, breeders, doggie daycares and other large facilities.