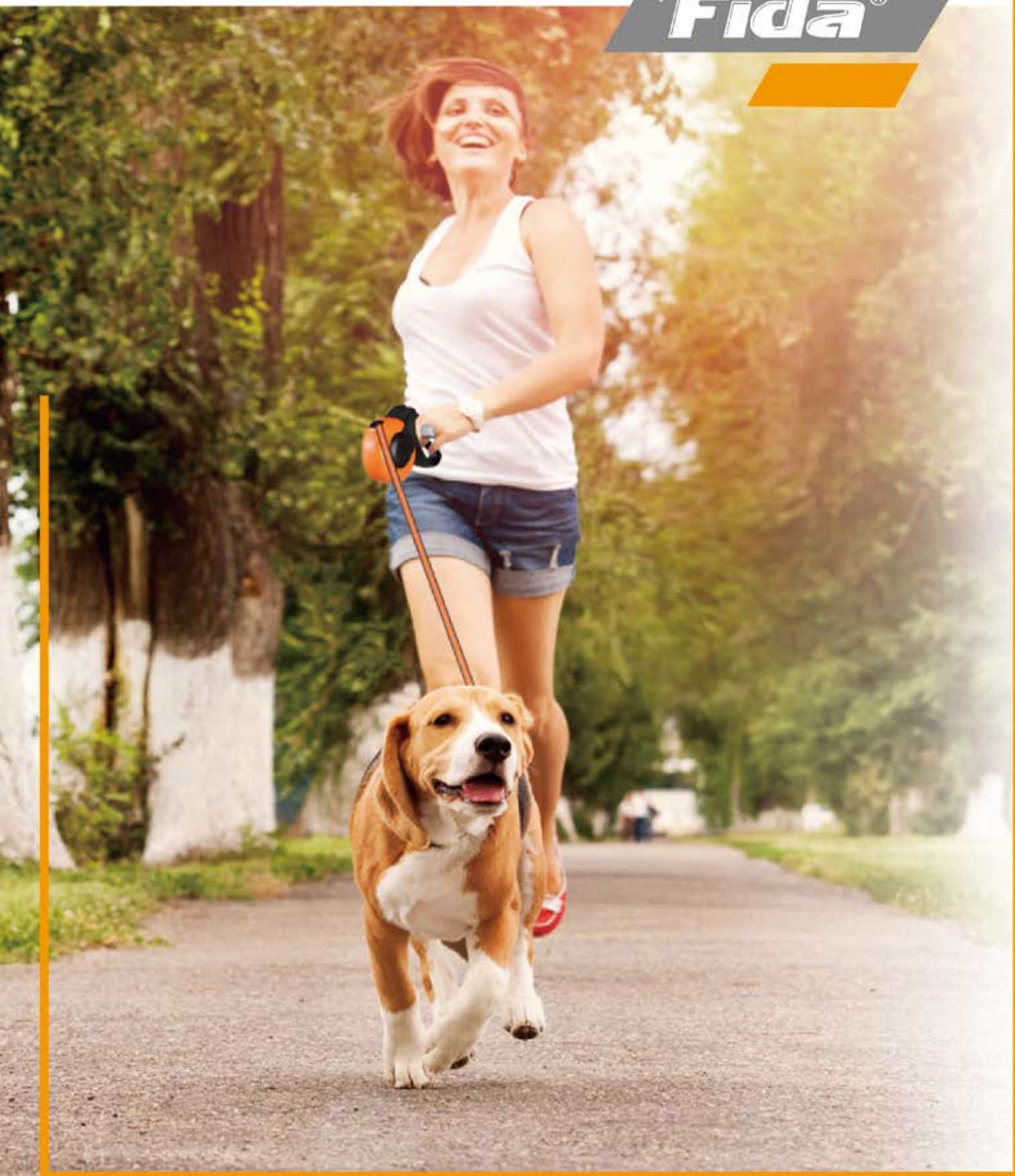


PRODUCTS
CATALOGUE 2016

RANGER™

by **Fida®**





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FIDA brand



"God dog with sky wing" is the pet of Ares , the Greek . He can help Ares fight north and south ,and never fail.He is the symbol of victory,brave and bright.

Each animal may have nature of "threst for freedom " .The highest level of freedom is flying signify nature of pet that "park Nature,Run freely " .Together with the saying" Every dog are king of sport " ,tis specify the true meaning of FIDA brand for "FIDA pet sport."

The Introduction of Company and The Connotation of FIDA Brand

Independent Production System

Zhejiang Universe Industry CO., Ltd. (FIDA) was founded in 1991. As a professional enterprise for producing retractable dog leash, FIDA has the independent import and export rights. We are good at researching and producing the retractable leash of double-colored injection molding. Now FIDA has developed into one of the largest manufacture for retractable leash. Our productions are well sold in Asia, Europe, America, and other regions around the world.

Advanced Brand Concept

FIDA has our own brand——Fida. We always believe that “Sport is the sourcing of pet health”, and throughout stick to the philosophy “Dog, the king of sports”. FIDA is devoted to combining the pet health and human needs together, so to create a highly praised concept for pet sports.

Professional Product Line

FIDA always insists on knowledge innovation. Our productions, from design, mold development, injection, assembling to sales, have a number of independent intellectual property rights. The retractable leash of FIDA has become “the highest cost-effective production around the global pet industries”. We also obtain more than 100 patents including utility model, appearance design, packaging, etc.

Accurate Quality Assurance

Our company has the top professional testing center for retractable leash. We adopt the quality management system of Ge Corp in the United States, and all the productions’ qualities are judged with CPK and PPK index. For the machining and assembling of precision components, we all use automatic machine. So the productions of FIDA really make every user feel safe, easy and comfortable.



Organization Structure



Honor awarded

- FIDA has won more than 100 patents including utility model, appearance design, packaging, etc.
- In 2007, FIDA won the honor "Ten years' special contribution for Pet Fair Asia" .
- In 2009, FIDA was hired as the vice-chairman enterprise of the first-founded "China entry-exit inspection and quarantine association pet food supplies inspection and quarantine branch" .
- In 2010, FIDA was hired as the vice-president enterprise of "Zhejiang pet food supplies industry association of import and export" .
- In 2010, FIDA was awarded the "National import and export quality credit enterprise" .
- "Growing small and medium sized enterprise"
- "Credit demonstration enterprise in Jinhau city"
- "National high-technology enterprise"
"patent demonstration enterprise in Zhejiang province"





Japan Office

US Office

Company Concept

1. Good Productions Are Designed

When everybody thinks good productions are produced by testing, but FIDA recognizes they are manufactured. Now when everybody identifies with good productions are produced by manufacturing, but FIDA recognizes they are designed. We believe that good productions must be treated strictly from the source, and the design determines the quality.

2. The Innovation of Technologies Is The Core of Quality Improvement.

The qualities include function, appearance, feature, reliability, endurance, service, etc. Only all these aspects are available, it is can be called high quality. There is no well selling productions on the market all the time. These who can adapt to the needs of customers will exist in the market, but these who can not satisfy the needs of customers will lose the market.

3. FIDA Always Adhere to The Concept “Do Not Pursue Large, But to Pursue Good!”

FIDA believes only high quality gives market, only market makes the enterprise exist, and only a dynamic enterprise can seek for further development. Excellent quality can provide the users with good experiences. Through sharing the feeling with others around these users, good reputation is formed.

4. The Most Critical Customer Is The Best Customer

Critical customers are welcomed to FIDA, because there is no excellent productions without customers' critical suggestions. We actively respond to customers' feedback. So that if there is any problems, we can quickly find out corrective or preventive measures to solve them. This tradition makes our retractable leash keep on the top level around the world and be regarded as the highest cost-effective productions.

02 Product Introduction

Inspiration of Ranger



RANGERTM by **Fida**[®] **MARS**







LED LIGHT

Switch for lighting and warning

Warning light

0.025W×1 LED / Red light

LED light

0.075W×1 LED / White light

The knob to adjust
the angle of light



Double hand operation:

One hand holds the handle,
and use the forefinger of
another hand to press the button

Four modes:

Lighting and warning share
the same switch.

- Light up at the same time
- twinkle fastly
- twinkle slowly
- turn off



The red and translucent knob combines
with the function of warning light.

The knob is higher than the surface, so
it is much easier to be noticed from
different directions.

The Fida Logo indicates
the angle of lighting

There is skid-proof lines
at the edge of the knob
that is helpful to rotate,
meanwhile, these lines
can reflect light to
make the light softer.



Analysis of the angle of warning light



Scenario 1:

Arm extends forward to
adjust the lighting range

Scenario 2:

Arm drops down naturally to
adjust the lighting range



Battery Specification :
2 pieces CR2032 lithium battery 3V

Battery life : 60 h

The installation of warning lights
screw structure that is safer and
easier to remove. The warning
light can interchange with the
decorative cover, and it is more
perfect to combine the warning
light and poop-bag holder.

The lighter and high efficiency battery
reduces the volume and weight
of the product effectively.

Much more functional
accessories are under research,
please look forward to !

POOP-BAG HOLDER



Step 1:
Press the button on
both sides to open
the poop-bag holder.



Step 2:
Put in the poop bag



Step 3:
Use the poop bag

SPECIFICATIONS



TAPE



		LED light	Poop-bag holder
XS	3 m / 10 ft 12 kg / 26 lbs	×	×
S	5 m / 16 ft 15 kg / 33 lbs	●	●
M	5 m / 16 ft 25 kg / 55 lbs	●	●
L	5 m / 16 ft 50 kg / 110 lbs	●	●



ROPE



		LED light	Poop-bag holder
XS	3 m / 10 ft 12 kg / 26 lbs	×	×
S	5 m / 16 ft 15 kg / 33 lbs	●	●
M	5 m / 16 ft 25 kg / 55 lbs	●	●



RANGERTM by **Fida**[®]

STYLEASH



Walk your dog in a stylish way !



STYLEASH



DIY COVER



YOUR STYLE



SPECIFICATIONS



TAPE



DIY Cover

XS	3 m / 10 ft 12 kg / 26 lbs	●
S	5 m / 16 ft 15 kg / 33 lbs	●
M	5 m / 16 ft 25 kg / 55 lbs	●
L	5 m / 16 ft 50 kg / 110 lbs	●



ROPE

DIY Cover

XS	3 m / 10 ft 12 kg / 26 lbs	●
S	5 m / 16 ft 15 kg / 33 lbs	●
M	5 m / 16 ft 25 kg / 55 lbs	●



SPECIFICATIONS



TAPE



		LED light	Poop-bag holder
XS	3 m / 10 ft 12 kg / 26 lbs	×	×
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ROPE



		LED light
XS	3 m / 10 ft 12 kg / 26 lbs	×
S	5 m / 16 ft 15 kg / 33 lbs	●
M	5 m / 16 ft 25 kg / 55 lbs	●



TAPE



		DIY Cover
XS	3 m / 10 ft 12 kg / 26 lbs	●
S	5 m / 16 ft 15 kg / 33 lbs	●
M	5 m / 16 ft 25 kg / 55 lbs	●
L	5 m / 16 ft 50 kg / 110 lbs	●



ROPE

		DIY Cover
--	--	-----------

XS	3 m / 10 ft 12 kg / 26 lbs	●
S	5 m / 16 ft 15 kg / 33 lbs	●
M	5 m / 16 ft 25 kg / 55 lbs	●



RESEARCH & DEVELOPMENT PROCESS

Mission and goal

Get to know the main competitors, absorb the advantages of them to find opportunities.

Analysis of competitors

Analyse the products of FIDA, understand the problems encountered in current products.

Analysis of Fida

Analysis of ergonomics

Through the analysis of ergonomics, design the products that are more comfortable to operate and with better user experience.

Analyse all kinds of requirements to guide the direction of product design.

Analysis of requirements

Product ideas

PRODUCT TEST

Tensile Strength test



Spring test



Bottom test



Durability test



03 Service

ORDERS

What can be used to ensure stable quality?

200 Date Form

- IQC Report
- PQC Report
- OQC Report
- Product Test Report
-

30 Procedures and processes

- Order management procedure
- Production schedule management procedure
- Product design management procedure
- Correct & precautionary measures management procedure
-

SHIPPING



DOG, KING OF SPORT

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