



Partnership for
Electronic Training Technology

We are...

A not for profit organization that educates and advocates for the safe use of modern electronic training collars. Formed by the most respected names in the pet training industry.

Mission

To educate consumers on the proper use of electronic training tools and ensure that the products offered by our members are manufactured to the highest standards.

Dedication

Our industry has evolved and so has our understanding of animal behavior. We are dedicated to technology and research. Technical advances in design and manufacturing ensure products are versatile and humane. Research in canine cognition drives the development of sophisticated and customizable product features.

Education

Our members provide reliable information to help consumers select electronic training systems that are safe, effective and meet training needs. Once training products are acquired, PETT members are committed to educating users on proper use.





Debunking the Myths About Electronic Training

Myth: *“Electronic training collars only work because they cause pain and fear.”*

Truth: Electronic training collars function using tone, vibration and static stimulation. The stimulation settings of PETT manufactured collars are highly versatile and comparable to devices used in the human medical field. The sensation varies from extremely low and mild, to a relatively strong pulse at the highest levels. **These sensations do not cause tissue damage or induce pain.** It is important that users take the time to educate themselves on proper use and training protocols and use the lowest setting that works for their dog.

Myth: *“Electronic training collars can burn a dog’s skin.”*

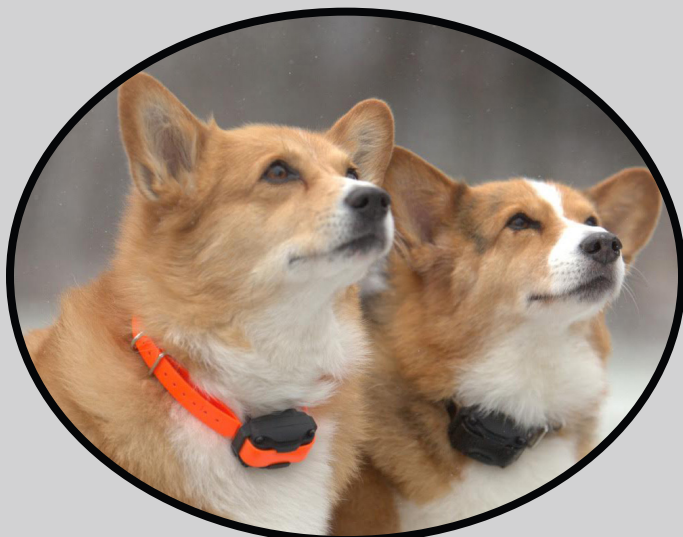
Truth: **Electronic training collars do not generate heat and cannot burn a dog’s skin.** They can result in pressure sores that are often mislabeled as a burn. It results from inappropriate fit and prolonged wear time.

Collar users prevent pressure necrosis by:

- Making sure the receiver is fit properly.
- Rotating the receiver every few hours while it is on the dog.
- Removing the receiver after use in water to allow the dog’s coat and skin to dry thoroughly.
- Not exceeding manufacturers recommended wear time.

Myth: *“Electronic training collars will make a dog more aggressive or fearful.”*

Truth: Electronic training collars are a tool. Like any dog training tool or technique they require knowledge to use successfully. **Many dogs with fear and aggression problems have been successfully trained with remote collars and enjoy an improved quality of life.** If your dog has a behavior problem and you are interested in incorporating a remote collar into the training protocol, PETT advises you seek the support of a professional that is skilled in remote collar applications.



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Modern e-collars provide a very humane and controlled way of training. They’ve created a revolution in the profession and should no longer be considered a correction tool, but a versatile aid to benefit the dog and owner. Used correctly as a part of a training approach, modern remote training collars clarify and simplify the training process. They are now, in my opinion, the most versatile and humane training and behavior modification tool we can use.

Martin Deeley, International School for Dog Trainers

Email contactus@pettpartnership.com for more information.