



ruthlessleather

How to measure correctly

Every collar is custom-made to the measurements you provide us with. Getting this right is **the** most important part of the process, so please follow these instructions.

Please don't just measure your dog's existing collar, it won't be right.

Right way

Wrap a cloth tape measure around your dog's neck as shown in the first two images below. Please note that it's high and snug, but not pulled tight.

Measuring this way doesn't mean your new collar will sit high and tight on your dog. It will sit just right, closed on the centre hole with two holes either side.

Wrong way

If it's sagging and your fingers are under the tape then it's too loose and your collar won't fit correctly.

Wrong way

This probably doesn't need to be said, but don't strangle your dog!! Snug is good, tight is bad.

