PAWNESS



2026

CONSCIOUSLY DESIGNED
DOG ESSENTIALS

Share the Pawness



CONTENT

04. HOW IT STARTED

06. ABOUT PAWNESS

08. HOME

022. WALK

036. PRICE LIST

A RESCUE THAT CHANGED EVERYTHING

Meet Bo (on the right) - the inspiration behind everything we do.
Before Bo found his furever home in The Netherlands, he lived alone on Portugal's streets, abandoned by his previous owner. Fortunately, the HomelessDogs Foundation discovered Bo and gave him the second chance he deserved.

Denise had been searching for the perfect companion and connected with HomelessDogs at exactly the right moment. With Bo's arrival came not just a new family member, but the beginning of a new mission.

And that's when the real search began.
As Denise shopped for Bo's essentials, she discovered a frustrating gap in the market. Finding dog products that were ethically made, environmentally conscious, AND beautifully designed proved nearly impossible.

The challenge was clear: create products that honoured all three values without compromise.
That's how Pawness was born - from the belief that every dog deserves products that are as thoughtfully designed as they are responsibly made. Products that respect people, animals, and our planet while looking beautiful in your home.

In December 2020, Labradoodle Trix joined our growing family, bringing even more inspiration to our mission.

Because great design should never come at the expense of doing good.





"DESIGN WITH A HEART: AESTHETIC FOR THE EYE, GENTLE FOR THE PLANET." – DENISE

Pawness: High on style, low on pawprint

Pawness is the answer to the **growing demand for sustainable dog products**, **without compromising on design.** Everything we create is made with respect for animals, people, and nature—proving that conscious choices can be beautifully stylish.

Our approach is refreshingly simple: create a **conscious range that never sacrifices aesthetics for ethics.** Each product is **Dutch-designed** by founder Denise and crafted by **skilled artisans** who share our commitment to vegan, cruelty-free excellence. Our minimalist design philosophy ensures that caring for your dog and our planet can be seamlessly unified.

From **hand-thrown ceramic bowls to naturally formulated care products**, every Pawness essential reflects our commitment to thoughtful design and expert craftsmanship. Because when style meets sustainability and skilled artistry, **everyone wins—your dog, your home, and our shared planet.**

ABOUT PAWNESS





HOME



CERAMIC FOOD BOWL

where function meets beauty

Transform mealtime into a moment of style with our handcrafted ceramic food bowls. Each bowl is **individually thrown and glazed by hand using** 100% naturally extracted clay, creating pieces that are as unique as your dog's personality. **The minimalist design** seamlessly integrates into any home aesthetic, proving that functional doesn't have to mean forgettable.

Designed for versatility, these bowls invite creative compositions—mix and match different colours and sizes to create arrangements that reflect your personal style. The contemporary glaze colors are **colourfast and low maintenance,** while the **dishwasher-safe design** makes cleanup effortless.

Available in three sophisticated colours; **Emerald, White, and Grey**. Each food bowl brings thoughtful design to your dog's daily routine. Because every meal should be **served with style.**

Handmade with love in Portugal.



CERAMIC FOOD BOWL
WHITE

M: approx. 16x6cm
L: approx. 20x6,5cm



CERAMIC FOOD BOWL
EMERALD

M: approx. 16x6cm
L: approx. 20x6,5cm



CERAMIC FOOD BOWL
GREY

M: approx. 16x6cm
L: approx. 20x6,5cm

SLOW FEEDER

style that slows things down

Transform mealtime from a race into a mindful moment with our **handcrafted ceramic slow feeder**. Designed specifically for dogs who love to gulp their food, this thoughtfully crafted bowl **encourages healthier eating habits** while adding a touch of elegance to your home.

Each slow feeder is individually hand-thrown from 100% natural clay and finished in contemporary glazes, **creating a piece that's as beautiful as it is functional.**

The clever design naturally **slows eating pace, promoting better digestion and preventing bloating**.

Available in two practical sizes and three sophisticated colours—Emerald, White, and Grey—you can choose the perfect fit for your dog's needs and your home's aesthetic. Because healthy eating habits should never compromise on style.

Handmade with love in Portugal.



CERAMIC SLOW FEEDER
WHITE

M: approx. 16x5cm – 2 rings
L: approx. 20×5,5cm – 3 rings



CERAMIC SLOW FEEDER
EMERALD

M: approx. 16x5cm – 2 rings
L: approx. 20×5,5cm – 3 rings



CERAMIC SLOW FEEDER
GREY

M: approx. 16x5cm – 2 rings
L: approx. 20×5,5cm – 3 rings





COOKIE JAR

storage that matches your style

Keep training treats fresh and your counters clutter-free with our **handcrafted ceramic cookie jar.** This artisan-made piece transforms treat storage from mundane to beautiful, seamlessly integrating into your kitchen aesthetic while keeping snacks perfectly preserved for training sessions.

Each cookie jar is individually **hand-thrown** from **100% natural clay** and **finished with contemporary glazes** that perfectly complement our food bowl collection. The thoughtful design includes a practical **recycled webbing handle**, making it as functional as it is beautiful.

Available in three sophisticated colours, Emerald, White, and Grey, you can create a cohesive look that elevates your entire feeding station. Because even treat storage deserves to be stylish.

Handmade with love in the Netherlands.



CERAMIC FOOD BOWL
WHITE

M: approx. 16x6cm
L: approx. 20x6,5cm



CERAMIC FOOD BOWL
EMERALD

M: approx. 16x6cm
L: approx. 20x6,5cm



CERAMIC FOOD BOWL
GREY

M: approx. 16x6cm
L: approx. 20x6,5cm

HOME COLLECTION

fragrance that welcomes the whole pack

Transform your living space into a **dog-friendly sanctuary** with our complete Home Collection. This thoughtfully curated trio brings instant calm to any room while keeping your furry friend's wellbeing at the heart of everything.

Each piece features our signature Woofs Whiff blend of **bergamot, sandalwood, and lavender** – carefully selected dog-safe essential oils that create the perfect atmosphere without a single worry. The hand-poured **Scented Candle** offers 45-50 hours of bliss in recycled amber glass, the **Reed Diffuser** works its magic 24/7 for months of effortless fragrance, and the **Room Spray** delivers instant zen with just a few spritzes.

The sophisticated design **complements any interior style**, from modern minimalist to cozy traditional. Three versatile formats mean you can offer your customers the perfect fragrance solution for every space and lifestyle preference.



REED DIFFUSER



ROOM SPRAY



SCENTED CANDLE





TRAINING TREATS

Plant-based treats, made to earn

Give your dog the rich, **chocolatey taste** they love, without anything they can't have. **Carob Crunch** is made with **natural carob and lupin flour,** handcrafted in the Netherlands, with no added sugars and no wheat or gluten. Completely plant-based and purpose-built for training, every bite delivers the satisfying crunch that keeps dogs focused and sessions rewarding.

Spirulina Spark brings superfood nutrition to everyday training. Made with **nutrient-rich spirulina and buckwheat flour,** each treat supports immune health and sustained energy in a size built for repetition. Also handcrafted in the Netherlands, plant-based, wheat-free, and gluten-free, functional nutrition without compromise.



CAROB CRUNCH
POUCH - 90GR



CAROB CRUNCH
TIN - 30GR



SPIRULINA SPARK
POUCH - 90GR



SPIRULINA SPARK
TIN - 30GR

DREAMY DAZE BED SPRAY

fresh dreams, naturally delivered

Transform your pup's **sleeping space** into a clean, fresh sanctuary with one simple spritz. This gentle yet **powerful bed cleanser eliminates stubborn odours and sanitises fabric** while staying completely safe for sensitive skin.

Crafted with cedarwood for antimicrobial protection, frankincense for calming vibes, juniperberry for natural purification, and orange for an uplifting citrus finish. Each element works together to create **the perfect sleep environment** that both you and your dog will love.

Because every dog deserves a cosy, fresh place to dream.
Hand-crafted with 100% natural ingredients.





PUPPY MILESTONE CARDS

memories worth celebrating

Capture every precious moment with our beautifully crafted milestone cards. This **set of 20 double-printed cards** transforms ordinary puppy moments into extraordinary keepsakes, creating a photo album that tells your dog's story.

Crafted from **eco-friendly paper and packaged in an organic cotton pouch,** these 135 x 180mm cards provide the perfect backdrop for those **once-in-a-lifetime photos.** From first walks to favorite toys, document the moments that matter most.

Because every milestone deserves to be remembered as beautifully as it was lived.





WALK

COLLAR BO

runway-ready sophistication

Transform every outing into a style moment with the Bo collar. This beautifully crafted **two-tone design** combines **premium vegan leather** with the ethics you demand—non-toxic, cruelty-free, and completely sustainable. The minimalist aesthetic delivers **effortless sophistication** that elevates your dog's everyday look.

Whether worn solo or paired with the matching leash, this collar makes an unmistakable **style statement**. The striking color blocking and nickel-free matte silver hardware create the perfect balance of **refined elegance and playful charm**. The sturdy D-ring securely holds name tags while seamlessly connecting to your matching vegan leather leash.

Handmade with Italian craftsmanship and finished with our signature debossed logo, every detail reflects our commitment to quality and conscious design. Because your dog's collar should be as thoughtfully made as it is beautifully worn.

Handmade with love in Italy.



COLLAR BO
EMERALD

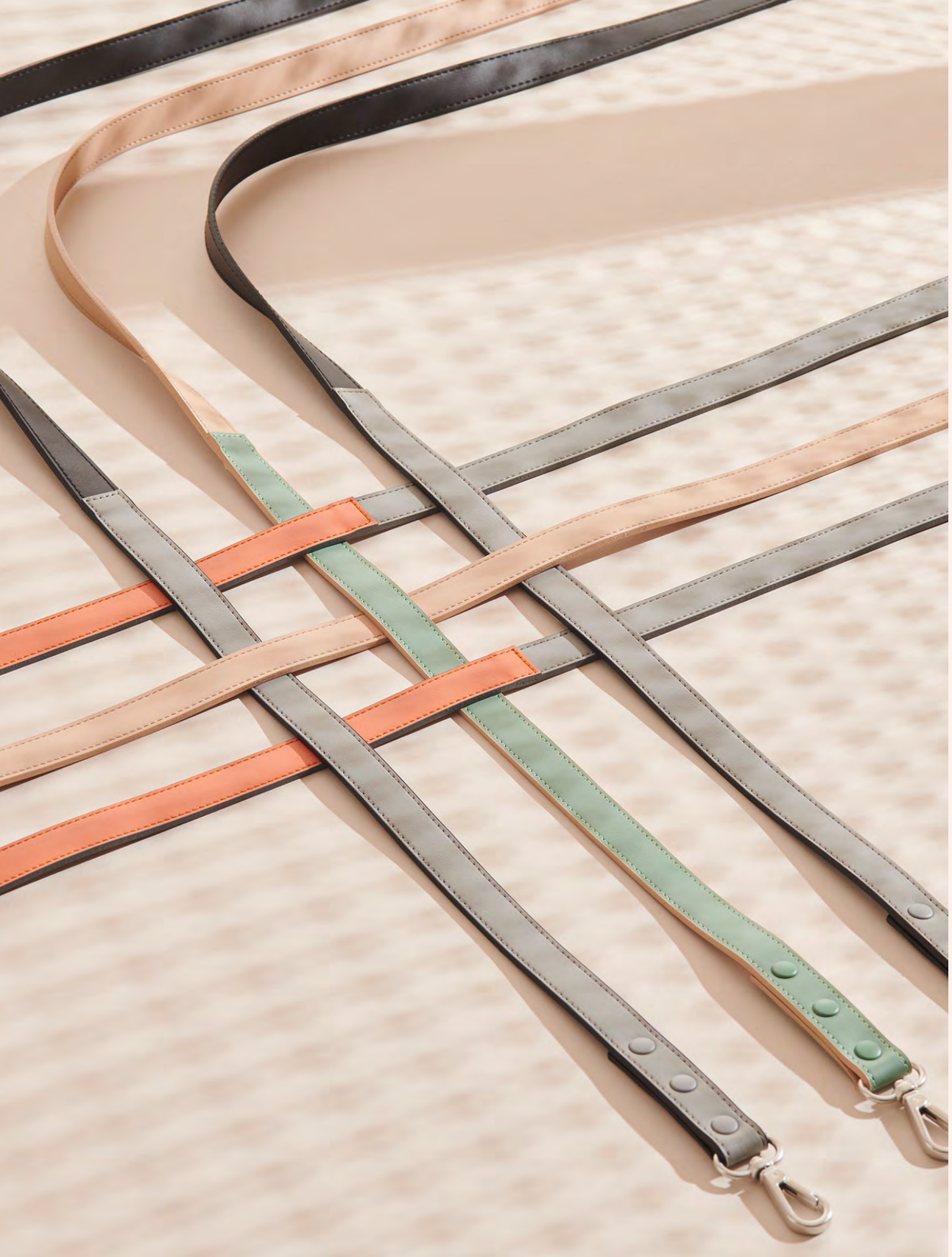
COLLAR BO
CORAL

COLLAR BO
GREY

COLLAR BO
MAUVE MIST



Available sizes | XS: 22 - 28cm - W2cm | **S:** 27 - 35cm - W2cm | **M:** 34 - 42cm - W2cm | **L:** 41 - 49cm - W2,5cm



LEASH BO

style that leads the way

Make every walk a statement with the Bo leash, crafted from **premium vegan leather** that's as conscious as it is beautiful. This extra-long **180cm design** gives your dog the freedom to explore while you maintain effortless control, proving that functionality and style can walk hand in hand.

The sophisticated **two-tone color blocking** creates a minimalist aesthetic that's both playful and refined—perfect for the dog owner who values both **ethics and elegance**. Non-toxic, cruelty-free, and completely sustainable, this leash represents everything thoughtful design should be.

Thoughtfully designed details include **a convenient D-ring** for your poop bag holder and an ergonomic handle for comfortable walks. Because when your leash looks this good, every stroll becomes a runway moment.

Available in **four sophisticated colourways** to perfectly complement your Bo collar.

Handmade with love in Italy.



LEASH BO
EMERALD



LEASH BO
CORAL



LEASH BO
GREY



LEASH BO
MAUVE MIST

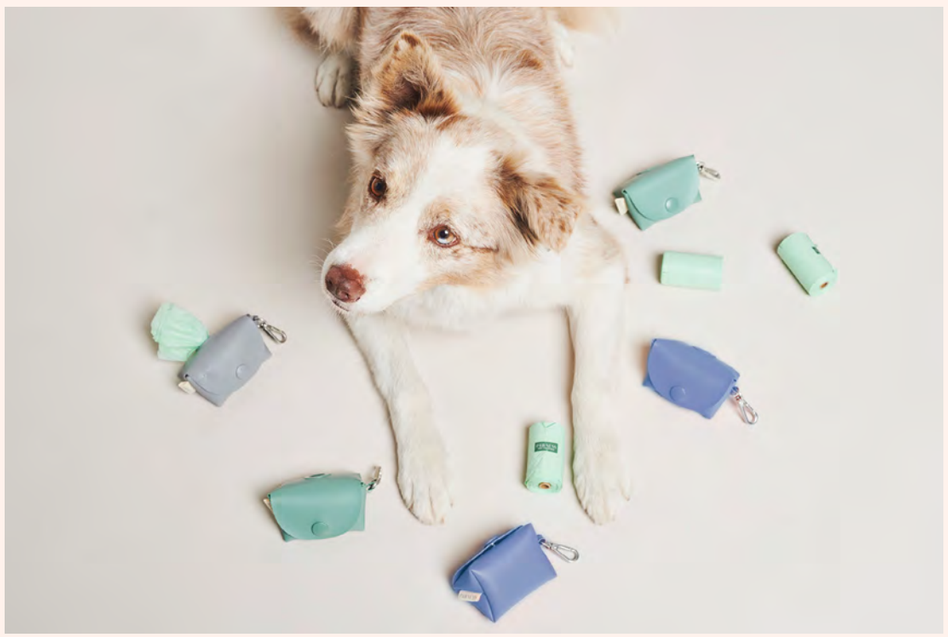
POOP BAG HOLDER

necessity meets style

Transform the most practical part of dog ownership into a style statement with the Bo poop bag holder. This **premium accessory** proves that even the essentials can be elegantly designed, adding sophistication to your daily walks while keeping you **perfectly prepared.**

Handcrafted in Italy from non-toxic, cruelty-free vegan leather, this holder combines playful design with practical functionality. The clever **back opening** allows effortless one-handed bag removal, while secure attachment keeps supplies ready on your leash.

Available in coordinating colours that **perfectly complement our Bo collar and leash** collection. Because being prepared should never mean compromising on style.





TREAT BAG

style that rewards

Keep training treats and cookies, perfectly organized with the Bo treat bag. This charming vegan leather accessory **attaches seamlessly to your leash**, making rewards and essentials easily accessible during every walk.

Crafted with the same **premium attention** to detail as our entire Walk Collection, this compact companion ensures **treats stay fresh** while adding sophisticated style to your walking routine.

Available in coordinating colours that perfectly complement our Bo collar and leash collection. Because every good dog deserves treats delivered in style.

REVERSIBLE BANDANA

the perfect daily detail

Some accessories are purely functional, others are purely decorative—but **our reversible bandana is purely perfect.** Crafted from luxurious **Tencel fabric,** this super-soft accessory keeps your dog **cool and comfortable** while adding that finishing touch that transforms any look from ordinary to extraordinary.

The **reversible design** doubles your styling options, featuring carefully curated colour combinations **that complement our entire collection**. The seamless fit ensures all-day comfort, while the natural breathability of Tencel makes it ideal for active dogs who don't want to compromise on style.

Whether you're heading out for a neighborhood walk or a special occasion, this bandana proves that **the smallest details make the biggest impact**. Because every dog deserves to feel as good as they look.

Handmade with love in the Netherlands.



BANDANA
THE PAW CLAPPER



BANDANA
THE TAIL WAGGER



Available sizes | S: 52cm wide, for necks up to 46 cm **| M:** 66cm wide, for necks up to 56 cm



COMPOSTABLE POOP BAGS

give back to nature

Every outdoor adventure should leave nature better than you found it. Our **100% compostable poop bags**, crafted from **corn starch**, ensure that your dog's love for exploration gives back to the environment they adore. The **stylish turquoise design** proves that being responsible doesn't mean sacrificing aesthetics.

Made **without harmful substances** during production, these bags represent our commitment to truly sustainable solutions. The **soft, easy-open material** makes cleanup effortless, so you can focus on what matters most—enjoying those precious outdoor moments with your pup.

Each box contains 8 rolls with 15 bags per roll, providing approximately one month's supply for most dogs. Because when nature calls, your response should be as conscious as it is convenient.



100% COMPOSTABLE
POOP BAGS



PRODUCT NAME	SIZE	PRODUCT CODE	MOQ/ CARTON SIZE	WHOLESALE EXW PRICE EXCL. VAT EACH	RRP EACH
Food bowl White	M	PFB19M0100	-	€ 31,00	€ 59,00
Food bowl White	L	PFB19L0100	-	€ 36,00	€ 69,00
Food bowl Grey	M	PFB19M0102	-	€ 31,00	€ 59,00
Food bowl Grey	L	PFB19L0102	-	€ 36,00	€ 69,00
Food bowl Emerald	M	PFB19M0104	-	€ 31,00	€ 59,00
Food bowl Emerald	L	PFB19L0104	-	€ 36,00	€ 69,00
Slow Feeder White	M	PSF121M0100	-	€ 36,00	€ 69,00
Slow Feeder White	L	PSF121L0100	-	€ 41,00	€ 79,00
Slow Feeder Grey	M	PSF121M0102	-	€ 36,00	€ 69,00
Slow Feeder Grey	L	PSF121L0102	-	€ 41,00	€ 79,00
Slow Feeder Emerald	M	PSF121M0104	-	€ 36,00	€ 69,00
Slow Feeder Emerald	L	PSF121L0104	-	€ 41,00	€ 79,00
Cookie Jar White	-	PCJ22X0100	-	€ 40,00	€ 69,00
Cookie Jar Grey	-	PCJ22X0102	-	€ 40,00	€ 69,00
Cookie Jar Emerald	-	PCJ22X0104	-	€ 40,00	€ 69,00
Treats Spirulina Spark	Tin	PTT25X00T	8	€ 4,20	€ 7,90
Treats Spirulina Spark	pouch	PTT25X00P	8	€ 6,90	€ 12,90
Treats Carob Crunch	Tin	PTT25X01T	8	€ 4,20	€ 7,90
Treats Carob Crunch	Pouch	PTT25X01P	8	€ 6,90	€ 12,90
Milestone cards	-	PMC21X01XX	4	€ 17,50	€ 35,00
Scented Candle	-	PSC21X01XX	8	€ 17,00	€ 27,00
Reed Diffuser	100 ML	PRDX25X000	8	€ 16,00	€ 29,00
Room Spray	100 ML	PRSX25X000	8	€ 12,50	€ 25,00
Bed Spray	100 ML	PBCS25X000	8	€ 8,75	€ 17,50

PRODUCT NAME	SIZE	PRODUCT CODE	MOQ/ CARTON SIZE	WHOLESALE EXW PRICE EXCL. VAT EACH	RRP EACH
Collar Bo Emerald	XS	PC19XS0104	-	€ 28,00	€ 49,00
Collar Bo Emerald	S	PC19S0104	-	€ 28,00	€ 49,00
Collar Bo Emerald	M	PC19M0104	-	€ 28,00	€ 49,00
Collar Bo Emerald	L	PC19L0104	-	€ 31,50	€ 55,00
Collar Bo Coral	XS	PC19XS0103	-	€ 28,00	€ 49,00
Collar Bo Coral	S	PC19S0103	-	€ 28,00	€ 49,00
Collar Bo Coral	M	PC19M0103	-	€ 28,00	€ 49,00
Collar Bo Coral	L	PC19L0103	-	€ 31,50	€ 55,00
Collar Bo Grey	XS	PC19XS0102	-	€ 28,00	€ 49,00
Collar Bo Grey	S	PC19S0102	-	€ 28,00	€ 49,00
Collar Bo Grey	M	PC19M0102	-	€ 28,00	€ 49,00
Collar Bo Grey	L	PC19L0102	-	€31,50	€ 55,00
Collar Bo Mauve Mist	XS	PC22XS0107	-	€ 28,00	€ 49,00
Collar Bo Mauve Mist	S	PC22S0107	-	€ 28,00	€ 49,00
Collar Bo Mauve Mist	M	PC22M0107	-	€ 28,00	€ 49,00
Collar Bo Mauve Mist	L	PC22L0107	-	€ 31,50	€5 5,00
Leash Bo Emerald	-	PL19X0104	-	€ 45,00	€ 79,00
Leash Bo Coral	-	PL19X0103	-	€ 45,00	€ 79,00
Leash Bo Grey	-	PL19X0102	-	€ 45,00	€ 79,00
Leash Bo Mauve Mist	-	PL22X0107	-	€ 45,00	€ 79,00
PBH Emerald	-	PPBH19X0104	4	€ 16,00	€ 29,00
PBH Coral	-	PPBH19X0103	4	€ 16,00	€ 29,00
PBH Grey	-	PPBH19X0103	4	€ 16,00	€ 29,00
PBH Mauve Mist	-	PPBH22X0107	4	€ 16,00	€ 29,00

PRODUCT NAME	SIZE	PRODUCT CODE	MOQ/ CARTON SIZE	WHOLESALE EXW PRICE EXCL. VAT EACH	RRP EACH
Treat bag Mauve Mist	-	PTB22X0107	4	€ 14,00	€ 25,00
Bandana The Paw Clapper	S	PB22S0103	6	€ 12,50	€ 22,50
Bandana The Paw Clapper	M	PB22M0103	6	€ 15,00	€ 25,00
Bandana The Tail Wagger	S	PB22S0104	6	€ 12,50	€ 22,50
Bandana The Tail Wagger	M	PB22M0104	6	€ 15,00	€ 25,00
Poop Bags	-	PPB19X0104	16	€ 5,50	€ 10,00

When purchasing goods for re-sale from Pawness, please note the following:

1. Minimum wholesale order value is €250,- excl. VAT and in full carton or quantities as specified.
2. All items are subject to VAT all prices shown in wholesale price lists are exclusive of VAT.
3. Goods remain the legal property of Pawness until paid in full.
4. Prices are subject to change without notice.
5. The sale of goods is subject to our wholesale terms and conditions.
6. Goods may be purchased directly from Pawness.

Note prices are EXW The Netherlands, excluding freight. Prices exclude trading terms and VAT. Supply direct to store. For further details refer to Wholesale Terms & Conditions. Effective from 01 July 2020. Information on these forms may be changed or updated without notice.

PAWNESS
DOG ESSENTIALS

Hobbelrade 132
6176 CJ Spaubeek
The Netherlands
(no visiting address)

Denise Crombag

Phone: +31 6 39 431 017
Mail: hello@shop-pawness.com
www.shop-pawness.com