

FUNNELL RANGE

WHAT: Funnell Heavyweight Ballistic turnout.

TECH SPEC: A substantial rug with 12oz filling, ballistic outer and cotton lining. Features include shoulder gussets, adjustable, twin-strapped front, tail flap, cross surcingles and optional neck cover. The rug is supplied in a branded carry bag.

TARGET MARKET: Owners looking for a good-quality, mid-price-range rug for horses that spend time out at grass in the worst of the weather.

CONSUMER REACTION: We tried this rug on an ex-eventer who likes to live out but was feeling the cold. Although he's a rangy chap, the 6ft 9in version offered great, all-over protection while allowing plenty of freedom of movement, despite his very high withers and prominent shoulders. The rayon lining in the neck cover and main rug's chest and shoulders, plus this rug's generous cut in the right places, ensured there has been no rubbing. Our elderly equine tester has positively thrived in his Funnell rug, which moulds to his frame and never moves when he rolls. His owner loves its unusual, bright-blue colour scheme.

RETAIL THERAPY: Strong marketing support and retailer-friendly delivery from Polly Products, which recently acquired the Funnell Range.

VITAL STATISTICS:

The Funnell Heavyweight Ballistic turnout comes in bright blue with navy binding, sizes 4ft 9in to 7ft and priced at £47.50, with the optional neck cover at £24.95.

① Polly Products
01636 636135
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SHIRES

WHAT: Winter Typhoon turnout rug.

TECH SPEC: Its strong Shiretex waterproof outer and 350gm duvet filling mean that your horse will stay snug and dry in all but the most extreme conditions. The design, which incorporates a breathable lining, leg straps, cross surcingles and freedom gussets, will prevent the rug from slipping or rubbing, or your horse getting too hot and sticky, however much they play in the field. Light and flexible, the Winter Typhoon is built with your horse's comfort in mind.

TARGET MARKET: Everyone!

CONSUMER REACTION: Great for all winter conditions, this rug has a thick duvet filling but is as light as a feather, incorporating anti-rub design to prevent those shoulder marks and extra-wide shoulder gussets to allow maximum movement of the shoulder. The chest straps are fully adjustable, with quick-release clips that keep the rug fully secured in place but give freedom for movement when grazing. Another great feature of this rug is the large, gusseted tail flap, which will not flap up in the wind. The leg straps are detachable to use as either a fillet sting or leg straps. This is a great rug for all sorts of horses, especially those that have been clipped out to keep them snug in all the elements.

RETAIL THERAPY:

Available in sizes 3ft 9in to 7ft 3in, in navy with pale blue overcheck or olive with cerise overcheck.

VITAL STATISTICS: The rug has RRP's of £77.90 (3ft 9in to 5ft) and £89.90 (5ft 3in to 7ft 3in).

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