

SCOOPY-do



The perfect way to handle your dog mess

A rich dense foam to physically hide the faeces.
The foam also contains a fragrance to mask unpleasant odours
and an antibacterial agent to protect against disease.



This environmentally friendly product which professionally camouflages dog excretion making it user friendly to be picked up for disposal.

A totally unique product for the commercial marketplace designed by Chris Luxton .

The concept is to offer this new product to the 83 U.K. Cities and 1,000's of U.K. Towns via inexpensive, specifically designed out door vending machines. Also to National Pet Retailers or Supermarket chains i.e Tesco, Asda, Sainsbury's, Pets World etc.

Local Councils would stock the product for the ongoing of refilling the vending machines.

Typical Vending Manufacturers:

- 1.Your choice
- 2.Dixie Narco (details attached)
- 3.Darenth Vending – U.K.

Chris Luxton to be consulted for the specific vending method with the chosen vending manufacturer.



Introduction - Public Open Space and Dogs

Public open space management has changed dramatically in the last twenty years. The range of recreation activities pursued has expanded while budgets and resources have contracted, particularly in the last decade. There is now much more emphasis on efficiency and improved management. At the same time, conflict in public parks appears to have increased although not necessarily because of a higher incidence of problems. Dog owners have not been immune from these changes. Increasing restrictions have been imposed on their use of public open space either by requiring dogs to remain leashed or by outright banning. The restrictions have been imposed because of the seemingly intractable nature of the problems posed by dogs using public parks and reserves.

Many local authorities are acting positively to address these dilemmas. However in most cases they are reacting to political demands rather than addressing needs and problems in a systematic way. Part of the problem is that the whole area of urban animal management is so new. Councils are grappling with very difficult questions but lack important information and an overall framework to address them in an effective way. The time has come to re-assess established practices.

Owning pets implies responsibilities that people are increasingly being called upon to meet, especially in urban areas. These responsibilities include:

- Attending to their pet's emotional and social needs.
- Attending to their pet's health and welfare including exercise, training and environmental enrichment as appropriate to the breed.
- Confining dogs within the perimeter of the home property to prevent wandering.
- Minimising any adverse effects on neighbours, e.g. from excessive barking.
- Complying with relevant by-laws (i.e. leash laws, removal of faecal deposits in the public realm, keeping dogs under effective control etc.).

Collectively, these responsibilities have come to be known as socially responsible pet ownership which has two components:

The knowledge of the owner of his or her responsibilities; and his or her efforts to meet these responsibilities.

Scoopy-do is a product aimed at addressing one of these responsibilities - the removal of faecal deposits in the public realm, - a reminder to dog owners to pick up behind their pets, and a display of your areas commitment to keep unwanted dog waste from becoming a threat and nuisance to the safety and enjoyment for all that use the public spaces.



The need for Scoopify-do

Defecation

The most common complaint about unremoved faecal deposits is the effect on aesthetics and the unpleasant experience of dodging droppings on footpaths and in parks. The most serious concerns are health related.

Faeces may be infested with microscopic parasitic organisms that can be transmitted to and cause disease in humans. Although the risk to humans is slight, roundworm is the most prominent health concern in relation to dog faeces. Roundworm resides in the small intestine of dogs. Its eggs are passed to the outside environment in the dog's faeces. The eggs take two weeks to a month to become infective, so there is no risk from fresh faeces. However, the eggs may remain infective in the soil for years.

Humans do not develop adult roundworms, however migration of larvae through the tissues and organs can cause disease. The primary transmission pathway to humans is through contamination of the hands by eggs in the soil and accidental ingestion. Direct contact between humans and infected dogs does not play a role in disease transmission. Young children have the greatest risk of exposure. They may inadvertently eat dirt or grass or touch their mouths with hands contaminated with old dog faeces containing infective roundworm eggs. People confined to hand-activated wheel chairs and active sports players (i.e. football, hockey, cricket etc.) may also be at risk.

Odours are not a persistent or long-standing problem and are usually dissipated by wind currents. They are generally not strongly detectable unless someone is within close vicinity of fresh faeces. To help minimise odour problems, refuse bins should be emptied often. An air freshener cartridge could also be placed under the bin's lid.

Local authorities require dog owners to properly dispose of faecal deposits.

In recent years, authorities both here and overseas, have favoured or introduced a range of specific programs to encourage and make it easier for people to be more responsible, e.g. disposable or reusable 'pooper scoopers' that owners either bring with them or use on-site, specially designed dog toilets or 'pooch patches' provided by the municipality and so on.

Quoted from section 4.1.1 of the Australian dog park website.



The need for Scoopify-do

'Scoopify Do' Where Are You?

Thursday 22nd September 2005 (ref: 353/2005) Wigan Council website

They're kicking up a bit of stink in Atherton...over dog mess.

In fact the community's fed up with fouling and they're going to do something about it. But it's not our four-legged friends that are in the dog-house, it's their owners and now plans are underway for a campaign to raise awareness about fouling on Atherton's streets and in the parks.

The Atherton Green Partnership and pupils at St Michael's CE Primary are working on a sign design to tell dog owners to use that scoop and clean up after their pets.

The best sign will be chosen by members of the partnership and the council's People and Places manager Nick Burdekin.

Nick says: "It's an offence to let your dog foul the streets and we will remind people of this with eye-catching designs that will be placed at key points around the community. It's all about asking people to change their behaviour a little and become a lot more responsible."

In order to monitor the success of the scheme, an initial survey of the area found dog-fouling present at 53 per cent of all sites.

Atherton Green Partnership member and joint chair of the Township Forum, Cllr Sue Loudon said: "I am very pleased that Atherton is piloting a scheme that will try to combat a real borough-wide problem. We are concentrating our efforts on an area that includes a number of playing fields and areas where children play, to emphasis that dog mess is a danger. If this pilot scheme is a success, we want to see it working across the whole township and beyond."

Dog fouling may cause disease in humans. Small children are particularly vulnerable to the disease Toxocarasis, which can result in blindness. A parasitic worm causes the disease and infection occurs when the worms' larvae, found in dog faeces, is ingested.

So the message to dog owners is - don't leave home without your poop scoop - or at least a spare plastic bag (preferably the kind without holes).



Estimated U.K. Marketplace

55,000 + Scoopy-do Vending Machines Nationally. Sited in all Parks, Recreation Areas, Promenades, Beach Entrances & Car Parks, City Centres & City Collection Areas – as per City Council discretion.

Each unit to hold 100 Scoopy-do foaming bottles.

Estimated cost per 53ml bottle 41p

Recommended retail price per bottle £3.60

Number of applications per bottle - Approx. 50



Certificate

This is to certify that

Scoopy-do

Supplied by

Scoopy-do Ltd

Has been tested by

CLEANING RESEARCH
international

and meets the requirements for **WOOLSAFE** accreditation

Signed:.....

P G H Bakker
Managing Director
The WOOLSAFE Organisation

Date: 30 September 2006

WOOLSAFE is supported by the British Wool Marketing Board



This Certificate is valid

until 30 September 2007



Scoopy-do is Woolsafe approved
(see opposite)

WOOLSAFE product accreditation is available world-wide to manufacturers of carpet cleaning chemicals, spot removers, soil and stain resist treatments and other products used to maintain or enhance carpets and rugs. Manufacturers interested in endorsement can submit their products to The WOOLSAFE Organisation for testing. Products that meet all the performance requirements are issued with a certificate and suppliers are entitled to display the WOOLSAFE Mark, and one of a selection of approved phrases, on packaging, product literature and advertising material associated with the product.

The high level of interest in improving carpet maintenance products and techniques is demonstrated by the fact that many cleaning agent manufacturers have re-formulated products in order to comply with the WOOLSAFE requirements, or to enhance their products' efficiency. All approved products are subject to annual re-evaluation to ensure they continue to meet the WOOLSAFE requirements, or that changes introduced when products are re-formulated, are not detrimental to the performance of the product.



TRADE MARKS
REGISTRY



REGISTRATION
CERTIFICATE

Trade Marks Act 1994 of Great

Britain and Northern Ireland

The mark shown below has been registered under No. 2304129 as of the date 01 July 2002.

Scoopy-do

The mark has been registered in respect of:

Class 01:
Chemicals.

In the name of Chris Luxton (Mr) Managing Director

Signed this day at my direction

ALISON BRIMELOW, REGISTRAR
DATE 29 November 2002



The product name Scoopy-do is Trademarked
(see opposite)



**CERTIFICATE OF INCORPORATION
OF A PRIVATE LIMITED COMPANY**

Company No. 5525363

The Registrar of Companies for England and Wales hereby certifies that
SCOOPY-DO LTD

is this day incorporated under the Companies Act 1985 as a private
company and that the company is limited.

Given at Companies House, Cardiff, the 2nd August 2005



Companies House
— for the record —

The above information was communicated in non-legible form and authenticated by the
Registrar of Companies under section 710A of the Companies Act 1985



The Company 'Scoopy-do Limited'
(see opposite)

[Forum](#)[Links](#)[Deleting](#)[About us](#)[Register](#)

"scoopy-do.com" is registered with whois.melbourneit.com:

```
Domain Name..... scoopy-do.com
Creation Date..... 2003-11-12
Registration Date... 2003-11-12
Expiry Date..... 2007-11-12
Organisation Name... Mr. Chris Luxton
Organisation Address. 14 Cherry Grove
Organisation Address. Sketty
Organisation Address. Swansea
Organisation Address. SA2 8AS
Organisation Address. Swansea
Organisation Address. UNITED KINGDOM

Admin Name..... Mr. Chris Luxton
Admin Address..... 14 Cherry Grove
Admin Address..... Sketty
Admin Address..... Swansea
Admin Address..... SA2 8AS
Admin Address..... Swansea
Admin Address..... UNITED KINGDOM
Admin Email..... mail@pentagondesign.co.uk
Admin Phone..... 01792428625
Admin Fax.....

Tech Name..... UKServers Hostmaster
Tech Address..... PO Box 34
Tech Address.....
Tech Address..... Merriott
Tech Address..... TA16 5YZ
Tech Address..... Somerset
Tech Address..... GREAT BRITAIN (UK)
Tech Email..... hostmaster@ukservers.net
Tech Phone..... +44.1460 75143
Tech Fax..... +44.8700940342
Name Server..... ns.ukservers.net
Name Server..... ns1.ukservers.net
Name Server..... ns3.ukservers.net
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Whois Server Version 1.3

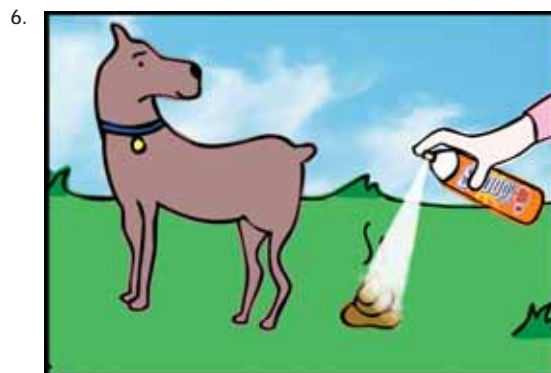
Domain names in the .com and .net domains can now be registered with many different competing registrars. Go to <http://www.internic.net> for detailed information.

Scoopy-do.co.uk Domain Name – Registrant - Mr. Chris Luxton

Scoopy-do.com Domain Name – Registrant - Mr. Chris Luxton

Scoopy-do The Product, Patent Applied - Mr. Chris Luxton

Scoopy-do



Scoopy-do frames for an animation on when and how to use product.



Research

A number of websites have been used in the research of vending machines and dispensers.

www.doggiebagseast.com

www.linkvending.co.uk

www.darenthmjs.com

www.dixie-narco.com





Future vending proposal

Scoopy-do Dispenser





Scoopy-do Bags



