



Press Release: For immediate release

ShackleDogs – Now Smile!

Shackles have been developing for over a hundred years but not so the shackle key – that seems firmly fixed in the last century... until now. Finally the shackle key has not just caught up. Its cute!. Not a knife, not a multi tool, not a bottle opener, it's a humble, friendly ShackleDog.

Updated from the original product the New Shackledog has grown a face and smiles every time he sees a shackle.

Cold fingers, stuck shackles, long nails, small hands, weak grip.....No problem, the ergonomic and simple design (patent pending) make opening shackles a breeze, even in difficult conditions, and tight locations.

Tucked in your pocket, on a lanyard, or even Velcro-ed to the mast or foredeck a ShackleDog can be there just when you need it. These dogs are so light and easy to use –they inspired the phrase *“a sailor’s best friend”*. Compact and colorful and attractive, they make a talking point, keep them with your keys and dream of sailing as often as you can.... For the really passionate, there is even an Carbon fiber version.

Dinghies to yachts. 4’ – 40’....How many shackles do you have on your boat? You’ll be needing a ShackleDog then!

Visit www.shackledog.com. Find out how to own one of these cute gadgets.

Ends

Notes for Editors:

US retail pricing typically \$6-7.00 .

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