

Perfect mARC

Logo Design Background and Guidance

What We Do...

At Perfect mARC, we help professional trainers and dog sport enthusiasts build better dogs by manufacturing and selling remote throwing systems which are essential to the training of working retrievers that compete in hunt tests and field trials.

Perfect mARC Mission Statement

It is our mission, at Perfect mARC, to graciously enhance the recreational outdoor sports and experiences of our customers through our products and services.

Background

Retriever Training

Background –The Retriever Hunt Tests & Field Trial Business

Each year thousands of working dogs and their owners compete in events known as hunt tests and field trials. Unlike a dog “show”, these tests are intended to simulate a hunt situation and evaluate a dog’s ability to demonstrate the desirable characteristics of the breed, i.e. retrieving game and delivering to hand. The rules and standards for these events are established by the AKC (American Kennel Club) and the HRC (Hunting Retriever Club).

A significant amount of time and resources are required to achieve a title (evident in the prefix or suffix of the dog’s registered name) in this series of events. Full time professional trainers and amateurs across the country feed this market and acquire credibility with titles. The rewards take form in clients paying for professional training as well as breeding preferences that are influenced by generational titles in the pedigree. Litters whelped with a solid pedigree of titles will command thousands of dollars per pup by buyers.

Background – Retriever Training Methods

The Remote Bird Launcher

To effectively train for Hunt Tests and Field Trials, trainers need to throw dead birds from remote locations as far as 400 yards away, well beyond the capabilities of a handler hand throwing birds. When helpers are not available, remote bird launchers are a trainers only option. Metal framed launchers capable of propelling dead ducks using elastic tubes are typically used simulate a hunt situation where fowl is shot in the air and plummets to the ground. This remotely thrown duck, referred to as a “**mark**”, is intended to be retrieved by the dog to demonstrate the breed’s ability and desire to retrieve. A “**perfect mark**” lands precisely in the designated area of the fall and follows a high visible “**arc**” that the dog has a fair chance of seeing and therefore executing a successful retrieve.

Product Solution – Perfect mARC - RTS

Until Perfect mARC created the RTS remote bird launcher, trainers have been forced to choose between a compact, transportable launcher that doesn't throw high visible marks, and a more expensive, larger framed launcher that throws high marks, but is difficult to store and transport due to its size.

With a telescoping frame design, trainers are able to unfold and extend the aluminum frame to throw high arcing marks and when finished training, compact and fold the frame flat for easy storage and transportation. The frame's patented NetZero design provides the most stable throwing platform in the industry by offsetting forces of the elastics. The innovative SlotSlide cam system and CrossKeeper elastic stowing feature ensure a hassle free setup and teardown by eliminating hinges and leg clips.

Finally, Perfect mARC's patented RollerGlyde release trigger system uses friction free rollers to ensure a reliable launch every time, letting you focus on the line to bird not the one on the trigger of your launcher .

“You owe it to your dog to throw a Perfect mARC every time.” – Troy Miller

Our Product

Set Up and Use

Perfect mARC Set Up and Use Video

- <https://youtu.be/ilVivDa6My4>

Benchmarking

Industry & Competitor Logos

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