

ActiVet Brushes for Animals (Dogs, Cats, Horses)

ActiVet[®]
Active-Brush

Current owner	Monti-Werkzeuge GmbH
Year of launch	1993
Products	Grooming brushes
Markets	Global
Markets	www.all-groom.com ; www.activet.net

ActiVet is a registered [own brand](#) developed by Savoir Vivre GmbH (referred to in the following as SVI GmbH) of grooming brushes made by Monti Werkzeuge GmbH (referred to in the following as Monti GmbH). The name originated in 1998 as a portmanteau of the terms “active” (representing the first ever “active” grooming brush system) and “veterinary”, as a reference to the apparently effective method of marketing the products through veterinary practices. Furthermore, because the use of this grooming brush system – with its novel technical characteristics – needs to be explained to customers and users by competent persons, veterinarians appeared, as a result of the respect conferred upon them by the general public, to be the ideal partners. However, due to the legal situation prevailing at veterinary practices in the 1990s, the manufacturer’s assessment of the situation turned out in reality to be poor, because veterinary practices would have had to register an additional business in order to sell products to which value added tax was applicable – an idea that this professional group never even entertained at the time. Professional dog grooming businesses did however develop into grateful beneficiaries of the product’s benefits (see Innovation and Product Benefits) and the ActiVet products were also marketed through these channels (due to the requirement for explaining the use of the product) over the following years. Incorrect use of the brushes would lead to damage to the product and to an erosion of the benefits, which meant that selling them through supermarkets, chain stores and similar outlets was not possible from the outset. ActiVet remained the trade name for the product even it was no longer associated with vets, because it still contained the “active” portion of the product name and had already been registered as a brand name.^[1]

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Made in Germany

ActiVet brushes (that were also marketed for a time under the brand name “Les poochs”) were always – and are still – developed and manufactured in Germany by SVI GmbH und der Monti GmbH.

www.monti-werkzeuge.de, www.savoirvivre.biz

Imitators, copies, etc.

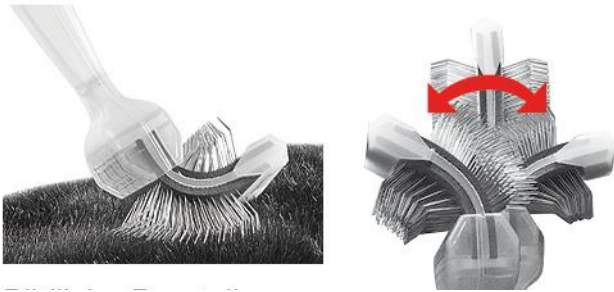
Over the years, AFTER ActiVet had launched its product on the market – and as a result of the superiority of the brush head system developed by Monti GmbH and SVI GmbH – many companies tried to emulate the “flexible” brush head system by incorporating some degree of technical or visual change. The decision regarding which product to select remains, as ever, in the hands of the consumer.

Innovation and product benefits of the ActiVet brushes

The flexible “active” vibrating head achieves savings in time and effort of approx. 50% for the majority of brushing applications, in particular when dealing with tangled and matted fur. The special characteristics during use, combined with the overall product specifications, lead to a simultaneous reduction of “catching” and “pulling” – in other words unpleasant straining and pulling sensations experienced by the animal. Such sensations were normal for conventional, non-elastic “fixed” brushes and other tools before the introduction of the ActiVet System. Furthermore, the brushes were fitted with 2 different grooming attachments which brought a 2-in-1 function to the market (somewhat more powerful on the one side for untangling and brushing through, while offering a gentler function on the other side for combing and smoothing). The settings “hard”, “medium” and “soft”, which were already introduced in 1998 during the initial stage of development, were suited to the majority of fur types found in the grooming market. These intensity levels and grooming attachments of the original ActiVet brushes still form the basis for the continuous development of the Savoir Vivre Int. GmbH and Monti-Werkzeuge ranges.



The “hard”, “medium” and “soft” brushes developed by SVI and Monti in-line with the ActiVet system



Pictorial representations of the novel, flexible brush head

The range of ActiVet brushes and their on-going development

Dog grooming salons were the FIRST users to benefit from the brushes (50% time saving for the “powerful” applications which form a large part of the work in dog grooming salons) but were unable to derive any benefits from the combing function (experienced dog groomers use a fine-toothed comb for such work), so brushes were very soon produced which had a double-sided “powerful” attachment with curved tines – as the PRO-Line.

Mat Zapper – the extreme untangler

Shortly afterwards, SVI GmbH in cooperation with Monti GmbH, developed the “extreme untangling brush” with an optimised attachment, i.e. brush arrangement, and – in order to prevent improper use – a striking grip colour – because this brush is not suitable for brushing unmatted or untangled fur. During the first 10 years, controlled sales of this brush were only made to professionals (breeders and dog groomers).



The “MatZapper” developed by SVI and Monti in-line with the ActiVet system

MEGA Brushes – big brushes for big animals

Customers had been specifically requesting brushes with larger heads for optimum use on larger animals. Following the production of many prototypes, the double-head technology proved to be the optimum solution – in contrast to the assumption that a single, large brush head would be more effective.

Coat Grabber – the fur trap

While the first ActiVet systems were popular as a result of their particularly smooth operation, applications became desired over time in which the brush “grabs” the fur (as with conventional tools) – but WITHOUT the “snatching” and “tweaking”. This is exactly what the developers Knoll and Monti achieved with the resulting “Coat Grabber” system.



The comprehensive ActiVet system, sold for a time under the Les pooch label, developed and manufactured by Monti/SVI. The respective “imitators” only launched individual/fewer models onto the market.

ActiVet PRO-Line from 2014



Diamond daily Care

PRO-Line

DUO-Line

The comprehensive ActiVet System, further optimised and developed and manufactured by Monti/SVI. The novel DUO brushes again set a milestone for ease of use and economy.

The finely tuned ActiVet system allows the working time required to be optimised – along with the comfort of the animal being groomed – through the correct selection of the right brush and in accordance with the fur type and desired result. In order to render the now extensive range of brushes more clearly to the user, Savoir Vivre Int. GmbH developed an instantly recognisable and expressive colour scheme which facilitates improved understanding and better delineates the various functions of the individual brushes.

Diamond Daily Care Brushes (Diamond Day Coater)

The increasing demand from the consumer sector gave rise to the reintroduction of the “2-in-1” (powerful/combing brushes) and these are now marketed under the name “Diamond Daily Care Brush”. This name was developed in-line with the light, transparent and shimmering look of the brushes’ flashing elements. They are protected under the trade name “Diamond Day Coater”.

Innovative and economical - ActiVet DUO

In most cases at least TWO different brushes are used. In line with the tradition of continuously endeavouring to innovate and improve at Savoir Vivre Int. GmbH and Monti-Werkzeuge, this objective resulted in the so-called ActiVet DUO Brush System in 2014, which – as far as technically feasible – facilitates the use of TWO different functions on ONE grip. The (protected) product names of the DUO brushes resulted from the respective English terms for their combined functions in relation to the fur type or brush function. E.g. the “undercoater” as a combined tool for the 2 required steps of removing the undercoat (1st step: unravel, untangle, loosen the undercoat; 2nd step: brush out the undercoat). All of the product names therefore correspondingly end with the term “coater”.



Undercoater – combination tool comprising an untangler and Coat Grabber for double coats with **undercoats**



Silcoater – combination tool comprising a soft brush and Coat Grabber for **silky coats**



Tuff-finish coater – combination tool comprising a hard brush and Coat Grabber for brushing out **tough fur** with a glossy **finishing brush**



Tuff-zapper coater – combination tool comprising an untangler (matzapper) and hard brush for untangling and brushing out **tough fur**



...all of the DUO range brushes are also available as MEGA brushes with a width of 9cm

ActiVet new generation, DUO, the multifunctional eco brushes

Future & innovation

True to the traditions of the companies Monti-Werkzeuge and Savoir Vivre Int. GmbH, further innovations include continuous optimisation in the area of product development. To round off the range, specially manufactured wall brackets are available in various sizes for salons, professional users, breeders and ambitious amateur dog owners.



6x wall bracket for up to 12 brushes



3x wall bracket for up to 6 brushes



Combination wall bracket with AntiVac system

ActiVet new generation, wall bracket, AntiVac

ActiVet Light

Single-sided ActiVet LIGHT Brushes (for on the move, keeping in a handbag, especially for smaller dog breeds and cats) are in the testing and optimisation phase.



The function of the ActiVet Light Brushes is also evident from their colour.

ActiVet Light Brushes

Development of the brand, products and sales

The ActiVet brand – together with the product range covered by the name – describes fur brushes, the underlying idea for which (a flexible brush head that exhibits elastic resilience under pressure and is consequently “active”) is based on an existing patent registered in 1994 and owned by the company Monti-Werkzeuge of Bonn, Germany. During hundreds of trials, the managing director of Savoir Vivre International GmbH, Jochem “Jerry” Knoll, developed the first 3 ActiVet brushes from the Monti GmbH prototypes into a marketable range in cooperation with Monti (responsible for technical implementation/further development of the existing patent). This range was – and still is – undergoing continuous development (see **Innovation and product characteristics**). During the course of global marketing activities, the opportunity arose in theory to enter into partnership with big players that were already established in the market (wholesalers, importers etc.), but these rejected the product. The product requires explanation, which is why no cooperation agreements resulted with any of the established institutions.

Letter of thanks from the very first customer for an ActiVet brush – which was sold by Mr Knoll (SVI GmbH) personally.

FAO

Mr Jerry Knoll

Düsseldorf

06.12.2015

Dear Mr Knoll,

I would like to take this opportunity to let you know how I learned about your brushes...and how I have come to love them.

In September 1996 I opened my dog grooming salon. In 1998 I received my first invitation to the Interzoo Exhibition in Nuremberg, which I attended because I still needed a few things.

On May 14, practically as soon as I entered the exhibition hall, a man approached me (this happened to be you). He had a fantastic brush and wanted to let me try one out. I was to trial the brush and he would contact me in around 14 days. He gave me a brush – one that looked a little unusual to me – branded ActiVet, which was black and had an orange cap. I thought to myself “not another one of those ‘fantastic’ brushes”, and forgot about it at first.

At home I unpacked my many bags and this brush fell into my hands once again. I took it to the salon. A few days later I had a visit from a friend of mine who asked me “what sort of thing” is that? “Oops, I was meant to be trialling that, the man is going to contact me soon”. So I tested my new ActiVet brush for the first time, and was very impressed. My friend also wanted to try it out (she often helped me with my poodles)... and from then on we were almost competing for it. Whoever used this brush was always the fastest!

When you telephoned me, Mr Knoll, I remember exactly what I said to you first: “If I don’t get another sample from you soon you won’t be getting an order from me.” You promised to send me another brush as soon as possible, because these brushes would only be available from around August. My first order was for 72 brushes – and I continued using my first brush for 6 years in the salon... on well-groomed small breeds and on giant breeds with completely matted fur. It was practically impossible to break it!

I still own upgraded ActiVet brushes in white with a blue head and another white one with a pink head (puppies and young dogs).

At some point you wrote to me that these brushes would soon have the name LesPoochs and you assured me that the quality would still remain the same – because ONLY the name would be changing. I still only use this brush (thankfully again called ActiVet) and I ONLY sell these brushes, because I am fully convinced of how good they are.

Yours sincerely,

[Signature]

Margot Struppe

History (from 1994)



In 1994 the different types of flexible brush were already identified using different colours

Fur care with "a single stroke"
Fell-Pflege mit einem Strich™

Stainless steel
 Rust free
 Hygienic

2-in-1 flexible brush (patented)

Up to 50% time saving

No slipping, catching or snagging

Removes knots & fur...

... brushes to a gloss "with a single stroke"

Straight, slanting bristles for:
 Short hair, thin coats
 pre-brushing (heavy matting),
 loosening the undercoat, brushing to a
 gloss, light massage

Slanting "KNEE" bristles for:
 Regular brushing with "a single
 stroke", medium length to long hair,
 dense fur, strong massage

Ideal size even for difficult to reach areas such as the ears, nose, face, tail, legs...

NEW! Fur care with "a single stroke"
NEU! Fell-Pflege mit einem Strich™

Straight, slanting bristles for short hair, thin coats, pre-brushing, brushing to a gloss, light massage

Slanting "KNEE" bristles for regular brushing with "a single stroke", medium length to long hair, dense fur, strong massage

Flexibility

NEW! Flexible brushing mimics the natural scratching action of a paw and means that your animal feels really comfortable!

Patented

An inflexible brush tends to slip & catch

NEW! 2-in-1 brush

NEW - flexibility for best results

For extremely dense undercoats:
 First loosen, then turn the brush and brush out

The first flyer from 1997 (front and reverse sides)



The novel brush concept on the market (1997/98)



The first ActiVet point-of-sale displays already explained the functional character of the brushes in writing and in pictures

Special market USA/cooperations

In the USA the company Les poochs offered its services as a self-proclaimed “innovator in the dog grooming market” to assist with the marketing of the ActiVet brushes. However, Les poochs insisted on marketing the products under its own name (Les poochs), which appeared to make sense at the time, considering the degree of name recognition enjoyed by the brand over many years. At the time, Les poochs had no brushes in its range at all – neither did it have any experience, nor was the company known for its expertise with brushes. Les poochs and Savoir Vivre Int. GmbH decided to jointly market the Les poochs care shampoos and cosmetic products – previously unknown in Europe – in parallel (and consequently also the ActiVet brushes) under the Les poochs name. Savoir Vivre was to service the European area with the Les poochs cosmetic range. The ActiVet brand receded into the background in favour of the joint venture. As is so often the case in life, the “partners” separated (Les poochs and Savoir Vivre int. GmbH) in 2013. Following the banking crisis (2009), Savoir Vivre considered itself incapable of continuing to support the hard-hit Les poochs in the USA with further trade credit. Furthermore, the already slow deliveries of the Les poochs cosmetic products were rapidly deteriorating. Les poochs attempted to block the original ActiVet products from the USA by issuing legal proceedings, but ActiVet was successfully able to counter such action.

As the “the original flexible-head German Brush”, ActiVet was able to absorb at least some of the losses sustained, and remains unchallenged when its depth of expertise, range and quality are considered.



An overview of the ActiVet System (2014)



The ActiVet System, developed and manufactured by Monti/SVI, in its packaging which simultaneously serves as protective storage box.