



Training Courses and Training Dates For 2022

You recently expressed interest in learning more about **WOW** saddles and the Flair® Air Flocking System.

We hold a number of saddle fitting courses at our workshops in Canterbury during the year and **courses are varied in content according to the experience of those attending**. In addition to the theory of saddle fitting with Flair® and **WOW** we explain why and how our products work we then put into practice all aspects of fitting and saddle adjustment using Flair® and, if applicable **WOW** on the horses of a variety of shapes. This enables us to be able to discuss different conformation types and the effect on saddle fitting, and see what works and what does not work in terms of trees and girthing as well as the effect of adjustments on the rider. We discuss the effect of adjustments of Flair® on the flat work and jumping of the horses, as well as the rider. Saddle fitting will be carried out in a covered area and there is a 60 x 20m indoor ménage for riding in with show jumps.

On all courses the numbers attending are very limited and are available on a first booked basis. As there is usually more demand than spaces, places are secured by a non-returnable deposit which can be used as part payment of goods if the course is attended on the dates booked.



Flair® is an installation product of four air bags which are fitted normally as standard in **WOW** saddles, They offer numerous benefits including increasing the panel bearing surface in comparison to the flocked panel, reduction of pressure points, shock absorption of jarring shock for horse and rider and the finally, the totally underestimated ability to balance the saddle front to back for the moving horse and side to side to put the riders weight in the centre of the horses spine so changing the way the horse moves instantly.

For those retailers wishing to sell **WOW** saddles we cover Flair® within the **WOW** training courses.



The **WOW** brand now has a number of ranges encompassing different styles and methods of sale. All of them have the unique **WOW** tree, pointless panel system and interchangeability.

- **WOW Competitor Saddles** – totally interchangeable seat/ flaps/panels and head plates with wide range of styles. Like any product you will find that certain styles are most popular and hence what you will need to hold as demo kit, whereas other styles are sold less often. Flaps are usually soft padded finish. Panels available in flair, foam or wool flocked.
- **WOW Edge Saddles** – fixed flaps with interchangeable panels and head plates in jumping, GP and dressage styles. Flaps are of an oiled butt leather. Panels available in flair, foam or flocked.
- **WOW DMK Jumping Saddles** – specifically aimed at the show jumping market, sold with carbon fibre head plates and very light weight. Panels have Flair Mark 2 Foam panels as standard. Fixed flaps with interchangeable head plates in many jumping and colour styles. Flaps are of an oiled butt leather. Seats in leather or Litex which is interchangeable.



Registration No. 3186860 Registered in England. VAT Registration No. 724 8348 20
Registered Office: Little Duskin Farm, Covet Lane, Kingston, Canterbury, Kent CT4 6JS
Tel: 0044 (0)1227 831614. Fax: 0044 (0)1227 831161. email:sales@firstthought.co.uk

The First Thought is always best

- **WOW Classique Saddles** – fixed flaps with interchangeable head plates in jumping, GP and dressage styles. Flaps are of an oiled butt leather. Panels flocked. Available with flair as an upgrade.

The process of becoming a **WOW** retailer involves commitment to the **WOW** product as we wish to promote good fitting practices and excellence in customer service. Retailers who do not subscribe to this attitude are not promoted on the www.wowsaddles.com web site nor at exhibitions and other marketing events.

WOW effectively turns saddle fitting on its head as it enables retailers to approach the product either

- in the normal manner of selling complete saddles that either fit or do not, or,
- by selecting the specific component parts required to actually fit the clients horse and building the saddle from those parts.

Being a modular saddle, the component parts of **WOW Competitor** are totally interchangeable enabling a relatively small demo kit to create a huge variation of saddle types, styles and sizes for a smaller investment than would be normal when setting up with other saddle brands, and enabling the retailer to potentially turn over that investment on a much quicker basis.

Should you wish to retail **WOW** Saddles you will be expected to have a formal company with trading name or be a tax paying sole trader and in both instances, be insured for public liability and saddle fitting activities. You are required to keep full fitting records and follow our Code of Practice.

Promotion of yourself and your company on our web site will depend on your continued support and fitting of the **WOW** product. In 2020 such listing will indicate the type and approximate level of demo stock you hold and attendance of the **WOW** product training courses and hence be indicative of your fitting and demo ability.

We wish to protect retailers who have invested in the **WOW** products so we do not allow use of the **WOW** logos or product photographs on marketing material and web sites unless you purchase a minimum of twelve **WOW** saddles per year (or on a pro rata basis). Permission to use the **WOW** and Flair® trademarks is dependent on you actively trading with First Thought Equine Ltd and fitting saddles correctly without complaints. In this manner we protect not only the brand but also the reputation of **all fitters associated with WOW** and Flair®

Marketing and support of retailers is in the form of;

- Continual Email and telephone fitting advice, to assist with difficult saddle fitting cases
- promotion at exhibitions,
- social media including an active Facebook management
- Google AdWords
- email marketing
- web site advertising,
- newsletters
- brochures
- Briefing Notes emailed at least bimonthly and often more frequently with Information pertinent to saddle fitting, consumer law regarding fitting, interesting articles etc.
- We own our own pressure testing equipment which we use to provide background fitting information and research. .
- Advanced fitting or Refresher Courses usually on a biannual basis.
- Templates in power point supplied with talk notes for your own riding club evening talks so you know what to say and have script you can follow as well as pictures etc for the audience to look at etc.

- Artwork for banners and pop up displays if you wish to do local shows with a small trade stand – pop up tents do not cost much these days so make this a really worthwhile means of meeting new customers
- We will lend “pretty” exhibition saddles if you are taking trade stands at a major show in your country.
- Codes of Practise
- Relevant paperwork to record saddle fitting and visits.
- Continual New Product Development to provide new products to sell in addition to the saddles.

Complaints Procedure

We are very protective of both the reputation of both the WOW brand and those retailers selling WOW. We have a code of practice that all retailers are expected to comply with as it is common sense and good manners to both the public and other retailers. Should we receive complaints from customers we forward the complaint to the relevant retailers, for feedback and photos before replying to the consumer using information supplied by the retailer. The reputation of product and all associated retailers is dependent on being fair to all parties based on what has occurred but also in ensuring that “the public” understand that they also have obligations to the retailer and their horse and cannot blame the retailer if they have not followed the advice of the retailer. Such help obviously depends on the retailer actually keeping records.

Other Products



Adjustable Air filled Leather saddle pad to go under most makes of saddles to enable the rider to adjust the saddle front to back and side to side. Visit www.korrektor.com. Or www.fteltd.co.uk



Reusable Thermal plastic templating system, that is quick and easy to use for rider or fitter to enable the shape of the horse’s back to be recorded for long distance fitting or simply record basis. View www.fteltd.co.uk

General Information About All Courses

You will receive a numbered certificate after each of the courses.

Clothing – course are held indoors and outdoors so you should dress in layers to allow you to adjust to the changing environment. As you will be working around horses you should wear footwear and clothing that is appropriate. Should you wish to ride you must bring correct riding footwear and a correctly fitting riding hat. Our horses are not “plods” so you must be of a good standard if you do wish to sit on them.

Location, Food, Accommodation and Payment!

Our workshops and offices are about ten minutes’ drive from the City of Canterbury in Kent in a very rural area. Whilst it is helpful to have a car, there is a local taxi service and we can arrange pick up from local Bed & Breakfasts.

We supply lunch to those on the courses. **Please advise if you have any special dietary requirements or are allergic to anything.** Evening meals can be taken at a choice of local pubs (£10.00+) or in the centre of Canterbury where cuisine from most nationalities is available. Usually everyone eats together but this is not compulsory and some of the B&B will supply evening meals.

Accommodation is available in either "Bed and Breakfast" (Approx. £25.00 (Hostel) - £90.00 pp/night) or hotels (varies £) either in the local countryside or in the centre of Canterbury. We can provide list of local accommodation.

You will need to pay us for any goods used or purchased whilst with us, using either credit card, cheque or cash.



Retailer Product Training.

A **FIVE day** saddle fitting course using **WOW** and going into great depth in the classroom and on the horses as to how the tree, head plate, girthing, panel design and saddle balance all affect fitting of a saddle to the horse and how the fit can be fine-tuned and the saddle balanced for horse and rider using the retailer's Flair skills.

WOW saddles are put together using various options for different fitting problems. Time is spent adjusting saddles correctly and badly on the horses in the ménage, so you can see the effect for both horse and rider.

We cover asymmetry in both horse and rider and how to look for it, the implications on the way the horse and saddle moves and the effect on the rider and their riding. We then look at saddle adjustment and how you can change the situation, when to adjust and when not to.

We also look at pressure testing and discuss in great detail.

Finally we discuss marketing, legalities of consumer law and fitting and relevant fitting records, invoicing etc.

Full course notes are supplied.

Dates:

WOW Retailer training days (5 day courses) during 2022 are on the following dates:

- **24th to 28th January**
- **28th to 1st April**
- **13th to 17th June**
- **1st to 5th August**
- **3rd to 7th October**
- **28th to 2nd December**

Course Deposit £750 plus VAT

All courses start at 9am and usually finish about 6.30pm - 7.00pm on each day when we go to the local pub to eat.

If you wish to book onto any course we require a non-returnable deposit (see email advice) as places are limited.

The deposit is to be paid on booking and places are not considered booked until the deposit is paid. This payment will be credited to your account against the course fee as applicable.

Other Information

Both **WOW** and **Flair®** are protected by patents, design rights and trademarks. Incorrect use of the trademarks or advertising the products incorrectly will result in the withdrawal of the product from your use. Those manufacturers and retailers installing **Flair®** may only do so on signing a licence and a manufacturers or retailers agreement and if it is found that **Flair®** has been sold onward to third party manufacturers the product will automatically be withdrawn immediately.

Booking Form

I wish to come on the following WOW fitting course. Please use one form per person/company.

Please remember we start at 9.00am sharp, and that the first hour is important so please ensure you are able to be with us by this time, ready to start.

Course Date (s)	
Name 1	
Name 2	
Company Name	
Invoice Company Address	
Post code	
Country	
Delivery Address (if different)	
Post code	
Country	
Telephone Number	
Mobile	
Email address	
Web site	
VAT number	
Dietary Requirements (i.e. vegetarian)	
Name to appear on Certificate after course	
Signed	
Name (Printed)	
Date	

Payment of material and course fees may be by cash or credit card (Visa, Mastercard, Solo) only. Terms and conditions of Trading will be supplied on the course. Course Bookings are limited in numbers and are on a first come basis with deposit.

PLEASE RETURN BY EMAIL to maggie@wowsaddles.com