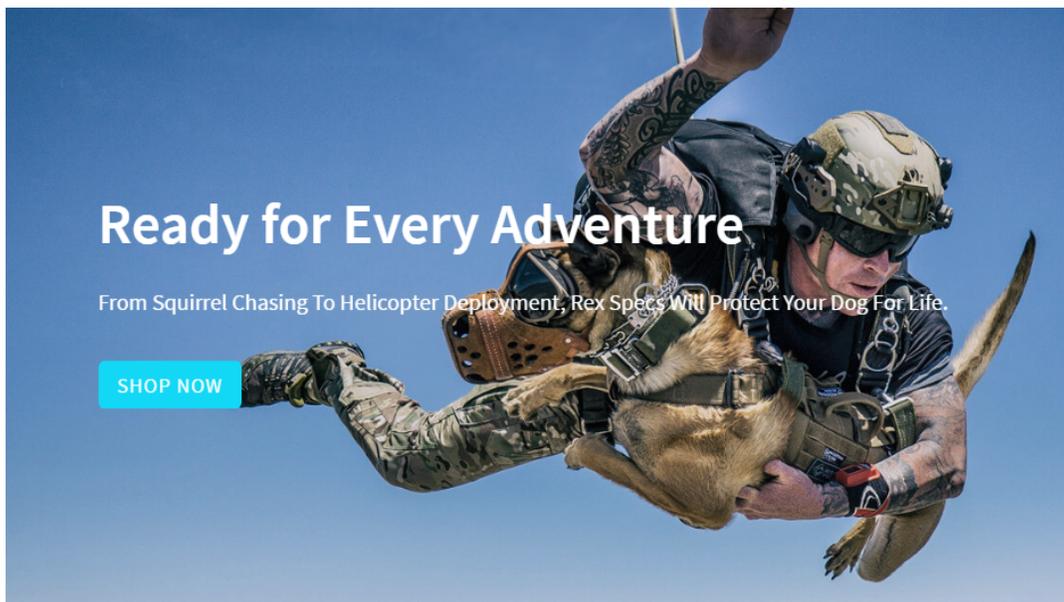


Rex Specs, LLC : Work with the Wyoming Small Business Development Center

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Jesse Emilo and Aiden Doane set out to solve problem for their dogs—their German shepherd suffered from Pannus, a degenerative eye disorder exacerbated by UV light, and their Husky had chronic sunburn around its fair eyes. Their vet told them to stop taking their dogs with them out in the sun or find them some sort of goggles. After not finding a suitable product in the market, Jesse and Aiden decided to create their own goggles for their dogs.

Rex Specs offer more than general eye protection—they offer UV ray, wind, dust and debris, and stick or thorn puncture or trauma protection. Though originally designed as a consumer product for active people who want to take their dogs everywhere, the Coast Guard was an early customer for the dogs it deploys for ship searches. Rex Specs are now in use by working dogs across many military and police tactical K9 units.



From the company website

Rex Specs are manufactured in Asia, and shipped back to the United States for fulfillment. The corporate headquarters are in Jackson Hole, Wyoming, where the

founders, now employed full time in the business, head up new product design, sales and marketing. The goggles are available from retailers in the US and overseas and direct from the company on-line. Revenue growth is forecasted to grow 350% in 2016 over the company's start-up year in 2015. The company is launching its second design for smaller dogs down to 30 pounds in time for the holidays.

The Wyoming SBDC Network has provided assistance over the course of a year and a half with a letter of recommendation for a trade show grant, which the founders used to market their product, a website optimization analysis, and follow-on social media marketing advising, and assistance with registering in the government SAM vendor listing system.