

SAMPLE

ACADEMY

EIGHT

ONE

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WE ARE

ACADEMY EIGHT ONE ONE

Harrie Folland



WE ARE

ACADEMY EIGHT ONE ONE IS a boutique dog grooming academy built on the foundations of animal welfare, behavioural science, nutrition and kindness-centred grooming. By incorporating the essentials of ethical business practice, Academy Eight One One springboards members into independent careers, sharing one common goal: to improve animal wellbeing.

We raise the bar beyond the brush.

Harrie Folland



WE ARE

THE EIGHT ONE ONE

Everything we do revolves around our core eight principles:

Welfare - Grooming - Behaviour - Nutrition - Business - Accreditation - Association - Connection

Each is approached in a one-on-one manner, so members can independently launch a successful, ethical business focused on caring for the complete dog, forever supported by the academy and its members.

(Plus, it has links to the complete food system for dogs, which contains all the essential components for optimum dog health and wellbeing; just like us.)

BRAND IDEA

ELEVATE YOUR ORBIT

Academy Eight One One believes in better; our world revolves around behaving responsibly, exceeding expectations, and unlocking opportunity. We've redefined dog grooming and rocket-launched the standards by which it's taught. By embodying, teaching and upholding these standards, we will raise animal welfare, education, and future prospects to new heights.

Question the ordinary; grasp the moment; elevate your orbit.

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