

Considering using ClayPaws® in your animal care business?

At World by the Tail, Inc., we're proud to be the creator and distributor of ClayPaws®, the original paw print kit™, and to claim it as the signature tool in our popular Veterinary Wisdom® product line. Like a child's handprint, each ClayPaws® print captures the unique markings of a pet's paw.

A ClayPaws® print preserves the memories of special times shared with a pet. You can use ClayPaws® kits to mark the many milestones of a pet's life -- the first visit to your practice, the successful outcome of surgery or treatment and, finally, the loving end of a life well lived.



Photo: ©iStockphoto.com/happyborder

Original White ClayPaws® Kits

A Veterinary Wisdom® Original Product

Each ClayPaws® kit includes: One patty of our specially blended white modeling compound, two plastic storage bags (a small one to keep the clay fresh and a larger one to serve as a take-home container for the finished paw print), and attractive instructional inserts (detailing insider tips on print making, baking and decorating, as well as customer service contact information).



Original White ClayPaws® Kits

Item WPP0001	1 - 4 Kits	\$5.60 ea.
Item WPP0005	5 - 24 Kits	\$5.30 ea.
Item WPP0025	25 - 49 Kits	\$5.00 ea.
Item WPP0050	50 - 99 Kits	\$4.60 ea.
Item WPP0100	100 - 499 Kits	\$4.15 ea.
Item WPP0500	500 - 999 Kits	\$3.80 ea.
Item WPP1000	1000+ Kits	\$3.49 ea.

Soft ClayPaws® Kits

A Veterinary Wisdom® Original Product

Each Soft ClayPaws® kit includes everything the original white ClayPaws® kit includes but with a specially blended softer modeling compound that is easier to knead, lighter and has a softer texture than our original white compound. It is especially good to use when making a paw print of a living animal. (Available in white only.)



Terra Cotta ClayPaws® Kits

A Veterinary Wisdom® Original Product

Each terra cotta ClayPaws® kit includes everything the white ClayPaws® kit includes but with our specially blended terra cotta modeling compound instead of white.



Terra Cotta ClayPaws® Kits

Item TPP0001	1 - 4 Kits	\$6.10 ea.
Item TPP0005	5 - 24 Kits	\$5.80 ea.
Item TPP0025	25 - 49 Kits	\$5.50 ea.
Item TPP0050	50 - 99 Kits	\$5.10 ea.
Item TPP0100	100 - 499 Kits	\$4.65 ea.
Item TPP0500	500 - 999 Kits	\$4.30 ea.
Item TPP1000	1000+ Kits	\$3.99 ea.

Soft ClayPaws® Kits

Item SPP0001	1 - 4 Kits	\$6.10 ea.
Item SPP0005	5 - 24 Kits	\$5.80 ea.
Item SPP0025	25 - 49 Kits	\$5.50 ea.
Item SPP0050	50 - 99 Kits	\$5.10 ea.
Item SPP0100	100 - 499 Kits	\$4.65 ea.
Item SPP0500	500 - 999 Kits	\$4.30 ea.
Item SPP1000	1000+ Kits	\$3.99 ea.

Note: Decorative accessories not included in basic ClayPaws® kits.

"I just wanted to tell you how much we appreciate having ClayPaws® kits as part of our euthanasia protocol. At first we were sensitive to using ClayPaws® kits with all of our euthanasias and just selectively used them. The feedback was so positive that we now do an imprint before each animal is euthanized so that the ClayPaws® print has a bit of the animal's spirit in it. We are pleased to have a tangible memento to give to our clients to help them through the grief process."

--Carol Truffini, Office Manager, Georgetown Veterinary Hospital, Georgetown, Connecticut



Customer Satisfaction is Our #1 Priority

Our goal at World by the Tail, Inc. is for every customer to be completely pleased and satisfied with our products. Your order is 100% Money-Back Guaranteed for up to six (6) months from date of purchase. We welcome any ideas to help us become more responsive to your needs. Please contact us with comments or questions regarding our company.

Contact Information

Address: 126 W. Harvard St., Suite 5
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E-mail: info@wbtt.com

FAQ's about ClayPaws® Kits

Why Should We Use ClayPaws® Kits in Our Practice?

Studies show that patient death represents one of the most vulnerable times in the client-veterinary team relationship. ClayPaws® kits are a value-added service that define your practice as caring and compassionate. Providing a ClayPaws® print when a patient dies creates a more comforting experience for clients and a more satisfying way for staff members to provide emotional support.

ClayPaws® kits are also a great way to bond new clients to your clinic. Imagine the impression you'll make when you use ClayPaws® kits to make a perfect print of a tiny puppy or kitten paw!

Will Making Prints Take Lots of Our Time?

There's no mess or mixing with ClayPaws® kits. Simply knead to distribute the oils, flatten on a hard surface, and then press the pet's paw into the clay. Prints can be baked at your practice (15 minutes in a 275° oven) or sent home with clients* for final decorating and baking.

*Never send unbaked ClayPaws® prints in the mail. Without baking, the paw print is not yet permanent.

Who Makes the Prints?

This depends on how you use your ClayPaws® kits.

When used during family-present euthanasia, clients may wish to make paw prints themselves or at least watch as you make one for them. Sending clients home with a ClayPaws® print often helps shift their feelings of despair to feelings of gratitude. If you don't want to make prints while clients are present, you can make them after they leave and give them the print when they pick up their pet's cremains. Or, when baked and properly packed, prints may also be sent to clients via US mail.

If you use ClayPaws® kits as part of a New Patient protocol or practice promotion, prints can be made "on the spot" and sent home with clients for final decorating and baking.

How Long Will the Clay Last?

ClayPaws® kits are made according to a specially mixed formula and they truly have no expiration date. However, over time, the clay may stiffen and become harder to knead. The manufacturer recommends that you use your ClayPaws® kits within 6 months from date of purchase. ClayPaws® kits should always be stored in a cool location (under 80° F) and away from direct sunlight.

Are ClayPaws® Kits Expensive?

ClayPaws® kits are streamlined for your ease and convenience, without a lot of "extras" to drive up the price. Considering how much you might spend on other condolence products (flowers, books, memorial donations---all of which may cost \$20.00 or more per client), ClayPaws® kits are very affordable. Most practices choose to give ClayPaws® prints as gifts, absorbing their cost into their marketing budgets or euthanasia fees. Other clinics charge a nominal fee for each paw print made. As a practice builder, ClayPaws® kits are hard to beat. The positive word-of-mouth and client loyalty they create is priceless!