

# DENVER BUSINESS JOURNAL

VOL. 64, NO. 43

MARCH 8-14, 2013

32 PAGES \$5.00

online: [denverbusinessjournal.com](http://denverbusinessjournal.com)

THE NATION'S OLDEST WEEKLY BUSINESS JOURNAL

A10 | MARCH 8-14, 2013

DENVER BUSINESS JOURNAL

on facebook: [denverbusiness](https://www.facebook.com/denverbusiness)

on twitter: [denbizjournal](https://twitter.com/denbizjournal)

## You CAN put a price on ethical behavior: \$295

**T**he Ethisphere Institute in New York City conducts an annual "World's Most Ethical Company" awards event each year.

Sounds great, as the institute collects and evaluates hundreds of nominations from companies seeking recognition for their efforts to comply with ethical guidelines.

We're just wondering how ethical it is to charge \$295 to attend such a dinner.

**GOING TO THE DOGS:** Eight years ago, Cary Zimmerman started selling dog harnesses — called "The Help 'Em Up Harness" — that enables pet owners to help injured or older dogs to stand up, climb stairs and get around a little easier.

Now, his Denver-based **Blue Dog Designs** has introduced a smaller harness for dogs that weigh between 10 and 30 pounds. Smaller dogs often have spinal-cord issues, and the harness helps by utilizing two connector straps along each side of the back. That leaves the spine free and promotes its recovery from surgery or other problems.



Bruce Goldberg

"We cater mostly to dogs that have been injured, or have had surgery, or are aging," Zimmerman says. "The largest-growing part of the pet care industry is therapy."



BRIAN MARK

**Turbo**, a friend of the Zimmerman family, which owns **Blue Dog Designs**, eschews the fancy look one might find at the Westminster dog show. Instead, he shows off the small-dog harness from **Blue Dog**.

"We've seen dogs that were going down and kind of forgot about how to function. ... they lose the memory on how to coordinate their legs. So they just stop walking. If you can support them a little bit, it's just amazing."

He designed the original harness to help dogs suffering from hip dysplasia, muscle atrophy, arthritis and other conditions.

**Blue Dog Designs** sold about 9,000 units in 2012, grossing about \$750,000. "We've doubled our business almost every year," Zimmerman says. The harnesses come in four sizes: small, medium, large and extra large, with prices ranging from \$75 to \$100 per unit. Info: [helpemup.com](http://helpemup.com).

Zimmerman and his wife Lindsay own the company. He has a background in product design, marketing and advertising, including time spent at **Young & Rubicam**, the famed advertising company.

**BRUCE GOLDBERG**, associate editor, can be reached at 303-803-9226 or [bgoldberg@bizjournals.com](mailto:bgoldberg@bizjournals.com).