Zuma is the Jack Russell terrier, born and raised in Taunton by his loving owner Sam Morgan-Bertish and her young son. From the moment he arrived at the family home back in March 2007, Zuma was into everything and the family could see that Zuma was going to take them on an exciting journey ending up with them running their own business. Indeed the Mum entrepreneur, who had a career in fashion design before her marriage, was so taken by Zuma, she thought his cute, but crazy behaviour would make great stories for her son, who would be born later in that year.

“\"I recall some funny things Zuma would do, which would include putting tools back in the box for my father when he would come to do some DIY at the house\". This was the inspiration for her first book “Zuma likes DIY” and being the creative soul that Sam is, two other books were soon created “Zuma likes to dig” and “Zuma likes to hide”. The books originally intended for Sam’s son, soon became popular with our friends children, who would come to visit their friend Zuma. With this increasing popularity and what was originally intended as a family project for the benefit of Sam’s son turned into a fully fledged business to include a clothing range and toys, dedicated to producing fun, lovely products fully inspired by Zuma, so others can enjoy and share in the love that is their dog Zuma!

Sam continues, “After some of my own personal traumas in life, setting up Zuma the Dog has been a positive exercise and has made me realise that I want to establish a brand that could promote confidence and good self esteem in young people. While I want it to be fun, energetic, loud and stand out from the crowd, I also want to give kids confidence to follow their own choices and speak up for what is right, because without this kind of confidence it’s very easy to find yourself in a position of being bullied as an adult”.

Providing an insight behind the psychology of the brand, Sam further explains, “We choose only bright colours or motifs and move away from the traditional pink for girls and blue for boys, no gender stereotyping for us. Originally designed as a boys wear brand, our unisex colour choices has meant our range extends both to boys and girls and with the high quality of our products, parents can pass items down the sibling ranks regardless of gender. This also means our brand offers better value for money”. Now gaining worldwide sales on the clothing range the future of Zuma the Dog is looking bright and with newly negotiated licensing deals the brand can move into categories outside the clothing range. “We can now announce that a license agreement has been made between Zuma the Dog and the Dragon’s Den contestant Brain Craik author and creator of Popagami(R). The origami lover wowed the dragons last October with his new take on paper folding and has since approached Sam to develop his lovable pets into a dog styled for Zuma the Dog and will be accompanied by a book to help children develop their language skills. “With the world becoming such a smaller place the emphasis is on language and giving children the opportunity to learn more than one language early in life is becoming more prevalent,” Said Sam “and partnering up with Brian and his Pop-ettes gives us the opportunity to work with some great people while creating a product that can reach children worldwide and developing our brand that is indicative to our brand philosophy.

Sam has also negotiated a deal with her licensing company Ship and Duck where a balance bike and helmet is to be manufactured and sold into stores countrywide as well as online via Amazon and Ship and Ducks own website and downloadable iPad app. “This is so exciting and product is well underway in its development and will be available to buy in time for Christmas”.

All products are available to buy direct from Zuma the Dog at: www.zumathedog.com The Popagami(R) books are available to buy at: www.popagami.com and all good book retailers and visit www.shipnduck.com for the Zuma the Dog balance bike and other fabulous branded products.
We have a set of Zuma the books from the original series, with a hoody and a Popagami pop-ette activity pack from Brian Craik to giveaway to one young budding artist! Just send your finished picture along with your name, address, age and contact telephone number to the following address: Beebo HQ, The Rectory, Thurloxton, Taunton, Somerset, TA2 8RH. **Closing date is Tuesday November 5th 2013.**

If you have more than one little person in your household you can download and print another entry picture from our website: www.beebomagazine.co.uk/competitions