

# ENGINEERING EXCELLENCE



NEW PRODUCT GUIDE WINTER 2020







**SULLIVAN SUPPLY**

**CUSTOMER  
INNOVATION  
DAYS**

**A CUSTOMER FEEDBACK EVENT**

**DENVER**

January 17th - 19th • Sullivan Supply Trailer in the Yards

**FORT WORTH**

January 25th - 27th & February 5th - 7th • Sullivan Supply Booth (Barn 3)

**Best New Product Idea wins \$1,000 Shopping Spree**

**New Flare Hoodie or BLAQ Hoodie for Top 25% Ideas**

**Prizes for All Ideas**

This year in Denver & Fort Worth, we will be hosting Sullivan Supply's Customer Innovation Days, a fun and educational event where we can learn from each other. Days committed to our customers and input they can provide to help make our products better. Stop by the Sullivan Supply trailer in both Denver and Fort Worth and chat with our knowledgeable product specialists about product improvement and suggestions for new product development.

**NEW**

**DREAM TEAM**



**LOOK FOR THE POPULAR  
SULLIVAN'S FLARE, SHOW RING  
SHEEN TO BE ALSO OFFERED IN A  
10.2 OZ CAN. COMING MARCH 2020.**

SULLIVAN'S

## **GAME CHANGER** AMPLIFYING SHOW DAY HAIR

- Ultra-Lite & Fast Drying
- No Greasy Residue
- Long Lasting Volume

Give your show day hair the lift and volume it needs to stand out with Sullivan's Game Changer. This mixture of all-natural ingredients creates an amplified show day hair like no other. Ready to use show day spray also works great for pre-show clipping to help the hair pop for a smooth cut. Not only does it penetrate deep, forcing the hair to stand at attention, but it also gives a deeper, more amplified look to the hair while also adding shine without any oil residue that weighs the hair down. Simply spray Sullivan's Game Changer on clean, dry hair. Comb in and go. Multiple applications can be applied throughout the day. For extra volume, blow in for 5 minutes after using the product.

AVAILABLE FEBRUARY 2020



# Use the **BEST** for **LESS!**



**Large  
Economical  
Size**

Easy Application Process  
Industry Leading Vibrant Color  
Dominant & Cost Effective Coverage

Also Available in Single Calf Kit

**37oz BOTTLE  
BOX DYES 8  
1,200+  
ANIMALS**

*Industry  
Feedback*

There is no question the shine and bloom that dyeing any black steer or heifer can add. Sullivan's new BLAQ does the best job of that all while being easy on the hide.

**I'm a big fan!**

—Jerrod Arthur; Owner,  
Lucky Strike Show Cattle, Oklahoma

Express Ranches was excited to try the new BLAQ hair dye! The cost-effective 37oz bottles in the kit were great for us instead of opening all the smaller bottles. The dye covered the cattle a bright black and did not irritate the hide.

**We will be using Sullivan's BLAQ from here on out!**

—Nathan Campbell; Sale Cattle Manager, Express Ranches, Oklahoma

Before

After

**EASY • ECONOMICAL • PREMIUM**

SULLIVAN'S

# ANDIS PULSE ZR II FLARE EDITION

*New*



- Limited Edition - Sullivan's Flare
- Exclusively at Sullivan Supply
- Now with removable battery for fast and easy replacement
- Heavy duty, detachable blade clipper in cordless design delivers a 3-hour run time on a 2-hour charge
- Lithium-ion power mated with powerful rotary motor for all grooming applications
- Detachable blade design offers the advantage of multiple blade options to achieve just the right cut length
- Works with all Andis UltraEdge® and CeramicEdge® blades

## NEW PERFORMANCE ELECTROLYTE THAT ENHANCES MUSCLE DEFINITION.

SULLIVAN'S

# RESTORE PRO

PERFORMANCE ELECTROLYTE

*New*



- Increase Fluid Intake
- Enticing Flavor
- Aids in Gut Health Prebiotic & Probiotic
- Enhances Muscle Definition
- Faster Hydration

Restore Pro is high energy, performance electrolyte that replenishes the hydration of the animal and restores depleted muscle cells making them fuller and more hydrated. With added probiotic and prebiotics Restore Pro also aids gut health in times of stress. Restore Pro's appealing flavor additive increases fluid consumption resulting in the best possible fill and muscle definition. Use Restore Pro as a daily top dress to keep animal electrolytes and gut health in check. Add to animal's water weeks leading up to travel so your animal will look its best when arriving at a show. Safe for all species of livestock.

**THE ONLY ELECTROLYTE ON THE MARKET WITH PROBIOTICS & PREBIOTICS FOR GUT HEALTH.**



Coming 1.24.20

# STOCK SHOW ONLINE UNIVERSITY

## ON-DEMAND STOCK SHOW EDUCATION

ANOTHER INDUSTRY FIRST FROM SULLIVAN SUPPLY. STOCK SHOW UNIVERSITY AT YOUR FINGER TIPS.

SEASON 1: DAILY CARE    SEASON 2: CLIPPING    SEASON 3: FITTING    SEASON 4: SHOWMANSHIP

### STREAM SEASON 1

### JANUARY 24

[WWW.SULLIVANSUPPLY.COM](http://WWW.SULLIVANSUPPLY.COM)



## NEW FEATURES. SAME GREAT CONTENT.

\*INFINITY SCROLL

\*QUICKLY SHARE CONTENT TO SOCIAL MEDIA OR VIA TEXT/EMAIL.

\*EASILY SUBMIT YOUR OWN CONTENT

\*PLUS MANY MORE

[WWW.SULLIVANSUPPLY.COM](http://WWW.SULLIVANSUPPLY.COM)

SULLIVAN'S

# VITA HAIR TWO STEP HAIR PROGRAM

SULLIVAN'S

## HYDRATOR NOURISHING CONDITIONER

- Replenishes Natural Oils
- Vitamins Feed the Skin & Hair
- Proper Balance of Oils
- Light Weight & Fast Absorbing

Scientifically formulated hydrating & nourishing conditioner that uses the hair and skins natural oil make up to formulate the best replenishment of the natural oils and vitamins back into the hair to promote hair health as well as hair growth and strength. We took a look at some of the oils used in today's hair care products and realized that for the high % of the oil used they were only contributing to a low % of the actual nutrition to the hair and skin so we flipped the script and found oils that provide way more nutrition per percentage used with less actual oil so it stays light.

*New*



SULLIVAN'S

## VOLUMIZER NOURISHING SHAMPOO

- Best Selling Shampoo
- New Look Same Great Product
- Add to Sullivan's Hydrator to create Sullivan's Vita Hair Two-Step Hair Program

*New*



SULLIVAN'S

## 360° FLUFFER DAILY HAIR CARE BRUSH

- 945 Soft Teeth
- Promotes Hair Growth
- Hair Raising Bristles
- Also Available in 360° Regular in both 6" & 9"

The 360° Fluffer Brush is a daily hair care brush made to create a complete 360° degrees of hair lift. With its 945 soft teeth and hair raising bristles, the 360° Fluffer will easily glide through every curvature making sure no hair is left lifeless. With its soft plastic bristles, this brush also massages the hide to create circulation to promote better hair growth. The 360° Fluffer Brush is a daily care must have. Brush head is 8".





SULLIVAN'S

## NATURAL WHITE

DYE-FREE WHITENING SHAMPOO

- All natural optical brightening shampoo with no purple stain.
- Enhances white color and cleans deep to the skin.
- Easy to Rinse Formula

Sullivan's Natural White is uniquely designed to enhance the skin, hair, and wool of all livestock leaving the animal with a lighter and brighter appearance. It is a dye-free whitening shampoo, infused with coconut oil that can be used daily, without purple staining. We recommend using Natural White with a Soap Foamer for the best coverage on the animal.



NOW AVAILABLE IN ECONOMICAL  
5-GALLON JUGS

## BIG SAVINGS

The wildly popular Sullivan's Vita Hair Volumizer Foaming Shampoo and the legendary Sullivan's Kleen Sheen are now offered in a more economically efficient size. Save \$25 on Vita Hair Volumizer and \$33 on Kleen Sheen when you switch to 5-gallon jugs.



SULLIVAN'S

## STARTER KITS

- Save Up to 36% on these bundles.
- Available for All Species.

Getting started in the show industry and not know what your first steps should be? Sullivan's Starter Kits are the perfect solution. Filled with all the best products for the beginning showman along with how-to posters to help you learn the proper techniques to be successful. Take advantage of these huge discounts on all of our popular products when bundled in a Starter Kit.



# NEW SULLIVAN SUPPLY SWAG



*"Fighting Five has proven to be one of the fastest ringworm treatments. It's hair and hide recovery is what sets the product apart from any other product on the market. The PERFECT show animal fungus treatment!"*

*- James Sullivan*

New Product Development, Sullivan Supply Inc.

*New*

SULLIVAN'S

## FIGHTING FIVE

FUNGUS TREATMENT

- For ALL Species
- Faster Ringworm Elimination
- Faster Hair & Skin Recovery

Sullivan's Fighting Five is a blend of natural oils that prevents, eliminates, and heals all types of fungus such as ringworm. The unique ability to repair the damaged skin on your animal results in faster hair or wool regrowth. Fighting Five can be used to prevent a breakout if the animal has been exposed to areas infected with fungus. It is recommended to treat equipment that has been exposed to ringworm and other fungus with Fighting Five.



SULLIVAN'S

## STRAIGHT UP BARS

STALL ACCESSORY

- Convenient and Easy to Use
- Keeps Animal Straight in Stalls

*New*

Convenient and easy to use, the Straight Up Bars by Amos Welding make working on your animal in the stall a breeze. While the metal bars keep your animal from moving side to side they also easily lift up and lock in place to allow more access to your animal. Each purchase come with 2 identical Straight Up Bars. Available in Black. Patent Pending. Exclusively at Sullivan Supply and Sullivan Supply Authorize Dealers!

*James Sullivan*  
**NEW PRODUCTS**

Contact James Sullivan; New Product Development with any product ideas or suggestions at [james@sullivansupply.com](mailto:james@sullivansupply.com)





SULLIVAN'S

# SLIP STOP

ANTI-SLIP SHOW LEAD ATTACHMENT

- Blocks Hand from Slipping
- Fits Any Show Lead
- Easy, Secure Attachment
- Can Be Placed Anywhere

*New*



SULLIVAN'S

# CRUISE CONTROL HALTER

PATENT PENDING

- Completely Adjustable
- Not A Breaking Halter
- For Use at Home or Shows

*New*



*New*

SULLIVAN'S

# ESKIMO COOL COLLAR

COOLING COLLAR

- Snap Activated
- Double Backed Mesh Material
- Evaporative Cooling Technology



SULLIVAN'S

# ESKIMO THROW

COOLING TOWEL

- Snap Activated
- Double Backed Mesh Material
- Multi-Species Use
- Evaporative Cooling Technology



*New*

SULLIVAN'S

# LEATHER SHOW HARNESS

SHOW RING ACCESSORY

- Trendy Look
- Soft & Durable Leather
- Comfortable Design
- Available in Black and Brown



# SULLIVAN SHOWBOXES

BETTER QUALITY.  
BETTER FEATURES.  
BETTER DESIGNS.

NOW MANUFACTURED BY SULLIVAN SUPPLY.



Tim Smith, Head of Engineering at Sullivan Supply is leading our new manufacturing team.

## MEET TIM



SULLIVAN'S

## 4' & 5' DOLLY SHOWBOXES

### NEW FEATURES

- New Powder Coated Steel
- Smooth, Long Lasting Welds
- High-Quality Craftsmanship

SULLIVAN'S

## HIGHRISE SHOWBOX

- Adjustable Handle
- Whip/Halter Compartment
- Lockable Compartment
- Durable Hammer Tone Finish
- 52" H x 20" W x 20" D

*New*

This first of its kind show box was built specifically for Sheep, Goat and Hog showman in mind. The inside of the box contains a 3 row can and quart slide out, 3 main body compartments, 2 shelves on the door with a lockable compartment above to store documents and other valuables and lastly a compartment that can hold up to 5 whips or can be converted into a halter and collar compartment using the 4 provided spare hooks. The High Rise also comes equipped with 8" flat free tires and adjustable handle to easily move around any terrain. Black hammer tone powder coat finish.





SULLIVAN'S

# REBEL SHOWBOX

*New*

- Double Wide Can/Bottle Slide Out
- 54" Tall
- Deep Door Shelving
- Available in 4 Colors

Sullivan's REBEL Show Box is an elite, durable show box comprised of unique features and designs for the top showman. The body is built to hold everything you might need in well-organized compartments. One of the many unique features is the double wide can slide out that will hold two rows of aerosol cans or quarts in the top compartment and gallon bottles on the bottom shelf, all the while keeping them hidden and easily accessible. The REBEL is equipped with two slide out drawers that will hold up to 50 lbs. and a slide out bottom shelf for easy access. The double deep door can hold two rows of cans or one row of gallon bottles per shelf and will fit even the tallest sprayer bottles. Along with all these special features what really makes the REBEL a stand out is that it is the first of its kind to be offered in multiple specialty colors. Black Chrome will be the standard color, with Tradition Red, Electric Blue and Illusion Purple available on specially order (please allow 7-10 days before shipment).



SULLIVAN'S

# RENEGADE SHOWBOX

*New*

- High Quality Craftsmanship
- 3 Row Pullout Shelf
- LED Lights, 110 Volt Outlet & USB Ports
- Lockable Compartment
- 60" H x 30" W x 30" D

This high-end quality show box has all the bells and whistles. First of which is the charging station located in the top compartment of the main body. The lockable side door compartment allows you to keep your valuables safe while charging them, also great place to keep wallets, purses, registration papers and other valuable documents. The next feature is the LED lights throughout the center body of the box to help you find what you're looking for in poorly lit areas. This box also comes equipped with a can holder slide out for easy access to your aerosol cans and quart bottles. And a durable pullout shelf at the bottom so you won't need to strain yourself grabbing things in the back of the box. The fully loaded show box is topped off with a beautiful finished Black Hammer Tone Powder Coat to give it a sleek, sharp look. Made with the highest quality craftsmanship, the Fully Loaded Show Box will cover all your show road needs.



SULLIVAN'S

# SHOWBOX COVERS

*New*

TWO OPTIONS: REBEL OR RENEGADE

- Honey-Comb Padding Helps Protect From Scratches and Dents
- Fits Sullivan's Rebel & Renegade Show Boxes
- Zipper For Easy Application

Protect your box from scratches, dirt and debris. Easy to apply. Simply slide over and zip up.  
 Rebel – Fits all 54" tall Sullivan Rebel Show Boxes. Renegade – Fits all Sullivan Renegade Show Boxes



# COMPARE THE INGREDIENTS



PREBIOTICS, PROBIOTICS & B12 ALL IN ONE...  
THIS SUPER CHARGE FORMULA IS THE  
**FIRST OF ITS KIND.**

THERE IS NO PRODUCT ON THE MARKET THAT CONTAINS ALL THREE OF THESE SUPER CHARGED INGREDIENTS. WHETHER AT HOME OR ON THE ROAD, THIS IS A MUST HAVE SUPPLEMENT!

— **JOHN SULLIVAN**, FOUNDER OF SULLIVAN SUPPLY, STOCK SHOW U AND SULLIVAN FARMS

**PROBIOTICS** that deliver 8 Billion live bacterial cultures & 8 Billion yeast cells which help replenish the good bacteria in the rumen for good gut health.

**PREBIOTICS** that are dietary fibers that feed the good microbes to promote beneficial health effects.

**B12** that helps to boost energy levels, which helps fight fatigue and sluggishness.



## SULLIVAN'S **DIAHALT +**

A faster solution for diarrhea with Kaolin and Pectin as well as 2.5 billion CFU (colony forming units) of probiotic microorganism.

## SULLIVAN'S **REPLENISH** ELECTROLYTE PASTE

Higher levels of Potassium, Magnesium, and Sodium along with vital minerals for improved water consumption and retention.





# SULLIVAN SUPPLY

# FEED SUPPLEMENT HEADQUARTERS



# HOG WHIP HEADQUARTERS

*New*



SULLIVAN'S

## HEADS UP CARBON FIBER WHIP

- Stronger Shaft
- Shorter Durable Tassels
- Soft Comfort Grip
- 4 Color Options
- Available in 36" & 39"



*New*

SULLIVAN'S

## CARBON FIBER WHIP

- Lightweight, strong and durable NEW shaft
- Limits red marks when driving for long periods of time
- Replaceable tip
- Comfort Fit Grip





SULLIVAN'S

# HEADS UP WHIP

- Shorter more durable tassels
- Sleek metal hardware
- New comfort fit grip

*New*



*New*

SULLIVAN'S

# BALANCE WHIP

- Lightweight , fiberglass whip with a fine nylon weave.
- Smooth rubber handle • Streamline gun metal hardware
- Double reinforced shaft/tip joint for added longevity
- Medium Flexibility.

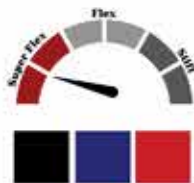


SULLIVAN'S

# CLASSIC WHIP

- Great at home whip
- Replaceable Tip
- Comfort Soft Grip
- 3 Color Options
- Availalbe in 36" & 39"

*New*



*New*



SULLIVAN'S

# FRESH AND FEMININE HOG - FAST TRACK

THE SECRET TO EYE APPEALING SHOW HOGS

- Faster Working Formula Perfect for Show Hogs
- Higher Potency for Faster Results
- A Staple Product for Champion Livestock

Feminine shape and freshness throughout the front end of your show animal means ultimate success or failure in the show ring today. This is how it works ... the superior science of Fresh & Feminine features a combination of strategic vitamins, minerals, amino acids, and protein sources. This chemistry supports metabolic fat burning that targets specific areas of the body to reduce fat content, most notably in the neck and brisket area. As a result, the animal has a more feminine, attractive physique. This helps to offset the results seen from aggressive, high energy show pigs diets. Safe for market and breeding animals.



*New*



SULLIVAN'S

# EZ HANG FEEDERS

EASY TO USE HANGING FEEDERS

- Two Options: Pipe Fence or Wire Fence
- Durable High Grade Plastic Material
- One Gallon Capacity

**Wire Panel Feeder:** This new one-gallon capacity feeder is made of high-grade plastic and will fit any size of standard 4" wire panel. Designed with L slots and locking grooves, allowing the feeder to stay securely on the fence.

**Pipe Fence Feeder:** This new one-gallon capacity feeder is made of high grad plastic and is sure to fit any size of pipe panels vertical or horizontal. Design with spinning wheel with rubber grip, this ensures that the feeder stays secure to the fence. The feeder can and be attached to the panel at any height to accommodate prospect to market sizes.



SULLIVAN'S

# SUGAR COAT

SHOW DAY WHITENING SPRAY  
FOR SHEEP, GOATS & HOGS

*New*

- All-Natural Whitening Spray
- Contains optical enhancers
- Designed with a proprietary blend as a dispersion coupler

Sugar Coat is a all-natural show day whitening spray, that offers a natural appearance. This all-Natural Whitening Spray Contains optical enhancers. Designed with a proprietary blend as a dispersion coupler to assist the product with fast mixing. When applied this product dries quickly with warm air. Depending on how bright you would like the animal, you may have to apply several light applications to obtain the desired look.



*New*

SULLIVAN'S

# WOOL GROWER

FOR USE ON LEG WOOL

- Promotes wool growth
- Daily conditioner for leg wool
- Made with Tea Tree Oil, Clover Oil and Citronella Oil

This daily product is sure to be a staple in your show barn and taking your wool quality to the next level. Infused with Tea Tree oil and clover oil to promote wool growth and conditioning the wool without the added weight of a heavy oil. Adding value to the formula is the citronella assisting with the prevention of insects making it a great product for all year round.



## Sheep, Hog & Goat NEW PRODUCTS

SULLIVAN SUPPLY IS AGGRESSIVELY EXPANDING  
ITS LINE OF HOG, LAMB AND GOAT PRODUCTS.

Contact Callyn Hahn; Hog, Sheep & Goat New Product  
Development with any product ideas or suggestions at  
[callyn@sullivanupply.com](mailto:callyn@sullivanupply.com)



SULLIVAN'S

# COOLTECH

COOLING BLANKETS  
FOR SHEEP & GOATS

INNOVATIVE COOLING TECHNOLOGY

PERFECTED SIZING

MACHINE WASHABLE

SIX DIFFERENT COLORS

**Mesh Rear Panel**

Increases the airflow of your blanket and minimizing mess

**Spandex Front Column**

Allows for a larger opening when putting blanket over the head and to help with mobility.

**Cooling Mesh Technology**

Keep the lamb cool with breathable interlocking technology. The material is highly rated for durability and aids in keeping the lamb free of debris.

**Spandex Pleats**

With performance spandex material to allow increased movement when exercising.

**Removable Nylon Strap**

Adjustable strap designed to be detached for washing machine use. Equipped with a **Durable Swivle Snap** that is easy to use and allows you to quickly secure the blanket





SULLIVAN'S

NEW

# TOUGH TECH

## SHEEP & GOAT BLANKETS



FEATURING RIPSTOP FABRIC

SIX SHEEP  
COLORS



WATERPROOF  
BREATHABLE  
DURABLE

FIVE GOAT  
COLORS



Constructed using double bonded stitching for increased longevity

Designed with an interior nylon lining

*New*



SULLIVAN'S

## THERMAL BLANKET

- Made of 600D Polyester Oxford Water-repellent fabric
- Honey Comb pockets offers Thermal Technology
- Solid capped rear to keep heat from escaping.
- Fully Adjustable shoulder and belly straps

The Thermal Sheep blanket is a great construction made of 600D Polyester Oxford Water-repellent Fabric for the exterior, coupled up with a polyester inner lining. A unique Honey Comb pockets offers additional Thermal Technology - this construction creates air chambers that retain heat to insulate and shield you sheep from the cold elements. Designed with a solid capped rear to keep heat from escaping, this blanket is fully adjustable with front shoulder straps and underneath straps made of high-grade Nylon with durable and easy to use Velcro attachments. For increased longevity, the blanket is constructed with a heavy-duty nylon trim, and accented with a reflective collar. This sure to be a staple to protect from the cold weather!



*New*

Tail Curved Inset - This allows the goat's tail more movement to allow it to keep its tail erect

Raised Collar - Reflective raised Collar to protect against fungus on the back of the neck



Under Band - Nylon underneath band, double sewn and secured by a Velcro strip.

Expandable Pleat - Designed to allow more movement when exercising.

SULLIVAN'S

## WETHER SHIELD

INSULATED GOAT BLANKET

- Water Repellant Nylon Material
- Thermal Layer of Fleece for Added Warmth

The Wether Shield is a thermal insulated blanket made of a nylon water resistant exterior and built in inner fleece core designed to be worn by itself or underneath another blanket for traveling in the winter weather adding extra warmth. Improved sizing and tail curved inset allows the goat's tail more movement and allows for an up to date comfort fit. Equipped with an expandable spandex pleat, designed to allow ease of movement when exercising. Designed with a reflective raised collar to protect against fungus on the back of the neck, and two easy to use Velcro straps that allow for the perfect fit on any size animal. Offered in four sizes (S, M, L, XL)



SULLIVAN'S

# TOUGH TECH MUZZLE

SHEEP & GOAT MUZZLE

- Adjustable Head Strap
- Reinforced Stitching
- Durable, Flexible Rubber Front Cap

Built Tough! These high-end muzzles are built to last. Equipped with a heavy duty, flexible rubber front cap to add to the durability of the muzzle.



*New*

*New*

SULLIVAN'S

# FREE SPIRIT LEADS

GOAT LEADS

- Durable Nylon
- 11" Chain
- Spring Loaded Swivel Snaps

These fun designed 22" collars are not only cool to look at but comfortable to use. Equipped with a 11" chain.



SULLIVAN'S

# EDGE SLICKER

- Slicker 6 Rows
- Over 360 angled bristles
- Teeth are 10/16 of an inch Long and are ideal for working wool

The Sullivan's Edge Slicker brush is sure to be a staple in your showbox for years to come. Now available in two different options the sensation as well as the slicker version. It has an angled head that provides more coverage on the leg of your animal. The Edge sensation comes equipped with bristles that are specifically spaced apart to allow for detangling with minimum wool pullout on lambs, and is great for working the leg hair on cattle and goats, or for use of detail work while fitting.



SULLIVAN'S

# EDGE SENSATION

- 79 Plastic Ball-Tip Bristles
- Great for popping leg wool or hair
- Angled brush head for ease of brushing.
- Soft Hand & Thumb Comfort Grip

The Sullivan's Edge Sensation is sure to be a staple in your showbox for years to come. It has an angled head that provides more coverage on the leg of your animal. The Edge Sensation comes equipped with bristles that are specifically spaced apart to allow for detangling with minimal wool pullout on lambs, and is great for working the leg hair on cattle and goats.

*New*



# ENGINEERING EXCELLENCE



NEW PRODUCT GUIDE WINTER 2020

