

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

HAGEN GROUP

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Super Zoo Booth 4225

IN HAGEN GROUP'S OWN WORDS

Cats have a long history of being adored, pampered, and even worshipped by humans throughout time. Cats today still have a natural air of royalty about them, an indication they have not forgotten their rightful state. Being a true cat brand, Catit has a proud legacy of faithfully serving our feline kings and queens. Our holistic offer ranges from premium drinking fountains all the way to natural litter and high-end furniture. We even create balanced nutrition for cats to grow and thrive, as well as tools to serve these foods the way felines prefer.

WHAT IS THE HAGEN GROUP KNOWN FOR?

At the Hagen Group our Catit team focuses on innovations for pets that enhance their physical and mental wellbeing. We design and create products that enrich the lives of pets across all categories. Our brand teams are dedicated to finding “pet first” solutions addressing the unique need of pets across all categories. We bring modern, technologically friendly solutions to help pets and pet parents alike. Product lines like the Pixi Smart line which are WiFi enabled app driven drinking products. Our Catit Go Natural litter products which are environmentally friendly, highly efficient and lightweight.



Catit Vesper



Catit Go Natural Bamboo Clumping Cat Litter



Catit Freeze Dried Treats

HOW DOES HAGEN GROUP SUPPORT RETAILERS?

As a brand, Catit supports retailers in a variety of ways to promote the wellbeing of cats and promote profitability across a wide range of product categories. We create compelling consumer focused in-store POP and displays that drive sales. Catit also participates in the Astro Loyalty program to support our retail partners. We offer extensive product support and education to assist in the sale of our products. Our brand is also supported by extensive consumer outreach across all available digital platforms to raise awareness of our products and create a Catit community of loyal customers.

WHAT'S NEW?

Catit is very excited to debut a variety of products at SuperZoo this year. We are expanding our Catit Go Natural Litter with two incredible products. The Catit Go Natural Pea Husk / Bentonite Mixed Clumping Cat Litter along with our Bamboo Clumping Litter. Both products are environmentally sustainable litter options that benefit both pets and parents. These new litter options are up to 99.9% Dust Free with Odor Controls and Vacuum sealed packaging. Catit Go Natural Bamboo is made from a mixture of bamboo and sugar cane fiber, also known as bagasse, consists of 90% upcycled ingredients.



Pixi Smart Feeder

catit®

[petsplusmag.com](https://www.petsplusmag.com)