

CATIT

MANSFIELD, MA

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Share your company's origin story.

Founded by Rolf C. Hagen in 1955, Hagen has grown into the world's largest privately owned international manufacturer. We operate our own manufacturing plant and have a long history of delivering safe and innovative products for cats. As cat enthusiasts, we design products for both cats and their owners.

What sets your products apart?

The Catit brand is renowned for their innovative design, technological focus and attention to detail when developing products. Catit creates products that enrich the lives of cats and pet parents. We bring modern, technologically friendly solutions to help pet parents provide the very best for their feline family members.

What's on the horizon for your brand ... new products, programs, etc.?

Exciting things are ahead for Catit! We're adding new Bitz,



PIXi Easy Clean Cat Water Fountain **MSRP: \$48.99**

Broths, and Bisques to our Creamy treat family, offering even more delicious options for your cat. Plus, we're launching the PIXi Easy Clean, giving you and your cat clean, uninterrupted water now easier than ever to keep clean!

How does your brand support retailers?

Our partnership with Phillips distribution helps us reach thousands of new retailers efficiently. Catit maintains strong presence across social media platforms, trade events, and partnerships with influencers, shelters, and rescues. Our team creates engaging and educational content specifically for cat parents, helping drive consumer awareness and demand for our products



Catit Go Natural! **MSRP: \$28.99**



Catit Creamy Bitz **MSRP: \$6.99**