

New Catit Design Home Products for Cats Innovative, stylish and functional

Designed for contemporary times

MONTREAL, Canada – December 20, 2012 – Rolf C. Hagen Inc. is pleased to announce an attractive yet functional array of innovative cat products for contemporary times by Catit Design Home.

Celebrating Originality

Original and refreshingly creative, the new Catit Home products—a Decorative Cat Scratcher, Contemporary Cat Furniture, and a Corrugated Bed Scratcher with Swivel Toy—provide cats with many functional benefits, plus they're designed to blend in elegantly in homes, adding a touch of decorative flair.

Catit Design Home is dedicated to making creative and functional products for discerning cat lovers who want fresh-looking products that blend in well in modern home settings as well as satisfy the demanding needs of their finicky felines.



New Catit Home Decorative Scratcher

This attractive and enticing scratcher provides outstanding exercise and playtime functionality, plus it comes with an eco-friendly, replaceable sleeve, which is made of durable woven paper that cats will love. The scratcher is the latest member of Catit Home's growing line of decorative cat scratchers.

For additional fun, the Cat Scratcher has an opening at the top end for placing an elegant and enticing Decorative Scratcher Accessory (sold separately). The accessory is also designed to fit in all other Catit Design Home Cat Scratchers.

New Catit Home Contemporary Cat Furniture

New Contemporary Cat Furniture includes the Hangout and Hideaway, both combining attractive design with superior functionality. They're both ideal for providing private space for exercise, play or rest.

Among its unique features, the sturdy Hangout is made of appealing natural banana leaf panels that are resistant to shredding, two platforms for resting or playing, a comfy hammock and cozy bed for rest and relaxation, and a hanging sea grass toy.

The Hideaway has all the same key features as the Hangout in addition to three platforms for resting or playing.



Catit Hideaway

New Corrugated Bed Scratcher with Swivel Toy

This versatile 3-in-1, bed-scratcher-toy, combo is a unique and convenient activity centre that combines a comfortable resting spot with a central scratcher and a hidden teaser toy (made of sisal) that's mounted under the elevated bed. Made of durable, corrugated cardboard, it has an appealing yet neutral graphic design that fits well in a variety of home settings. Catnip is included.



New Corrugated Bed Scratcher with Swivel Toy

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Tropicana, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About Catit:

A member of Hagen's extensive brand family, Catit makes practical, easy to use, and convenient products that specifically meet the needs of fussy felines. Catit products are designed to satisfy a feline's exacting needs, whether it's for housing, transportation, litter accessories, scratchers, dishware or toys. Catit Design, Senses, Home, Clean, and Voyageur products target specific feline and household needs.