

# **MADE IN MODERNA<sup>®</sup>** **mp**

**Edition 2020 — 2021**

**Take in what's new  
and find out all about  
our future plans**

- **Celebrating 5 Years of MODERNA USA**
- **The MODERNA Green Pact**
- **Recycling: The Perfect Blend**
- **Meet MONA: The MODERNA Online Assistant**



**As a renowned manufacturer  
of innovative plastic products  
for pets, we are constantly striving  
to develop new and innovative  
products that are both functional  
and design led**



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**Welcome to a new edition  
of our **MADE IN MODERNA****

In these difficult and uncertain times, I would first and foremost like to express my hopes that you and your loved ones are well.

When I wrote my previous introduction to our magazine, little did we know that 2020 would be a year the world would be plagued by floods, locusts and wildfires and in recent months the coronavirus has also seriously taken its toll on the global economy. The warnings were there, but still we continued head on ignoring all the signs that we needed to slow down and take stock of our lives.

Now, observing what's happening around the world, it teaches us a lot. It teaches us that all the things we were suddenly not able to do anymore were not that fulfilling anyway, and at the same time we are enjoying the things we never had time for before. It teaches us that our planet is able to regenerate itself in a relatively short time without human intervention.

**This is the time to actually measure what really matters.**

This is a blessing in disguise. People started to appreciate the tremendous value of the essential human contact, the immense satisfaction in being able to help someone. They love being 'amateurs'; meaning they don't need to be an expert to enjoy those things that truly feed their soul. So let's be wise, take a step back and use these eye-opening times to rethink and co-create a new world, a world that will succeed in resurrecting human dignity and survival.

That **different future is starting now**; lets RESET and go for it! That's why looking both ways down the path we are travelling with our company, it fills me with pride for the past and excitement for a more sustainable future.

Our mission of **"Creating smart plastics for happy pets"** consists of many fascinating layers. It's amongst others, about innovative production and design, leading by example, team spirit, sustainable expansion... It combines these new challenges and opportunities at the same time.

We are navigating through these bumpy times thanks to our great team – which we refer to as **'The people of MODERNA'**. We strive to reach our goals and stand out. Though they are located in two different parts of the world, they are connected through the DNA of MODERNA. Sharing the same vision and making a difference, globally, every day.

Last but not least, I am very proud to share in this magazine our thoughts on our long-term goals on **sustainable entrepreneurship** in specific. It is packed with loads of information about how we've been doing so far and the goals we've set ourselves for the year to come.

We are finding ourselves on a crossroad and you're kindly invited to join us and be our partner; thanks for continuing to support our dream!

Stay strong,  
Stay healthy,  
**Stay positive.**

**Bart Bonte** - CEO



## Whatever your sales channel may be: we have you covered.

Innovation is a continuous process. It's easy to get distracted along the way. Many strategic decisions to make, combined with many different target groups to serve! Yet, there is only one thing that matters: getting the product to the consumer, through the right sales channel. In order to remain on track, we need to stay focused.

### Embracing global diversity

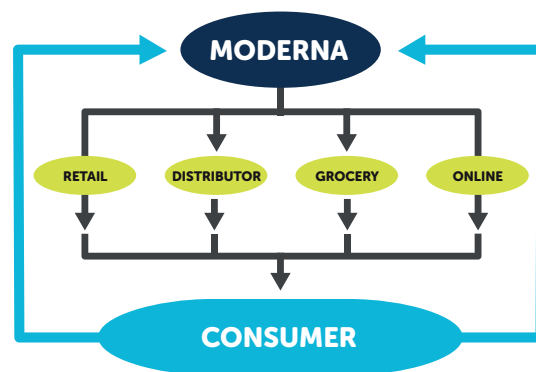
Working on a global scale gives us a lot of insights on the local needs of our partners, and their specific distribution channels. We are embracing these differences, and are very happy to experience that no matter which country or group of our customers we are serving, the demand for our high-standard quality products is a common thread. No matter what specific demands your market may have in terms of colour, design or distribution, we are with you, every step of the way.

### Multi-channel distribution

Designing and manufacturing a new product is one thing, defining the channels that lead to the right customer, globally, is another. We have implemented specific workflows to facilitate this process, and have stuck to them like glue ever since. How to keep a multi channel and diversifying vision in sync? One way: FOCUS, on how to serve your channel, in your market, with your perfect product.

### Above all else, you are our business partner

At MODERNA, we are serving over 70 countries, making sure that more than 20 million products per year are reaching the consumer, through 4 main distribution channels. Thus, our sales team has built itself a strong reputation all over the world and in every branch of the business. Flexible, skilled and experienced in their field, they are going to great lengths in order to give you expert advice on which strategy to follow and the products that suit your business. Moreover, since we are participating at the most important global industry trade shows, we are always close to you. As a general requirement, each market also has its own specific preferences in terms of colour and design. Talking to our customers at their location adds a new dimension to our designs and brings a great vibe with it.





## We have been around for a while...

Designing great products is not just about speed and state-of-the-art production, it's about understanding the fundamental needs of ourselves, our pets & the planet...

### 1932

The iconic year in which our founder, **Mr Gabriel Saelen** decided to start a button factory in the backyard of his house. He set the standards and the ideology of MODERNA Products: a company where quality, design and happiness would rule.

### 1980

2nd generation, **Mr. Jos and Mrs. Monique Saelen** decide to focus on plastic pet products.

### 1990

Major investments in state-of-the art machinery.

### 1998

3rd generation Mrs. **Chantal Saelen** and **Mr. Bart Bonte** are taking over the baton.

### 2005

Launch of the first two-component polymer product: **Smarty Bowl**

### 2008

World premiere of the first decorated cat litter box, **Trendy Cat**

### 2012

Winner of the **Belgian SME award**.

### 2015

Start-up of the second production facility **MODERNA USA**.

### 2020

**Celebrating 5 years in Gaffney** and launch of our first virtual trade-show and still going strong! #gaffneythrowback



#### Fast forward to 2020...

In 2015, we opened our second injection molding facility in Gaffney, South Carolina. We are proud to say that ever since we opened the doors of this 116,000-squarefoot location, we have been able to significantly improve our service to our customers. Production has increased exponentially and our team is working at full speed. We are very excited for the years to come. MODERNA is still 100 percent family-owned in her third generation; Yes, we are on a mission and still going strong... **Creating smart plastics for happy pets!**





## **PROUD...** **of our corporate values**

### **RESPECT**

As a manufacturer we strongly believe that diversity brings beauty and strength. That is why we are approaching the differences in cultures, styles of trading, people and pets with the utmost RESPECT. We are also very grateful for the daily gift of nature. That is why we are constantly striving to go as green as possible in our production process.

### **RELIABLE**

Though we are one of the leading innovating companies in our market, and continuously growing, it is safe to say that we have already earned our credits on the level of being a RELIABLE company and business partner. We want to remain that partner you can rely on for bringing you quality products who are meeting the demands of your customers' ever changing lifestyles.

### **TEAMWORK**

At MODERNA, both executives and employees are truly owning the responsibility for our business success. MODERNA products are made by highly motivated and skilled people, both in the USA as in Belgium. We make it our mission to empower them and are truly grateful for such a lively and dynamic team. Yes, TEAMWORK really makes the dream work!

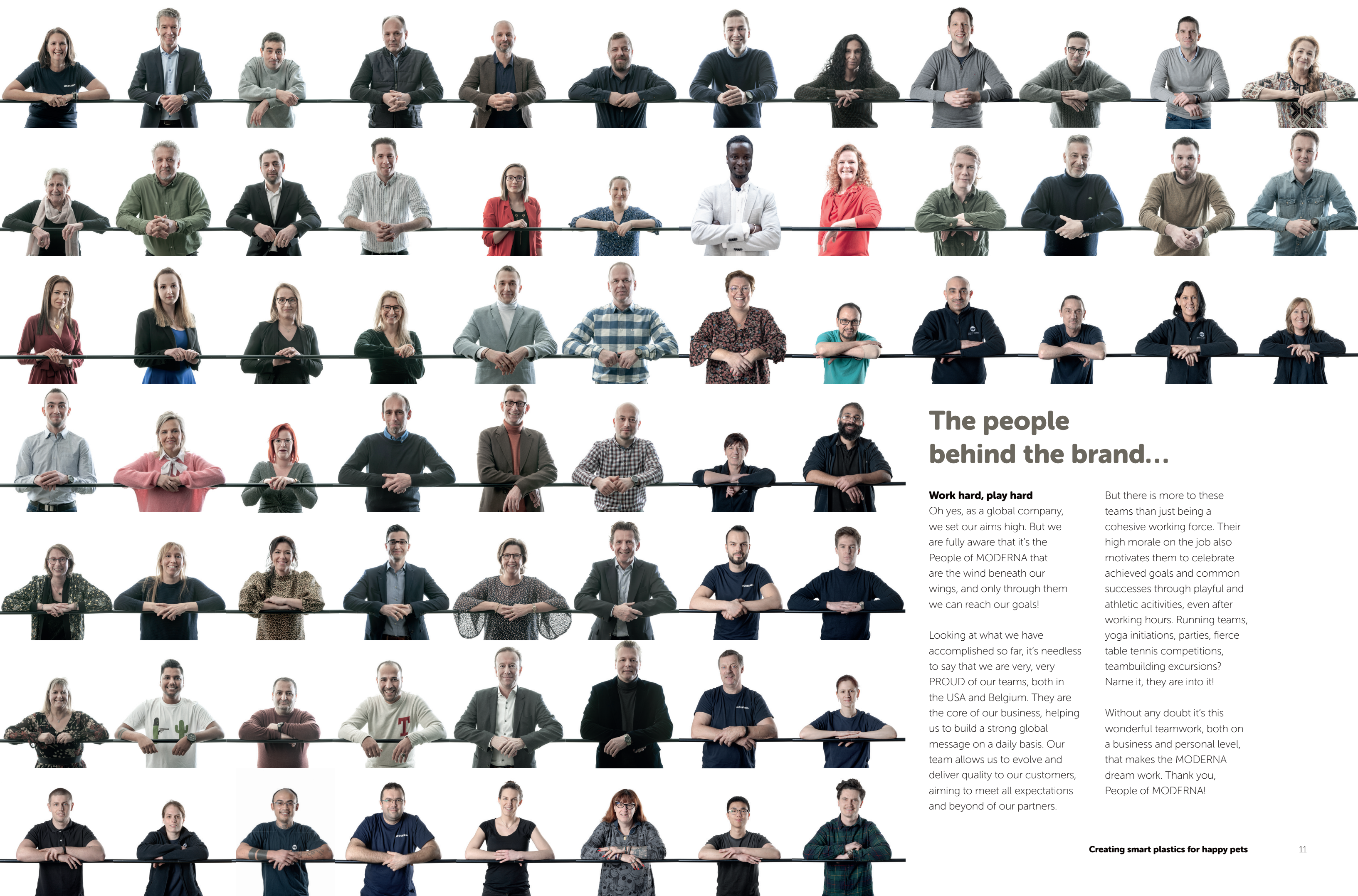
### **FOCUSED**

At MODERNA, we are FOCUSED on one single thing: to keep on creating smart plastics for happy pets. In order to achieve that, we have to make decisions every day about raw materials, designs, sales, distribution etc. And whilst this may seem like a huge task, staying FOCUSED helps making those decisions a lot easier.

### **DRIVEN**

We have a passion for our products. So it is obvious that at MODERNA, not every good idea makes it. We only want to serve you premium quality and are DRIVEN to reach that goal on a daily basis. Next to this, our sales team is strongly committed to our partners. The appreciation we get in return is priceless... which drives us even more.





# The people behind the brand...

**Work hard, play hard**

Oh yes, as a global company, we set our aims high. But we are fully aware that it's the People of MODERNA that are the wind beneath our wings, and only through them we can reach our goals!

Looking at what we have accomplished so far, it's needless to say that we are very, very PROUD of our teams, both in the USA and Belgium. They are the core of our business, helping us to build a strong global message on a daily basis. Our team allows us to evolve and deliver quality to our customers, aiming to meet all expectations and beyond of our partners.

But there is more to these teams than just being a cohesive working force. Their high morale on the job also motivates them to celebrate achieved goals and common successes through playful and athletic activities, even after working hours. Running teams, yoga initiations, parties, fierce table tennis competitions, teambuilding excursions? Name it, they are into it!

Without any doubt it's this wonderful teamwork, both on a business and personal level, that makes the MODERNA dream work. Thank you, People of MODERNA!





## Locally made, globally loved!

Global expansion: what a wonderful goal! Sure enough, any company dreams of acting on a global scale, and we are no exception. So far, so good: in the last decades our company has established and confirmed its reputation as a valued global player in the pet industry, and we're very proud of this.

We started out from our HQ in Belgium and implemented a second plant 5 years ago in the USA. Yet MODERNA would not be MODERNA if we had only expanded for the sake of expanding. In line with our philosophy, there are several reasons why we chose to implement this second production facility.

One of these reasons is the need to connect with our intercontinental markets on a more individual level. As every market has its own needs, recognizing this and acting accordingly can only be beneficial for our partners. Another big thing is logistics. Sustainability will remain an important factor of the business, the reduction of our carbon footprint is one of our major concerns.

In a nutshell: when it comes to embracing diversity, sustainability, valuing local partnerships and staying true to our mission, we are making serious efforts. After all, there's no use in talking the talk, if you're not prepared to walk the walk...



### Our production facilities:

2 locations  
24/7 production  
21,000m<sup>2</sup>  
100+ employees  
70+ countries

### Some 2020 MODERNA numbers:

Recyclable resin processed:  
6.390.000 kg / 14.087.500 pounds  
Molds used in production: 282  
New molds: 38  
Parts produced: 26.500.000  
Pallets Shipped: 58.335  
New jobs created: 19



## Meet Mona: Your 24/7 online assistant

MODERNA is proud to announce the launch of their new digital platform: MONA. The MODERNA Online Assistant will be your 24/7 assistant whilst browsing.

### Starting from our core

The core of MODERNA's DNA is people, so giving it a name was part of the fun! Digitalisation is key for any business with long term strategies. It is also part of our sustainability roadmap. Everything we do is aligned with our corporate values, illustrated by the word PROUD of which you can read all about on page 9.

### Staying ahead

We want to stay ahead of the game and our number 1 focus is: How we can be an even better partner to our customers. How can we streamline the up-to-date information? How can we give customers instant access to all the new sales tools we are offering? How can we help them more effectively?

### MODERNA 4.0

Adapting processes within a manufacturing company is a pretty complex matter. We realised this wasn't going to be a walk in the park but thanks to a dedicated MODERNA task force and after a lot of brainstorming and thinking we came up with the right action-plan. First step was to map out the current flows within the organisation. Identifying pinpoints and areas of improvement gave us the necessary input to create MODERNA 4.0, our plan for the future.

### Live information

Even though MONA will be able to answer all of your questions online, we want to stay true to the usual, personal MODERNA approach by combining our strengths as companies and always putting our customers first. A personal login will give you access to pictures, movies, your order status, inventory, pricing, all up-to-date in real time. Again, we welcome you to join us on our ride into a sustainable future. Looking forward to seeing you again on [modernaproducts.com](https://modernaproducts.com)!



MONA, at your service  
"anytime and anywhere"  
Especially when working  
from home.





## The world is full of magical things...

Let's go and explore, a design that adds zen & nature to our homes.

### Playful and functional

With its soft contours and a print that's inspired by the green tones of nature, **EDEN** is a true reflection of all things fresh and blooming. This uplifting design instantly brightens your mood!

### On the go or at home

At home, **EDEN** brings a touch of nature inside with the Trendy bowls, the Tasty Large gravity dispenser, the Hercules litter box and Trendy Cat in 2 sizes. For cats and small dogs on the go, there is a Trendy Runner with spring lock door. As usual, the prints on the **EDEN** collection are 100% scratch- and UV proof.





## Our commitment to the planet: MODERNA Green Pact

As a renowned manufacturer of innovative plastic products for pets, we are constantly striving to develop new and innovative products. Nowadays, we call it sustainability. We have been around since 1932. We used to call it “thinking ahead”.

During this process, one of our main goals is not to compromise the future of our planet. Since making changes always starts from within, this is exactly what we are signing up for. With a hands-on mentality we're making our design- and manufacturing processes even more responsible and smart. Our answer to tackling the environmental challenges is based on 4 R's:

### **Re-educating**

'Re-educating' consumers is key to achieving behaviour change in this complex matter. Clear communication on how and why MODERNA is participating is instrumental in this.

### **Re-duce**

The need to 're-duce' is massive which is why we are focusing on delivering high quality, long-lasting products.

### **Re-use**

MODERNA doesn't develop single use items, but instead only products we can 're-use'.

### **Re-cycle**

Once we've implemented all the previous stages, we need to 're-cycle'.

We're not only making a change on product level... the MODERNA production site in Belgium recovers all the excess heat generated from their production and re-uses it to heat all of their buildings!

**Sustainability is about so much more than ecology. It is about all the initiatives guiding our organisations into future proof businesses. And yes, we are committed to that.**

"Creating a strong business and building a better world are not conflicting goals. They are both essential ingredients for long-term success." - Bill Ford



## People, pets and our planet

Did you know, the word “sustained yield” first appeared in a handbook of forestry in 1713? It was used to explain that the amount of a certain resource that could be harvested or obtained should never cause depletion, to allow for longer term generation. Or in today’s terms: we should only utilise our interest whilst maintaining the capital in order to guarantee prosperity.

### We call it betterness

Although today, we should also consider technological innovation that helps our “capital” to grow. It all boils down to the same principle that applies to the viability of natural resources and ecosystems, in order to “sustain” social, economic and environmental life. These principles are also informally referred to as: **people, profit and planet**. At MODERNA, we added “purpose” to it and set our goals even higher. **We call it “betterness”, by making sure that all the goods we produce have a meaningful purpose.** This attitude puts MODERNA in a prime position to be your future-proof partner. We can not do this alone. It’s a step by step process and with you as our partner we will get there.

### Your incentives

In case you are not convinced yet? Let me sum up some incentives here:

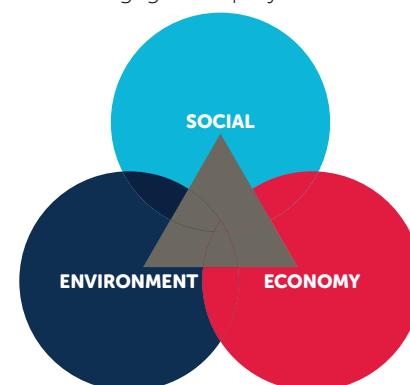
- Do you care about an improved brand image and competitive advantage?
- Do you dream of increased productivity and reduced costs?
- Do you aspire to have an improved business ability by complying with more regulations?
- Would you love to attract better employees and investors?
- Would you love to reduce waste?
- Do you want to make more profit?
- Do you want happy shareholders?

If your answer to all these questions is yes, you are already halfway there...

Image right, The Dimensions of Sustainability. Also informally referred to as people, profit and planet.

### Start small, start from within

One piece of advice, start small and start from within. I realise it sounds overwhelming and complicated, but there is a lot of small things you can do NOW. Include sustainability in your workplace. Think of the 4 R’s ( REeducate, REduce, REuse & Recycle). Add plants, choose sustainable suppliers, reduce energy, go paperless... This will unite your team with a better work culture, better work-life balance and create real engaged employees.



### The 17 SDG's

We started this journey already back in 2018. Becoming a member of PSC (The Pet Sustainability Coalition) was a great help. Their regular assessments helped to build our roadmap, which turned out to be less complicated than anticipated. Along with the guidance of the 17 SDGs, we were able to set a clear focus on what we wanted to achieve.

The 17 Sustainable Development Goals (SDGs) are a collection of 17 global goals designed to be a “blueprint to achieve a better and more sustainable future for all”. The SDGs are part of UN Resolution 70/1, the 2030 Agenda. Since every organization has different purposes and needs; we defined our role to improve on 6 of them

(see highlighted above) within our organization. Not all goals may apply to your model, some are beyond your control. The main thing is, if we all focus on some of them, together we can improve our lives considerably.

That’s why being able to measure your improvement is a tremendous added value. This is what a membership with the PSC is offering. Combined with their improvement tools, they give you a clear view of the direction you’re heading in.

**So this is not mission impossible, but a chance to advance your environmental and social strategy towards a sustainable future through teamwork and partnership.**





## Recycling: the perfect blend!

A big part of MODERNA's DNA is to be true to the MODERNA Green Pact, to be environmentally friendly as a company in general. In little more than a century, plastic had gone from being hailed as a scientific wonder to being reviled as an environmental scourge. Plastic, however, is an amazing invention.

### **Plastic really is fantastic!**

It's lightweight, tough and waterproof amongst other things. Studies have proven that if all plastic was to be replaced by other materials, it would actually lead to a rise in consumption of packaging, in terms of mass, energy and greenhouse gas emissions. The challenge, like for MODERNA, lies in finding ways of reducing the pollution it causes. For MODERNA that spells RECYCLABLE. Our goal is to manufacture all of our products with the perfect blend of recycled material and our own recyclable raw materials, a process which we've already been testing extensively. We've set that goal at 30/70, recycled versus new raw materials, for 2021, aiming to progressively increase that over the following years.

### **An unfortunate trend...**

Environmentally friendly products are in greater demand and there is a corresponding increase in the unscrupulous practice of claiming green credentials. Companies use 'deceiving' marketing techniques to appear 'clean and green', when in reality they are anything but. "Eco-friendly" packaging and labels sound hollow if there is no focus on environmentally friendly operating processes at the same time. Recycling, using sustainable ingredients, cutting back on packaging and shipping etc. are all part of a company's duty to take care of the planet. According to Stuart Hart (director of the University of Michigan's Corporate Environmental Management Program (CEMP)) "green business strategies based on the principle of environmental sustainability

may constitute a key basis for competitive advantage in the coming decades".

### **Environmentally friendly: It's the overall picture that matters**

Green consumers are worried about more than just the purchase and the consumption processes. They are also concerned about the production process. The end consumer is ultimately partly responsible for choosing products that are 100% recyclable as opposed to the widely available single-use plastics. MODERNA is already part of this picture by taking a proactive stance towards environmental improvements in production.



"Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance." - Ban Ki-Moon.



## Cleaning up the oceans: hands on and getting things done! Update: mission on track!

Looking back on 2019 and full speed ahead for 2020, here's an update on our commitment to the 4Ocean project. On a special note, we'd like to mention that we are usually supporting charity causes for only one year. The fact that we are making an exception for 4Oceans – this is our second year in a row - is a clear statement of how close we are keeping this project to our heart.

As we stated before, plastic is fantastic, when used responsibly. Thus said, the book should not always be judged by its cover. At MODERNA, durability has been one of the core objectives since day one. We've committed to a clear strategy on ecology, which consists amongst others of sourcing premium raw materials, manufacturing items that last a lifetime and are 100% recyclable ... and joining forces with great initiatives to restore what went wrong in the past on a global scale.

### **4Ocean – the mission**

4Ocean is a global movement actively removing trash from the coastlines while inspiring individuals to work together for a cleaner ocean, 'one pound at the time'. They are giving new life to reclaimed ocean plastic and eliminating the need for virgin

plastics while teaming up with manufacturers. One of their main sources of funding is the sale of bracelets and other items that are actually made out of recuperated material found in the ocean.

**Almost 9.000.000 pounds of trash of collected trash removed from the ocean and coastline by paid 4Ocean employees since 2017 through the sale of 4Ocean products. Let's help them keep up the good work!**

Taking it one step further, next to cleaning up and saving the lives of sea creatures and their marine habitat, they are actively raising awareness to support and protect them in the future. 4Oceans brings change to both nature and humans: the Ocean Plastic Recovery campaign creates jobs for local fisherman and improves the quality of their life in their communities.

### **Believe, love & repeat**

Ever since we learned about this project, we got totally smitten. That's why we've spread the word on our Zoomark booth in 2019 with our iconic "you sign=we donate wall". We can unfortunately not repeat in 2020 because of COVID19, but rest assured. Our initial 3000\$ donation made it right on time for the 2020 Earth Day! This year, the bracelets will be proudly distributed amongst "The People of MODERNA" in both our USA and Belgian plant, since they are all part of the MODERNA Family.

Follow us on Facebook for more info about this charity initiative  
@modernaforhappypets  
Website: 4Ocean.com



Rest assured, at MODERNA we have been embracing durability since day one. Sourcing premium raw materials and manufacturing multi-use items that last a lifetime and that are 100% recyclable, is all part of our vision on ecology. Along with a well thought through process of optimum logistics. But it's also our duty, wherever we can, to help restore what went wrong in the past on a global scale.



## Fact check: Cats and Dogs

**Figure: a dog's sense of smell is 10.000 times better than yours**

That they are able to discern scents that we can't detect, is why dogs are used to track missing people and alert authorities of contraband.

**Fact: Cats walk on their toes**

There's a reason why you've never heard your cat walking across a floor. As natural hunters, cats rely on great speed and flexibility. Walking on their toes helps them with speed and it also allows them to move on prey silently.

**Figure: Cats can rotate their ears 180 degrees**

Moreover, the hearing range of the average cat is at least five times greater than that of a human adult.

**Fact: Dogs taste scents too**

The wetness on a dog's nose is actually a layer of mucus used to absorb scents. Dogs then lick the scents off of their noses to taste whatever is in the air.

**Figure: dogs can learn up to 250 words**

The smartest, best-trained breeds are similar to a 2-year-old child in their ability to understand human speech, according to researcher Stanley Coren, PhD. These dogs understand up to 250 words, while the average dog can understand 150 words.

**Fact: Cats domesticated themselves**

Wild cats discovered that rodents were attracted to farms and their granaries, which made them stick around for 'free meals'. They shed some of their aggression towards humans and forged friendships with them.

**Fact: Dogs can fall in love**

Anthropologist Elizabeth Marshall Thomas says dogs can fall in love. Thomas claims few dogs develop relationships because they are kept as pets in captivity, "born to do what we want, not what they want."

**94%**

of families with an autistic child reported that their child bonded with the pet and that it helped with the mental disorder.

**70%**

increase in animals going through foster care these days, compared to same time in 2019. They help building a routing in the "new normal". Combined with the unconditional love you get from your pet, it is a real added value to our wellbeing; especially these days.

**36%**

of Americans give their dog birthday presents.

**20%**

of Australian Gen Y pet owners have pet insurance, compared to 12% of their baby boomer counterparts.





Maasai



C235  
**Trendy Large**

L 50 x W 39.1 x H 38.9 cm  
L 19.7 x W 15.4 x H 15.3 inch



C245  
**Trendy Jumbo**

L 57.3 x W 44.4 x H 43.8 cm  
L 22.6 x W 17.5 x H 17.2 inch



K162  
**Hercules**

L 50.9 x W 39.2 x H 19.2 cm  
L 20.1 x W 15.4 x H 7.6 inch



H130  
**Trendy Dinner X-Small**

210ml / 7.1 fl Oz  
L 15.7 x W 15.7 x H 3.4 cm  
L 6.2 x W 6.2 x H 1.3 inch



H131  
**Trendy Dinner Small**

350ml / 11.8 fl Oz  
L 17 x W 17 x H 5.3 cm  
L 6.7 x W 6.7 x H 2.1 inch



H136  
**Double Trendy Dinner Small**

2 x 350ml / 2 x 11.8 fl Oz  
L 27 x W 16.5 x H 6 cm  
L 10.6 x W 6.5 x H 2.4 inch



H165  
**Tasty Large**

1.5L / 0.4 Gal  
L 27.8 x W 15.9 x H 21.3 cm  
L 10.9 x W 6.3 x H 8.4 inch



AF50  
**Trendy Story Small**

6L / 1.6 Gal  
L 27.2 x W 21.3 x H 29.5 cm  
L 10.7 x W 8.4 x H 11.6 inch



T150  
**Trendy Runner**

Plastic Door  
L 50.1 x W 32 x H 34.5 cm  
L 19.7 x W 12.6 x H 13.6 inch

Eden



C235 **NEW**  
**Trendy Large**

L 50 x W 39.1 x H 38.9 cm  
L 19.7 x W 15.4 x H 15.3 inch



C245 **NEW**  
**Trendy Jumbo**

L 57.3 x W 44.4 x H 43.8 cm  
L 22.6 x W 17.5 x H 17.2 inch



K162 **NEW**  
**Hercules**

L 50.9 x W 39.2 x H 19.2 cm  
L 20.1 x W 15.4 x H 7.6 inch



H130 **NEW**  
**Trendy Dinner X-Small**

210ml / 7.1 fl Oz  
L 15.7 x W 15.7 x H 3.4 cm  
L 6.2 x W 6.2 x H 1.3 inch



H131 **NEW**  
**Trendy Dinner Small**

350ml / 11.8 fl Oz  
L 17 x W 17 x H 5.3 cm  
L 6.7 x W 6.7 x H 2.1 inch



H132 **NEW**  
**Trendy Dinner Medium**

735ml / 24.9 fl Oz  
L 20.1 x W 20.1 x H 6.7 cm  
L 7.9 x W 7.9 x H 2.6 inch



H136 **NEW**  
**Double Trendy Dinner Small**

2 x 350ml / 2 x 11.8 fl Oz  
L 27 x W 16.5 x H 6 cm  
L 10.6 x W 6.5 x H 2.4 inch



H165 **NEW**  
**Tasty Large**

1.5L / 0.4 Gal  
L 27.8 x W 15.9 x H 21.3 cm  
L 10.9 x W 6.3 x H 8.4 inch



T153 **NEW**  
**Trendy Runner**

Spring-lock Door  
L 50.1 x W 32 x H 34.5 cm  
L 19.7 x W 12.6 x H 13.6 inch



Luxurious



C235  
**Trendy Large**  
●  
L 50 x W 39.1 x H 38.9 cm  
L 19.7 x W 15.4 x H 15.3 inch



C245  
**Trendy Jumbo**  
●  
L 57.3 x W 44.4 x H 43.8 cm  
L 22.6 x W 17.5 x H 17.2 inch



K162  
**Hercules**  
●  
L 50.9 x W 39.2 x H 19.2 cm  
L 20.1 x W 15.4 x H 7.6 inch



H130  
**Trendy Dinner X-Small**  
●  
210ml / 7.1 fl Oz  
L 15.7 x W 15.7 x H 3.4 cm  
L 6.2 x W 6.2 x H 1.3 inch



H131  
**Trendy Dinner Small**  
●  
350ml / 11.8 fl Oz  
L 17 x W 17 x H 5.3 cm  
L 6.7 x W 6.7 x H 2.1 inch



H132  
**Trendy Dinner Medium**  
●  
735ml / 24.9 fl Oz  
L 20.1 x W 20.1 x H 6.7 cm  
L 7.9 x W 7.9 x H 2.6 inch



H136  
**Double Trendy Dinner Small**  
●  
2 x 350ml / 2 x 11.8 fl Oz  
L 27 x W 16.5 x H 6 cm  
L 10.6 x W 6.5 x H 2.4 inch



H165  
**Tasty Large**  
●  
1.5L / 0.4 Gal  
L 27.8 x W 15.9 x H 21.3 cm  
L 10.9 x W 6.3 x H 8.4 inch



H175  
**Tasty Jumbo**  
●  
3.75L / 1 Gal  
L 37.4 x W 20.7 x H 28.7 cm  
L 14.7 x W 8.1 x H 11.3 inch



AF50  
**Trendy Story Small**  
●  
6L / 1.6 Gal  
L 27.2 x W 21.3 x H 29.5 cm  
L 10.7 x W 8.4 x H 11.6 inch



T153  
**Trendy Runner**  
●  
Spring-lock Door  
L 50.1 x W 32 x H 34.5 cm  
L 19.7 x W 12.6 x H 13.6 inch



C235  
**Trendy Large**  
●  
L 50 x W 39.1 x H 38.9 cm  
L 19.7 x W 15.4 x H 15.3 inch



C245  
**Trendy Jumbo**  
●  
L 57.3 x W 44.4 x H 43.8 cm  
L 22.6 x W 17.5 x H 17.2 inch



K162  
**Hercules**  
●  
L 50.9 x W 39.2 x H 19.2 cm  
L 20.1 x W 15.4 x H 7.6 inch



H130  
**Trendy Dinner X-Small**  
●  
210ml / 7.1 fl Oz  
L 15.7 x W 15.7 x H 3.4 cm  
L 6.2 x W 6.2 x H 1.3 inch



H131  
**Trendy Dinner Small**  
●  
350ml / 11.8 fl Oz  
L 17 x W 17 x H 5.3 cm  
L 6.7 x W 6.7 x H 2.1 inch



H136  
**Double Trendy Dinner Small**  
●  
2 x 350ml / 2 x 11.8 fl Oz  
L 27 x W 16.5 x H 6 cm  
L 10.6 x W 6.5 x H 2.4 inch



H165  
**Tasty Large**  
●  
1.5L / 0.4 Gal  
L 27.8 x W 15.9 x H 21.3 cm  
L 10.9 x W 6.3 x H 8.4 inch



AF50  
**Trendy Story Small**  
●  
6L / 1.6 Gal  
L 27.2 x W 21.3 x H 29.5 cm  
L 10.7 x W 8.4 x H 11.6 inch



T150  
**Trendy Runner**  
●  
Plastic Door  
L 50.1 x W 32 x H 34.5 cm  
L 19.7 x W 12.6 x H 13.6 inch



## Friends Forever



C235  
**Trendy Large**

●  
L 50 x W 39.1 x H 38.9 cm  
L 19.7 x W 15.4 x H 15.3 inch



C245  
**Trendy Jumbo**

●  
L 57.3 x W 44.4 x H 43.8 cm  
L 22.6 x W 17.5 x H 17.2 inch



K162  
**Hercules**

●  
L 50.9 x W 39.2 x H 19.2 cm  
L 20.1 x W 15.4 x H 7.6 inch



H130  
**Trendy Dinner X-Small**

●  
210ml / 7.1 fl Oz  
L 15.7 x W 15.7 x H 3.4 cm  
L 6.2 x W 6.2 x H 1.3 inch



H131  
**Trendy Dinner Small**

●  
350ml / 11.8 fl Oz  
L 17 x W 17 x H 5.3 cm  
L 6.7 x W 6.7 x H 2.1 inch



H136  
**Trendy Dinner Double Small**

●  
2 x 350ml / 2 x 11.8 fl Oz  
L 27 x W 16.5 x H 6 cm  
L 10.6 x W 6.5 x H 2.4 inch



H165  
**Tasty Large**

●  
1.5L / 0.4 Gal  
L 27.8 x W 15.9 x H 21.3 cm  
L 10.9 x W 6.3 x H 8.4 inch



AF50  
**Trendy Story Small**

●  
6L / 1.6 Gal  
L 27.2 x W 21.3 x H 29.5 cm  
L 10.7 x W 8.4 x H 11.6 inch



T150  
**Trendy Runner**

●  
Plastic Door  
L 50.1 x W 32 x H 34.5 cm  
L 19.7 x W 12.6 x H 13.6 inch

## Pet Wisdom



AF52  
**Trendy Story X-Small**

●  
5L / 1.32 Gal  
L 26.1 x W 10.4 x H 30.2 cm  
L 10.3 x W 4.1 x H 11.9 inch



AF50  
**Trendy Story Small**

●  
6L / 1.6 Gal  
L 27.2 x W 21.3 x H 29.5 cm  
L 10.7 x W 8.4 x H 11.6 inch



AF53  
**Trendy Story Medium**

●  
10L / 2.6 Gal  
L 36.2 x W 20.1 x H 36.5 cm  
L 14.2 x W 7.9 x H 14.4 inch



AF54  
**Trendy Story Large**

●  
20L / 5.3 Gal  
L 36.4 x W 29.2 x H 42.5 cm  
L 14.3 x W 11.5 x H 16.7 inch



AF51  
**Trendy Story Jumbo**

●  
38L / 10 Gal  
L 46.2 x W 37.2 x H 47.5 cm  
L 18.2 x W 14.6 x H 18.7 inch



Litter boxes and accessories



**C230**  
**Flip Cat Large**  
● ● ● ● ●  
L 50.2 x W 38.8 x H 37.7 cm  
L 19.7 x W 15.3 x H 14.8 inch



**C240**  
**Flip Cat Jumbo**  
● ● ● ● ●  
L 57.8 x W 43.9 x H 41.5 cm  
L 22.7 x W 17.3 x H 16.3 inch



**C250**  
**Flip Corner**  
● ● ● ● ●  
L 56.3 x W 44.4 x H 36.4 cm  
L 22.1 x W 17.5 x H 14.3 inch



**C370**  
**Smart Cat**  
● ● ● ● ●  
L 54.5 x W 39.1 x H 40.3 cm  
L 21.5 x W 15.4 x H 15.9 inch



**C380** **NEW**  
**Mega Smart**  
●  
L 65 x W 48.5 x H 46 cm  
L 25.6 x W 19.1 x H 18.1 inch



**C270**  
**Mega Comfy**  
● ● ● ● ●  
L 65 x W 49.7 x H 46.4 cm  
L 25.6 x W 19.6 x H 18.3 inch



**AA70**  
**Lift to Sift Large**  
●  
L 50.2 x W 38.4 x H 16.1 cm  
L 19.8 x W 15.1 x H 6.3 inch



**AA72**  
**Lift to Sift Jumbo**  
●  
L 56 x W 42.7 x H 27.3 cm  
L 22 x W 16.8 x H 10.7 inch



**AA77**  
**KitCat Starterkit**  
●  
L 50.2 x W 38.4 x H 16.1 cm  
L 19.8 x W 15.1 x H 6.3 inch



**SET-C120**  
**Kitten Starterkit**  
● ●  
L 36.7 x W 27.1 x H 6.2 cm  
L 14.5 x W 10.7 x H 2.4 inch



**C120**  
**Arist-O-Tray Small**  
● ● ● ● ●  
L 36.7 x W 27.1 x H 6.2 cm  
L 14.5 x W 10.7 x H 2.4 inch



**C132**  
**Arist-O-Tray Medium**  
● ● ● ● ●  
L 43 x W 30.9 x H 12.3 cm  
L 16.9 x W 12.1 x H 4.8 inch



**C192**  
**Arist-O-Tray Large**  
● ● ● ● ●  
L 50 x W 37.6 x H 13.8 cm  
L 19.7 x W 14.8 x H 5.4 inch



**C222**  
**Arist-O-Tray Jumbo**  
● ● ● ● ●  
L 57 x W 43.4 x H 13.8 cm  
L 22.5 x W 17.1 x H 5.4 inch



**C146**  
**Corner Tray**  
● ●  
L 55.4 x W 44.9 x H 14 cm  
L 21.8 x W 17.7 x H 5.5 inch



**C289**  
**Comfy Step**  
● ●  
L 57.6 x W 42.6 x H 25.5 cm  
L 22.7 x W 16.8 x H 10.1 inch



**C284**  
**Mega Step**  
● ●  
L 65.6 x W 48.2 x H 28.5 cm  
L 25.8 x W 19 x H 11.2 inch



**C802**  
**Cat Concept**  
●  
L 57.4 x W 44.8 x H 42.7 cm  
L 22.6 x W 17.6 x H 16.8 inch



**C865**  
**Cat Concept**  
**Scratcher Refill**



**AG50**  
**Top Cat**  
● ●  
L 59 x W 39 x H 38.3 cm  
L 23.2 x W 15.4 x H 15.1 inch



**AI31**  
**Scoop & Sift**  
● ●  
L 13.3 x W 10.6 x H 15.5 cm  
L 5.2 x W 4.2 x H 6.1 inch



**C155**  
**Small Grid Scoop**  
● ● ● ● ●  
L 27.8 x W 10.3 x H 4.3 cm  
L 11 x W 4.1 x H 1.7 inch



**AI40** **NEW**  
**Handy Max**  
● ●  
L 33.3 x W 13.2 x H 7.3 cm  
L 13.1 x W 5.2 x H 2.9 inch



**AI44** **NEW**  
**Handy**  
● ● ● ● ●  
L 26.5 x W 10.2 x H 4.9 cm  
L 10.4 x W 4 x H 1.9 inch



**C154**  
**Cat Litter Scoop**  
● ●  
L 28.6 x W 10.1 x H 1.5 cm  
L 11.3 x W 4 x H 0.6 inch



**C204**  
**Liner Bags Large**  
L 22 x W 4 x H 4 cm  
L 8.7 x W 1.6 x H 1.6 inch



**C205**  
**Liner Bags X-Large**  
L 22 x W 4.5 x H 4 cm  
L 8.7 x W 1.8 x H 1.6 inch



**C186**  
**Universal Filter**  
L 28.6 x W 10.1 x H 1.5 cm  
L 11.3 x W 4 x H 0.6 inch



**R100**  
**Pet's Corner Small**  
● ● ● ● ●  
L 18.3 x W 14.7 x H 9.8 cm  
L 7.2 x W 5.8 x H 3.9 inch



**R200**  
**Pet's Corner Medium**  
● ● ● ● ●  
L 35.6 x W 28.2 x H 18.8 cm  
L 14 x W 11.1 x H 7.4 inch



**R300**  
**Pet's Corner Large**  
● ● ● ● ●  
L 49.5 x W 33.3 x H 26.2 cm  
L 19.5 x W 13.1 x H 10.3 inch



# Dinner Time



AO00  
**Sensibowl X-Small**  
● ●  
200ml / 6.75 fl. Oz  
L 19.8 x W 15 x H 4.9 cm  
L 7.8 x W 5.9 x H 1.9 inch



AO01  
**Sensibowl Small**  
● ●  
350ml / 11.8 fl. Oz  
L 19.9 x W 14.8 x H 6.1 cm  
L 7.9 x W 5.8 x H 2.4 inch



AO02  
**Sensibowl Medium**  
● ●  
700ml / 23.6 fl. Oz  
L 25 x W 18 x H 8.1 cm  
L 9.8 x W 7.1 x H 3.2 inch



AO03  
**Sensibowl Large**  
● ●  
1200ml / 40 fl. Oz  
L 27.9 x W 21.2 x H 9.8 cm  
L 11 x W 8.3 x H 3.9 inch



AO04  
**Sensibowl Jumbo**  
● ●  
2200ml / 74 fl. Oz  
L 33.3 x W 25.7 x H 11.9 cm  
L 13.1 x W 10.1 x H 4.7 inch



AO10  
**Double Sensibowl X-Small**  
● ●  
2 x 200ml / 6.75 fl. Oz  
L 28.9 x W 14.8 x H 5.6 cm  
L 11.4 x W 5.8 x H 2.2 inch



AO21  
**SLOMO**  
● ●  
950ml / 32 fl. Oz  
L 33.8 x W 24.2 x H 8.3 cm  
L 13.3 x W 9.5 x H 3.2 inch



AO60  
**Sensiflo**  
● ●  
1.5L / 0.4 Gal  
L 28.4 x W 19.8 x H 24.9 cm  
L 11.2 x W 7.8 x H 9.8 inch



H100  
**Smarty X-Small**  
● ● ● ● ●  
210ml / 7 fl. Oz  
L 14.7 x W 13 x H 3.4 cm  
L 5.8 x W 5.1 x H 1.4 inch



H101  
**Smarty Small**  
● ● ● ● ●  
350ml / 11.8 fl. Oz  
L 15.2 x W 13.5 x H 5.3 cm  
L 6 x W 5.3 x H 2.1 inch



H102  
**Smarty Medium**  
● ● ● ● ●  
735ml / 25 fl. Oz  
L 20.2 x W 18.1 x H 7.1 cm  
L 7.9 x W 7.1 x H 2.8 inch



H103  
**Smarty Large**  
● ● ● ● ●  
1248ml / 42 fl. Oz  
L 23.9 x W 21.4 x H 8.4 cm  
L 9.4 x W 8.4 x H 3.3 inch



H104  
**Smarty Jumbo**  
● ● ● ● ●  
2200ml / 74 fl. Oz  
L 28.8 x W 25.7 x H 10.1 cm  
L 11.3 x W 10.1 x H 4 inch



H109  
**Double Smarty X-Small**  
● ● ● ● ●  
2 x 200ml / 6.8 fl. Oz  
L 26.5 x W 13.5 x H 3.4 cm  
L 10.4 x W 5.3 x H 1.3 inch



H106  
**Smarty Double Small**  
● ● ● ● ●  
2 x 330ml / 12 fl. Oz  
L 26 x W 14.5 x H 5.5 cm  
L 10.2 x W 5.7 x H 2.2 inch



H107  
**Double Smarty Medium**  
● ● ● ● ●  
2 x 645ml / 22 fl. Oz  
L 32.8 x W 18.2 x H 7.9 cm  
L 12.9 x W 7.2 x H 3.1 inch



BA00 **NEW**  
**Gusto X-Small**  
● ● ● ● ●  
200ml / 6.75 fl. Oz  
L 14.7 x W 14.7 x H 3.4 cm  
L 5.8 x W 5.8 x H 1.3 inch



BA01 **NEW**  
**Gusto Small**  
● ● ● ● ●  
350ml / 11.8 fl. Oz  
L 16.9 x W 16.9 x H 4.3 cm  
L 6.6 x W 6.6 x H 1.7 inch



BA02 **NEW**  
**Gusto Medium**  
● ● ● ● ●  
700ml / 26 fl. Oz  
L 19.5 x W 19.5 x H 5.9 cm  
L 7.7 x W 7.7 x H 2.3 inch



BA04 **NEW**  
**Gusto Large**  
● ● ● ● ●  
1300ml / 43.9 fl. Oz  
L 23.4 x W 23.4 x H 7.5 cm  
L 9.2 x W 9.2 x H 3 inch



BA10 **NEW**  
**Double Gusto X-Small**  
● ● ● ● ●  
2 x 200ml / 6.75 fl. Oz  
L 23 x W 12.9 x H 4.1 cm  
L 9.1 x W 5.1 x H 1.6 inch



H108  
**Smarty Spaniel**  
● ● ● ● ●  
2 x 200ml / 6.8 fl. Oz  
L 20.3 x W 18 x H 10.6 cm  
L 8 x W 7.1 x H 4.2 inch



## Dinner Time



**H140**  
**Smart Sipper Large**  
● ● ●  
1.5L / 50.7 fl. Oz  
L 23.2 x W 15.3 x H 21.6 cm  
L 9.1 x W 6.0 x H 8.5 inch



**H141**  
**Smart Snacker Large**  
● ● ●  
1.5L / 50.7 fl. Oz  
L 23.2 x W 15.3 x H 21.6 cm  
L 9.1 x W 6.0 x H 8.5 inch



**H150**  
**Smart Sipper Jumbo**  
● ● ●  
3L / 101 fl. Oz  
L 28.8 x W 19.3 x H 26.4 cm  
L 11.4 x W 7.6 x H 10.4 inch



**H151**  
**Smart Snacker Jumbo**  
● ● ●  
3L / 101 fl. Oz  
L 28.8 x W 19.3 x H 26.4 cm  
L 11.4 x W 7.6 x H 10.4 inch



**AK50**  
**Skybar Small**  
●  
2 x 850ml / 28.7 fl. Oz / 3.5 cups  
L 48 x W 29 x H 20 cm  
L 18.9 x W 11.4 x H 7.9 inch



**AK51**  
**Skybar Medium**  
●  
2 x 1800ml / 60 fl. Oz / 7.5 cups  
L 59.5 x W 36 x H 30 cm  
L 23.4 x W 14.2 x H 11.8 inch



**AK52**  
**Skybar Large**  
●  
2 x 2500ml / 84.5 fl. Oz / 10.5 cups  
L 68.7 x W 43 x H 40 cm  
L 27 x W 16.9 x H 15.7 inch

## Cozy Travelling



**AZ60** **NEW**  
**Odyssey X-Small**  
●  
Spring-lock Door - Max 5kg / 11lbs  
L 48.1 x W 31.7 x H 33.2 cm  
L 18.9 x W 12.5 x H 13.1 inch



**AZ61** **NEW**  
**Odyssey Small**  
●  
Spring-lock Door - Max 7kg / 15lbs  
L 52.4 x W 35.8 x H 36.2 cm  
L 20.6 x W 14.1 x H 14.2 inch



**AZ62** **NEW**  
**Odyssey Medium**  
●  
Spring-lock Door - Max 10kg / 22lbs  
L 58.4 x W 39.1 x H 40.1 cm  
L 23 x W 15.4 x H 15.8 inch



**T100**  
**Road Runner Small**  
● ●  
Plastic Door - Max 5kg / 11lbs  
L 48.6 x W 32.3 x H 30.3 cm  
L 19.1 x W 12.7 x H 11.9 inch



**T101**  
**Road Runner Small**  
● ● ●  
Metal Door - Max 5kg / 11lbs  
L 48.6 x W 32.3 x H 30.3 cm  
L 19.1 x W 12.7 x H 11.9 inch



**T103**  
**Road Runner Small**  
● ● ●  
Spring-lock Door - Max 5kg / 11lbs  
L 48.6 x W 32.3 x H 30.3 cm  
L 19.1 x W 12.7 x H 11.9 inch



**T201**  
**Road Runner Medium**  
● ● ●  
Metal Door - Max 8kg / 17.5lbs  
L 56.4 x W 37.4 x H 35 cm  
L 22.2 x W 14.7 x H 13.8 inch



**T203**  
**Road Runner Medium**  
● ● ●  
Spring-lock Door - Max 8kg / 17.5lbs  
L 56.4 x W 37.4 x H 35 cm  
L 22.2 x W 14.7 x H 13.8 inch



**T700**  
**Top Runner Medium**  
● ● ●  
Max 5kg / 11lbs  
L 38.4 x W 28.9 x H 25.2 cm  
L 15.1 x W 11.4 x H 9.9 inch



**T800**  
**Top Runner Large**  
● ● ●  
Max 8kg / 17.5lbs  
L 47.8 x W 36.3 x H 31.3 cm  
L 18.8 x W 14.3 x H 12.3 inch



**AV60**  
**Hipster Small**  
● ●  
Max 2kg / 4.4lbs  
L 22.9 x W 16.9 x H 15.5 cm  
L 9 x W 6.6 x H 6.1 inch



**AV61**  
**Hipster Large**  
● ●  
Max 4kg / 8.8lbs  
L 40 x W 25.8 x H 22.4 cm  
L 15.7 x W 10.2 x H 8.8 inch



# Beds for Pets



C500  
**Doonut**

●  
L 49 x W 49 x H 27 cm  
L 19.3 x W 19.3 x H 10.6 inch



H240  
**Domus X-Small**

● ● ● ● ●  
Inner: L 40 x W 24 x H 16 cm  
L 15.7 x W 9.4 x H 6.3 inch  
Outer: L 32 x W 48 x H 18 cm  
L 12.6 x W 18.9 x H 7.1 inch



H250  
**Domus Small**

● ● ● ● ●  
Inner: L 58 x W 38.4 x H 19.8 cm  
L 22.8 x W 15.1 x H 7.8 inch  
Outer: L 38 x W 58 x H 20 cm  
L 15 x W 22.8 x H 7.9 inch



H260  
**Domus Medium**

● ● ● ● ●  
Inner: L 70.3 x W 46.3 x H 21.7 cm  
L 27.7 x W 18.2 x H 8.5 inch  
Outer: L 47 x W 70 x H 22 cm  
L 18.5 x W 27.6 x H 8.7 inch



H270  
**Domus Large**

● ● ● ● ●  
Inner: L 81 x W 52.8 x H 23.9 cm  
L 31.9 x W 20.8 x H 9.4 inch  
Outer: L 54 x W 81 x H 24 cm  
L 21.3 x W 31.9 x H 9.4 inch



H280  
**Domus X-Large**

● ● ● ● ●  
Inner: L 92.1 x W 60.2 x H 25.9 cm  
L 36.3 x W 23.7 x H 10.2 inch  
Outer: L 61 x W 92 x H 26 cm  
L 24 x W 36.2 x H 10.2 inch



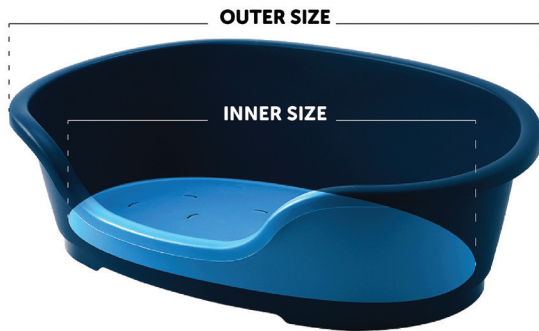
H290  
**Domus Jumbo**

● ● ● ● ●  
Inner: L 108.9 x W 70.7 x H 29.7 cm  
L 42.9 x W 27.8 x H 11.7 inch  
Outer: L 74 x W 110 x H 30 cm  
L 29.1 x W 43.3 x H 11.8 inch



H299  
**Domus Giant**

● ● ● ● ●  
Inner: L 123.9 x W 80.1 x H 33.8 cm  
L 48.8 x W 31.5 x H 13.3 inch  
Outer: L 81 x W 125 x H 33 cm  
L 31.9 x W 49.2 x H 13 inch





**A sustainable future  
is built on teamwork.**



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