



PURE CAT CAT LITTER



ZOLUX
PURE CAT
 LITIÈRE POUR CHAT

• Parfumée
 • Antibactérienne

MINÉRALE ABSORBANTE

8L

ZOLUX
PURE CAT
 LITIÈRE POUR CHAT

• Agglomérante ++

MINÉRALE AGGLOMÉRANTE LÉGÈRE

8L

ZOLUX
PURE CAT
 LITIÈRE POUR CHAT

• Haute absorption
 • Neutralise les odeurs
 • Compostable & biodégradable

VÉGÉTALE

BOIS COMPOSTÉ
 NON TRAITÉ

40%
 LIGHTER

ZOLUX
PURE CAT
 LITIÈRE POUR CHAT
 CAT LITTER

Neutralise les odeurs
 Biodegradable
 Fort pouvoir d'absorption

Neutralizes odors
 Biodegradable
 Highly absorbent!

SILICE

ZOLUX
PURE CAT
 LITIÈRE POUR CHAT

MINÉRALE AGGLOMÉRANTE

4L

ZOLUX
PURE CAT
 LITIÈRE POUR CHAT

• Agglomérante
 • Neutralise
 • Compostable & biodégradable

VÉGÉTALE AGGLOMÉRANTE

8L

ZOLUX
PURE CAT
 LITIÈRE POUR CHAT - CAT LITTER
 PREMIUM

• Agglomérante +++
 • Parfum Zen
 • Dépoussiérée à 99%
 • Longue durée

• Clumping +++
 • Zen fragrance
 • 99% dust free
 • Long lasting

**MINÉRALE AGGLOMÉRANTE ULTRA LÉGÈRE
 ULTRA LIGHT MINERAL CLUMPING**

16L

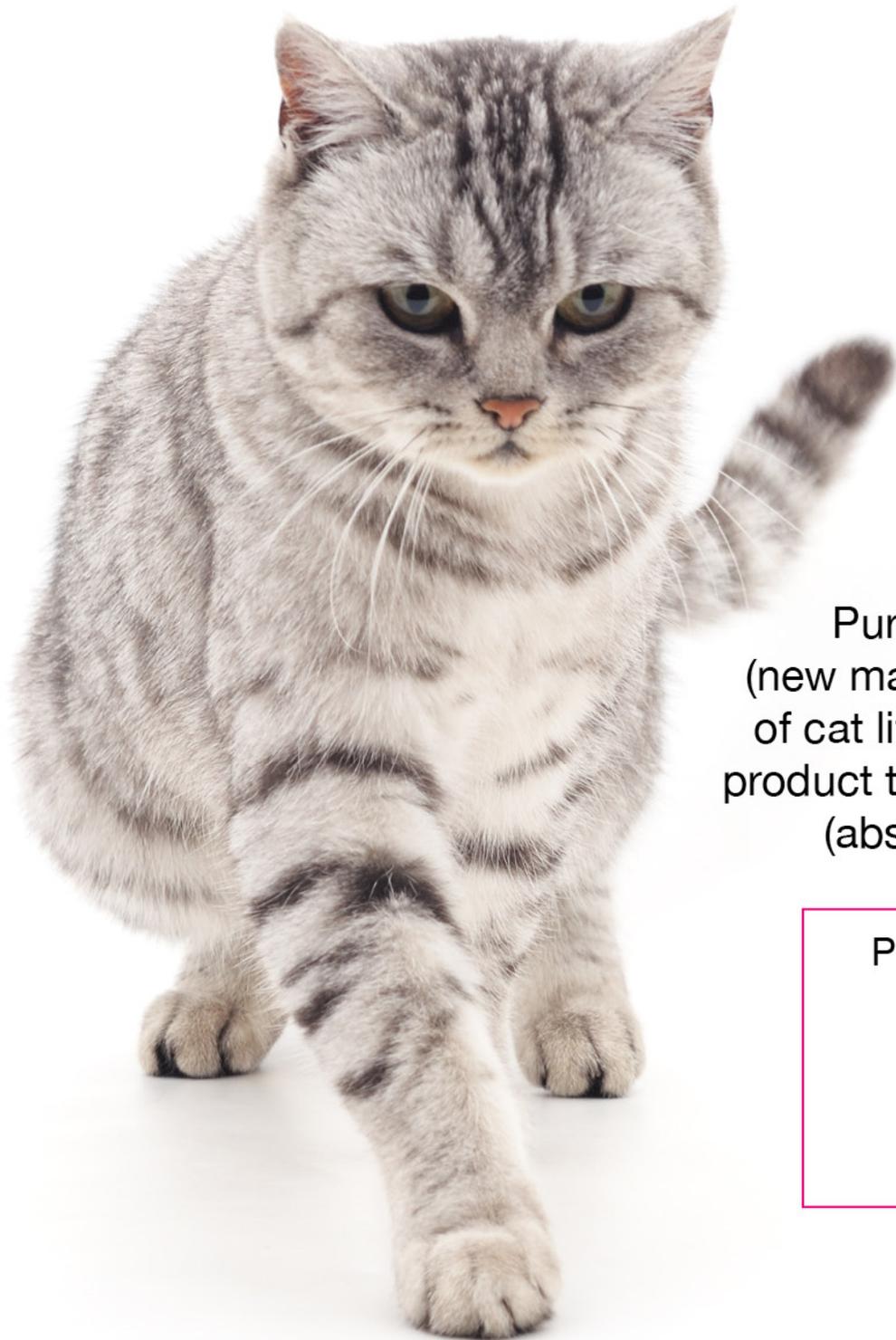
ZOLUX
PURE CAT
 LITIÈRE POUR CHAT
 KITTEN LITTER

Parfumé
 Natural essential oils
 Fort pouvoir d'absorption

Scented
 Natural antibacterial
 Highly absorbent

SILICE FINE

8L



ZOLUX

PURECAT

LITIÈRES POUR CHAT

Purecat is expanding to include **4 new references** (new materials and new formats) to offer a **complete range** of cat litter for all market requirements, whether in terms of product type (plant, mineral or silica-based), conditions of use (absorbent or clumping), formats, price ranges, etc.

Purecat also enables **clear segmentation of the range** to **clarify the products on offer and clearly define the shelf display**, with pure, clear packaging to allow **consumers to gain optimum knowledge of the product.**

PLANT-BASED LITTER

Clumping plant-based litter & Absorbent plant-based litter



Very high absorption



Very high absorption



Purecat clumping plant-based litter



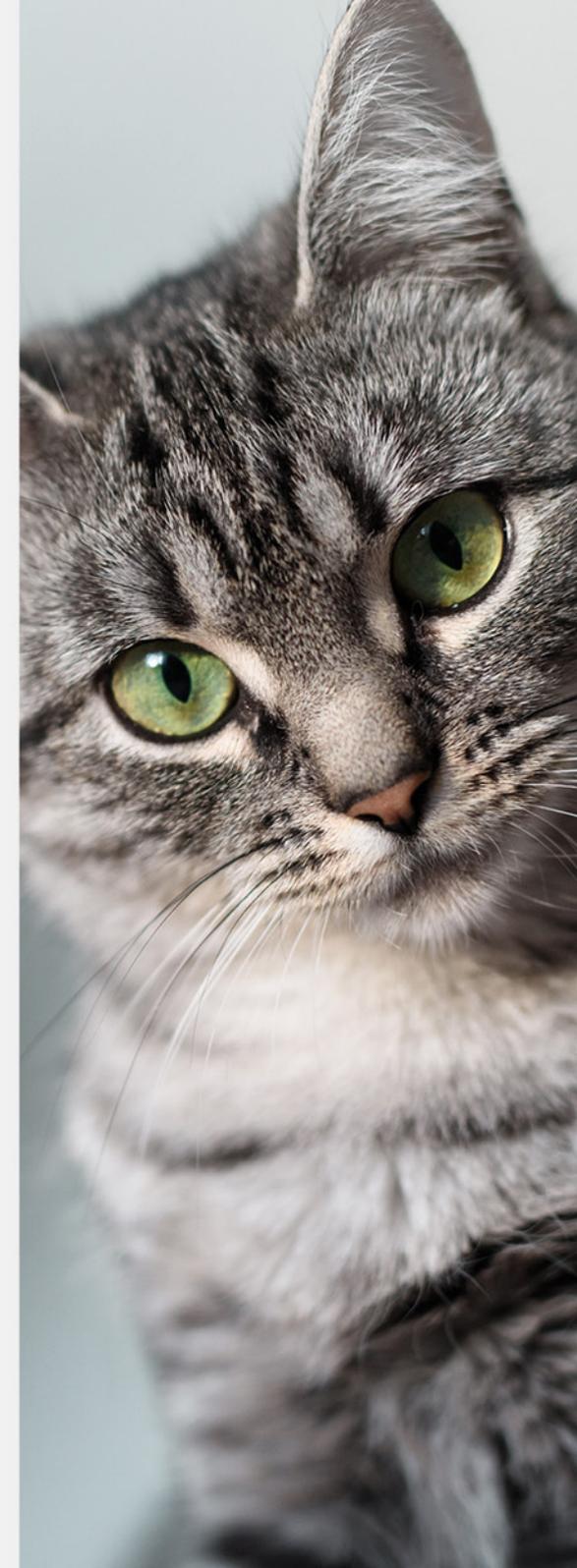
- Very high clumping properties.
- Very long lasting.
- Natural, compostable and biodegradable litter.
- Neutralises odours thanks to its natural resinous wood fragrance (sustainable pine and spruce from the Black Forest).



Purecat natural absorbent plant-based litter



- Natural, compostable and biodegradable litter.
- Neutralises odours thanks to its natural resinous wood fragrance (pine).
- Does not stick to paws.



MINERAL-BASED LITTER

Ultra-light clumping mineral-based litter & Light clumping mineral-based litter



Purecat premium ultra-light clumping litter

16 L 476 318



x 1 520 x 220 x 390 mm

- Longer lasting, with smaller quantities used, owing to its very high clumping properties (natural hormite clay).
- Ultra-light: it is easier to carry, with greater clumping properties.
- 99% dedusted for greater comfort during use.
- Neutralises odours thanks to its zen fragrance.
- Very long lasting 16 L = up to 90 days of use.



Purecat light clumping litter

5 L 476 311



x 4 250 x 170 x 300 mm

10 L 476 312



x 3 270 x 170 x 340 mm

- Longer lasting, with smaller quantities used, owing to its high clumping properties (natural hormite clay).
- Light: it is easier to carry, with greater clumping properties.
- Long lasting.

* 3 types of natural clay are used, depending on product type:

Natural attapulgite clay: economic absorbent litter - Natural bentonite clay: conventional clumping litter - Natural hormite clay: light clumping litter.

MINERAL-BASED LITTER

Clumping mineral-based litter
& Absorbent mineral-based litter



NEW



Purecat antibacterial
scented clumping litter

4 L 476 310



3 336024 763100

x 4 186 x 115 x 225 mm

10 L 476 317



3 336024 763179

x 3 300 x 220 x 370 mm

- Longer lasting, owing to its clumping properties (natural bentonite clay).
- With an antibacterial agent for improved hygiene.
- Neutralises odours thanks to its floral fragrance.
- Long lasting.

Purecat scented absorbent
litter

8 L 476 313

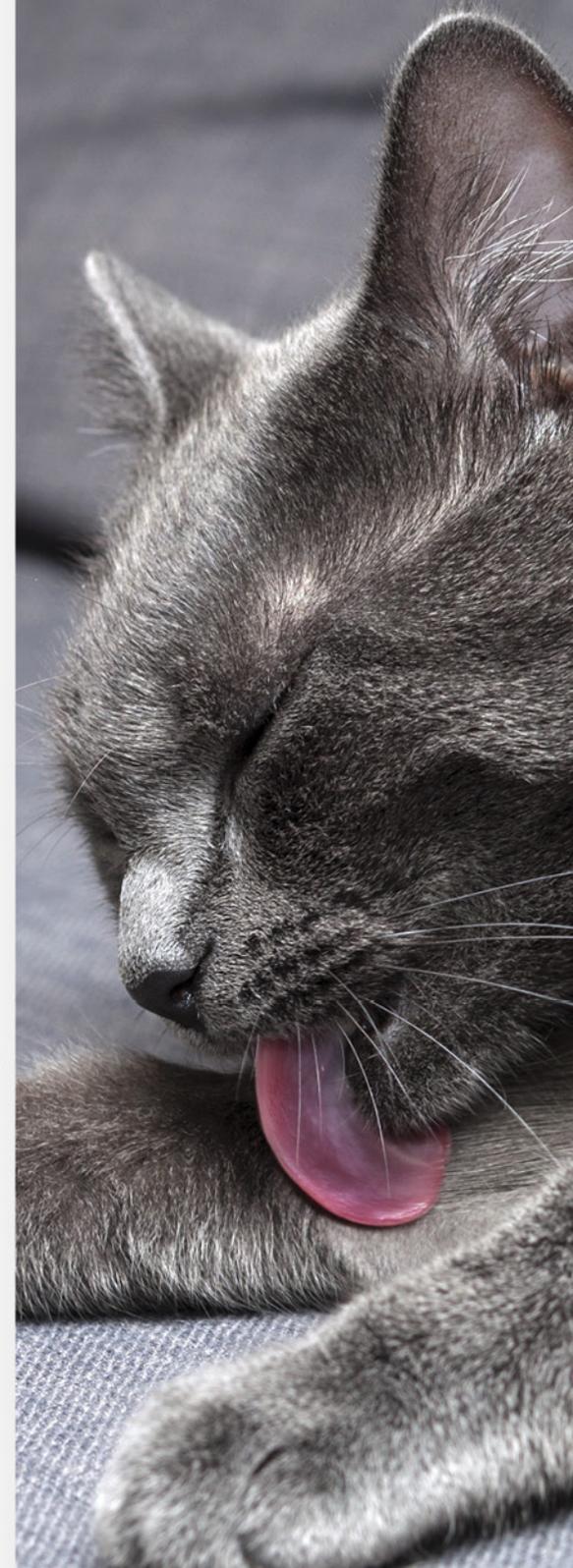


3 336024 763131

x 3 250 x 150 x 340 mm

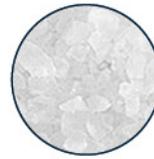
- With an antibacterial agent for improved hygiene.
- Natural attapulgitic clay.
- Neutralises odours thanks to its floral fragrance.

* 3 types of natural clay are used, depending on product type:
Natural attapulgitic clay: economic absorbent litter - Natural bentonite clay: conventional clumping litter - Natural horomite clay: light clumping litter.



SILICA-BASED LITTER

Natural silica



Purecat natural silica-based litter

- Very long lasting.
- Neutralises odours.
- Natural antibacterial properties.
- Silica gel.

5L 476 306



x 6 310 x 140 x 360 mm

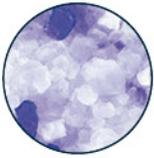
8L 476 307



x 4 355 x 150 x 415 mm

SILICA-BASED LITTER

Scented silica-based litter & Fine silica-based litter



Purecat scented silica-based litter

5L 476 308



3 336024 763087

x 6 310 x 140 x 360 mm

- Lavender fragrance.
- Very long lasting.
- Neutralises odours.
- Natural antibacterial properties.
- Silica gel.

Purecat silica-based kitten litter

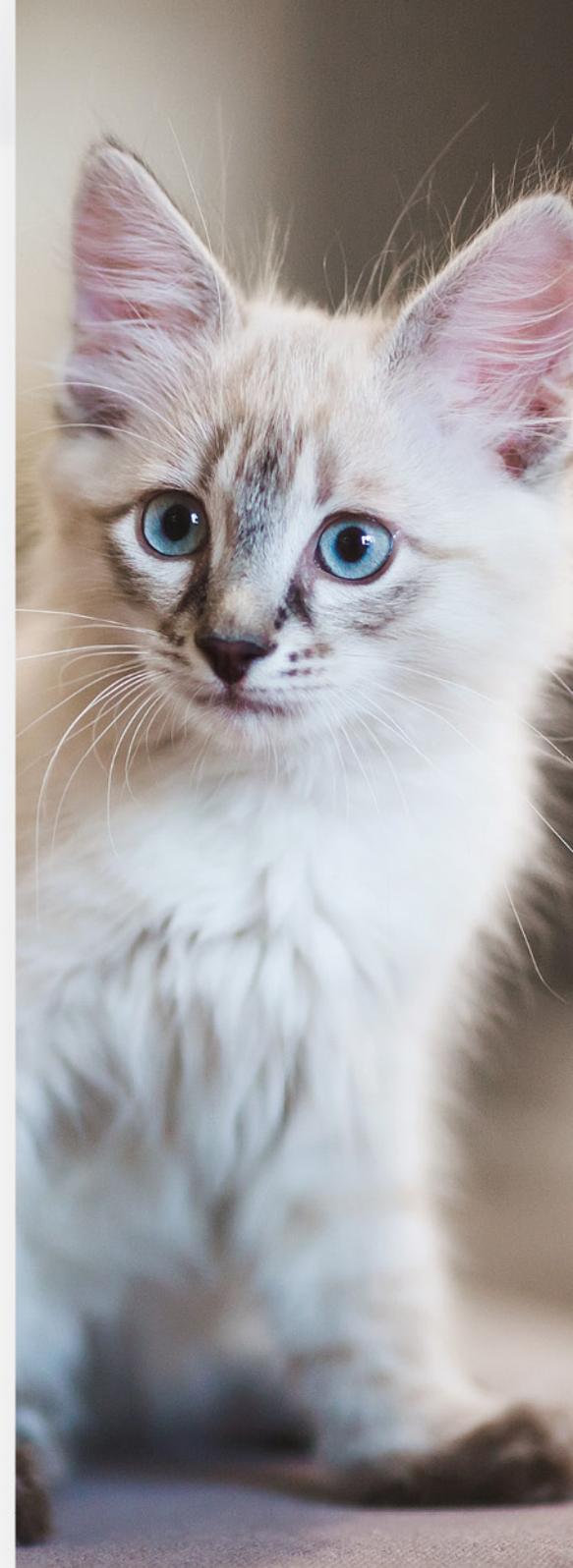
5L 476 309



3 336024 763094

x 6 310 x 160 x 360 mm

- Very fine litter: ideal for kittens and sensitive cats.
- Very long lasting.
- Neutralises odours.
- Natural antibacterial properties.
- Silica gel.



MERCHANDISING

Suggested presentation



180 cm

200 cm



P U R E C A T
CAT LITTER