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NEW SCRATCH 'N CUDDLE FROM IMPERIAL CAT *Simplified scratcher features a high edge design to ensure a cozy catnap*

SuperZoo Booth #12146

MORRILTON, Ark. – Cats don't destroy furniture for fun. Furry felines actually benefit from scratching. Scratching allows cats to remove the dead outer layer of claws, mark their territory, and allows for a full stretch, among other things. Imperial Cat's new Scratch 'n Cuddle is a simple design that keeps felines happy.

The design features a corrugated cardboard tray bed and high edges, making it an ideal place for a cozy catnap while simultaneously providing a place for cats to stretch and play. The high-quality design also prevents cardboard pieces and catnap from scattering on the floor during use. Additionally, the Grand Scratch 'n Pad inside can be easily replaced after extended use. So not only will it keep kitties satisfied, but this eco-friendly product will also help reduce their carbon pawprint.



The Scratch 'n Cuddle is made in the USA from 30 percent minimum recycled paper. The honeycomb texture of the Scratch 'n Pads corrugated cardboard imitates natural tree bark, so cats instinctively want to sink their claws into the scratchers. Each Scratch 'n Cuddle comes with a bag of Certified Organic Catnip to encourage the happy, active lifestyle of an Imperial Cat.

For years, Imperial Cat has catered to the cat community's needs and this new design is no exception. The recommended retail price is \$13.95. For more information on the feline focused brand and their new product, visit them online at www.ImperialCat.com. Distributors and retailers interested in stocking these newly designed Scratch 'n Cuddle can contact Kristie Hamilton, Director of Sales, at 501-354-8466.

About Imperial Cat

For more than 25 years, Imperial Cat has manufactured high quality, eco-friendly and natural cat products developed to enhance the lives of cats and their owners. For more information on their feline friendly products, please visit www.ImperialCat.com.

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Media Note: Interviews, product samples and photos are available.