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**FOR IMMEDIATE RELEASE**



**KATRIS™, Exhibiting at SuperZoo 2016 in Booth #6155, Is Debuting Their Longer Lasting, Modular, Shred-Resistant Cat Scratchers KATRIS Lynks**

*Silicon Valley, CA – July 25, 2016* – Paper manufacturer brand KATRIS™ introduces their new, longer lasting, modular, shred-resistant cat scratchers KATRIS Lynks. They will be showcased at this year's SuperZoo show in Booth # 6155.

SuperZoo attendees are encouraged to stop by the KATRIS Booth #6155 on Wednesday, August 3<sup>rd</sup>, 11 A.M. for a fun and informative press conference with [Hauspanther](#)'s Cat Style Expert Kate Benjamin, plus a special visit from a feline friend.

KATRIS was created by Papercut Lab, a cutting-edge design and manufacturing company that focuses solely on paper products, and launched in 2014 with enormous success, selling out within days. KATRIS products are putting an innovative and 'green' twist on ordinary cat furniture. As more consumers are seeking out sustainable as well as multi-use pet products, KATRIS has designed a more durable, eco-friendly, modular cat furniture collection both cat owners and felines can't seem to get enough of.

KATRIS products are "made to fit together like a family, [...] with the inherent quality of our layered paper providing more scratching opportunity for cats," says founder and CEO Jeff Lin, while at the same time acknowledging that "they look just plain better in your home."

KATRIS on Social Media: Facebook: [katriscat](#) Twitter: [@katriscat](#) Instagram: [@katris\\_cat](#) YouTube: [katriscat](#)

KATRIS Lynks are only slightly bigger than most regular cat scratchers, but more powerful in durability, shred-resistant material, and functionality. They are made from heavy-duty paper with stronger flutes and liners (which make up the cardboard structure) than any other cat scratcher brand on the market. In tests, KATRIS Lynks were able to withstand more weight (easily holding over 200 pounds), more scratching-force, and produced significantly less amounts of shredding than other cat furniture.

KATRIS Lynks are modular, so they can be placed and rearranged in many different combinations and builds – either on their own, or in combination with [KATRIS blocks](#). KATRIS Lynks' superior materials and craftsmanship allow them to last longer than any other scratchers, while at the same time offering more opportunities for usage. KATRIS Lynks have real wood covers on their sides, making them look stylish and desirable for consumers' homes, as well as protecting the pads from wear and tear.

KATRIS Lynks are available for purchase on the brand's website [www.katriscat.com](http://www.katriscat.com) and for resale in select pet retail stores starting the middle of August 2016. Please visit [www.katriscat.com/lynks](http://www.katriscat.com/lynks) for more details.



#### **ABOUT KATRIS™:**

KATRIS was created by Papercut Lab, a cutting-edge design and manufacturing company founded by CEO Jeff Lin in 2013. The company's focus is using paper materials to create beautiful, unique consumer products that are multi-functional and eco-friendly. For more information on the KATRIS brand and Papercut Lab visit [www.katriscat.com](http://www.katriscat.com).

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