

**FOR IMMEDIATE RELEASE:**

August 9, 2019

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**CATALYST™ NATURAL, UPCYCLED LITTER OUTPERFORMS CLAY  
Louisville, CO**

Catalyst™ Pet is unveiling at SuperZoo 2019 their Healthy Cat Formula Cat Litter - the only natural cat litter that outperforms clay litters and offers exceptional cat acceptance. Engineered from upcycled soft wood, it's the responsible, renewable, sustainable litter choice that cats actually love.

Catalyst™ Pet was created by Lignetics, Inc. - the largest upcycler of wood fiber in the US. Catalyst™ is on a mission to love our pets and save our planet. By solving the challenges with natural litters and clay litters with renewable wood waste, the Healthy Cat Formula litter finally enables all consumers to shift from clay to a high-performing alternative.

“Catalyst™ is the first natural litter with real potential to disrupt the prominent position of clay-based litters on the shelf with exceptional performance and powerful sustainability benefits. We're very excited to unveil it at SuperZoo given their long history of helping launch many incredibly innovative products,” says Bret Jordan, CEO of Lignetics, Inc.

“While over 20% of consumers have tried a natural cat litter, only less than 5% of consumers continue to use them - often because of performance and cat acceptance” says Jonah Levine, Product Manager for Catalyst™. “We've developed this product to not only give those consumers an option that they'll be happy with but give all consumers a viable choice and positive experience when making the change to a natural litter.”

Catalyst™ Pet is currently completing development of a Multi-Cat and Unscented Formula to offer all consumers a sustainable, high-performing option that fits their preferences.

Visit Catalyst at Booth #615.

To learn more visit [www.catalystpet.com](http://www.catalystpet.com) or contact Tate Behning, +1.720.310.0030, [tbehning@catalystpet.com](mailto:tbehning@catalystpet.com).



### **About Catalyst Pet**

Launched by Lignetics, Inc. in 2019, Catalyst™ Pet seeks to make it easy to make the switch to natural wood-based, renewable products. Lignetics, Inc. has been producing environmentally friendly wood products including heating pellets, cooking pellets, fire logs and bricks, and animal bedding for over 30 years.

### **About SuperZoo**

SuperZoo boasts the most buyer participation of any trade show for the pet retail industry in North America. SuperZoo provides pet retail and industry professionals with leading-edge education access to the most comprehensive array of market-ready products and a hands-on experience for retailers to competitively differentiate themselves. For the eighth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among *Trade Show Executive's* "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts more than 10,000 retailers, product suppliers and service providers at this must-attend annual event.

SuperZoo 2019 will be held at the Mandalay Bay Convention Center in Las Vegas, August 20-22, 2019, with conference sessions August 19-22. For more information: [www.superzoo.org](http://www.superzoo.org).