



PRI✓ATE LABEL

OUR COMPETENCE **YOUR BRAND. YOUR LOGO. YOUR PRODUCT.**





We live 4cats.

Cat toys Made in Germany.

CAT TOYS MADE IN GERMANY

Our passion is the production of cat toys filled with valerian or our own catnip and silver vine blend - **4catsnip**

”Our company motto is:
”We live **4cats!**“

We develop and produce our exceptional-quality valerian and **4catsnip** cat toys, adhering to the highest quality standards, with love and by hand in our factory in Stolberg.

Through dependable product quality and safety, we have grown to become one of the market leaders in the industry.

Our own high quality standards apply to all our toys: Cat toys must be safe, last a long time and bring a lot of joy!

Animals are close to our hearts!

Our journey began over 30 years ago. Starting with hand-sewn cushions made in the living room at home to support a regional cat charity.

Even today, as a major manufacturer of cat toys, we still feel very committed to animal welfare. We actively support numerous regional, national and international animal welfare projects and animal shelters through regular donations.

Animal welfare is not just part of our history; it's an ongoing affair of the heart for us.

OUR COMPETENCE **YOUR BRAND. YOUR LOGO. YOUR PRODUCT.**

Your brand is your identity.

Your product deserves to be of the highest possible quality. We produce "best of class" own brands, according to your needs and wishes - for a product that will delight both your customers and their cats.

We design your customised product, in line with your brand identity!

Our **4cats** design team will realise your ideas - from the initial concept to your own fabric design and packaging, according to your specifications

- ✓ Our machinery enables high print runs in the shortest time
- ✓ We focus on fast-selling products
- ✓ We carry numerous cat toy variants

OUR SATISFIED PARTNERS

- ✓ Pet shop chains and other chain stores
- ✓ Veterinarians & Veterinary Clinics
- ✓ Specialist retailers in the pet supplies sector
- ✓ Online shops



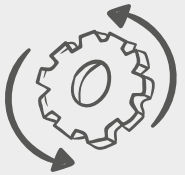
CONCEPTUALIST

With experience and knowledge



CONSULTANT

Competent advice - from the beginning -



MANUFACTURER

Production according to your individual design ideas



TRADITIONAL · REGIONAL · ECONOMICAL · ECOLOGICAL · SOCIAL





WE ARE CERTIFIED

We monitor **optimal compliance** with our high standards at all times. Based on objective measurements and audits, we carry out consistent and continuous improvements.

“4cats cat toys are all “Made in Germany“

You too can benefit from this seal of quality and affix it to your own brand!

This seal of quality for products has become a brand in itself and signifies for top quality worldwide. But for us, “Made in Germany” is not just a seal, it is what we live and what we stand for. We produce our cat toys at our Stolberg site, creating jobs for our region. From the development and design of our products and their packaging, to the cutting of the fabrics, the filling and sewing, some steps are supported by semi-automatic equipment while others are still carried out by hand. Carefully sealed to preserve the aroma, our products leave the warehouse and start their journey around the world to make

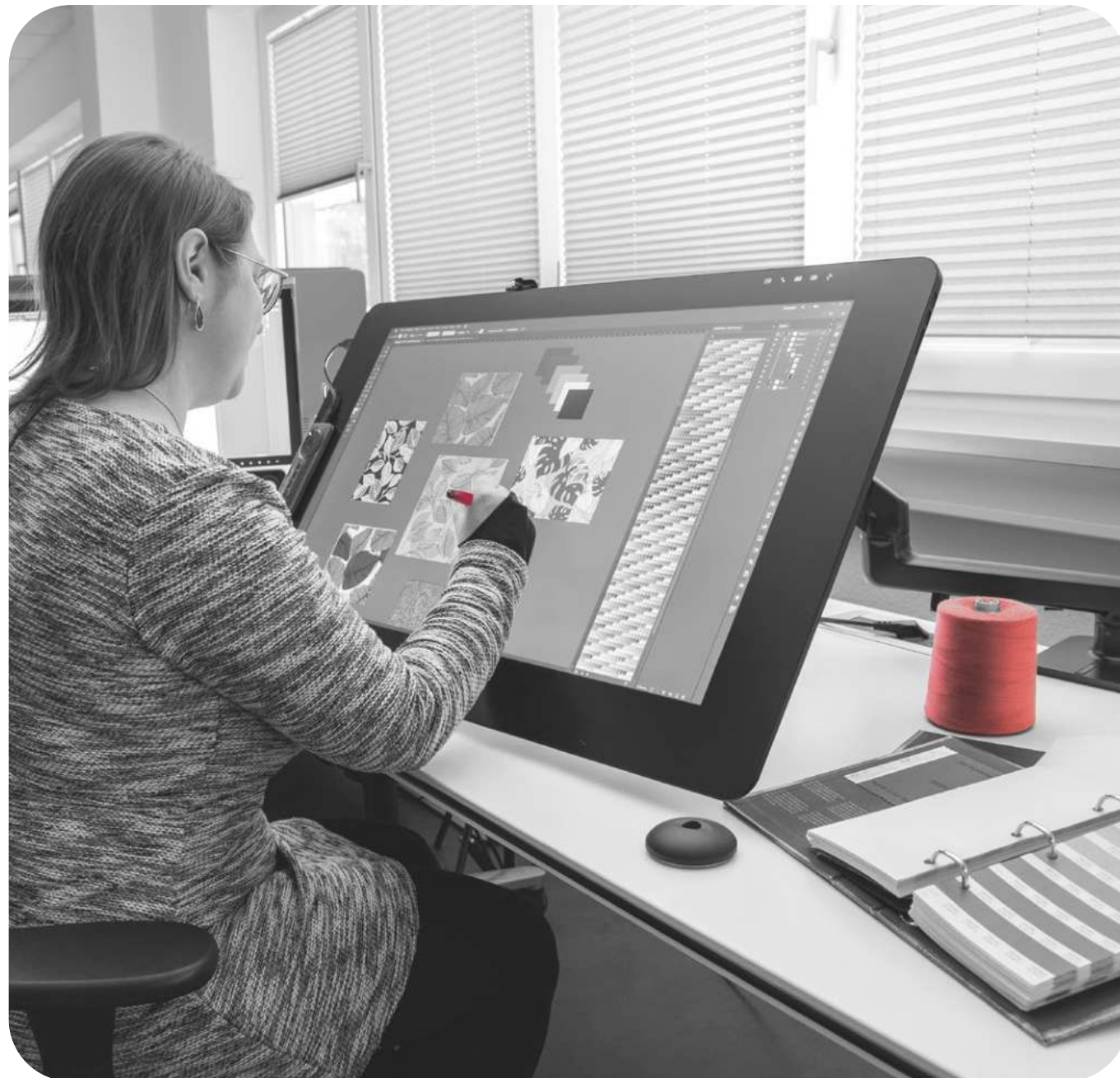
many cats and their owners happy. From design to cutting, to packaging, we make no compromises. Only if it is “Made in Germany”, does it have “Made in Germany” on it.

- ✓ We source more than 80% of our materials from within Germany and the EU
- ✓ We use selected raw materials that have been tested for harmful substances
- ✓ The safety of our toys has been confirmed repeatedly by the, Germany-based, the Technical Inspection Association (TÜV)
- ✓ Our herbal fillings are tested on a regular basis for harmful substances and microbiological purity



“Our highest seal of quality - “Cat-tested“. - Best quality and safety for house tigers -





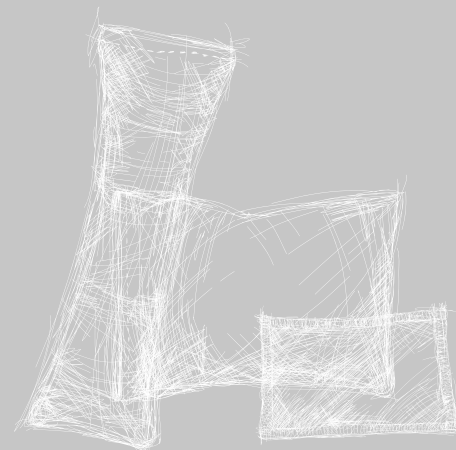
CREATIVE TEAM

Our creative team will turn your ideas into reality - from the initial concept, to your own fabric design and packaging, entirely according to your needs and wishes.

**” Our creative workshop
– where the dreams of cats come true**

Our top-class product development team, consisting of fashion and product designers, has many years of experience and unique skills to meet your individual requirements. At 4cats, teamwork is a top priority. New innovations and concepts are created in lively exchanges, from the initial idea to the creation of our own fabric designs and patterns, to research into possible materials and production processes. Creativity is given free rein here. Equipped with the latest technology, our design department creates new and innovative products in the cat toy sector. In the fully

equipped, in-house sample workshop, the first drafts are implemented and, in an ongoing process, constantly improved and perfected until the product is finished. Our in-house marketing team, consisting of experienced media designers and creative copywriters, will design individual product presentations and advertising solutions for you on request. You too can benefit from our many years of experience in the pet industry and the passion and creativity of the staff here at 4cats – for a tailor-made product concept, entirely according to your specifications.





WE MAKE CATS PURR

Our toys are made with special **4catsnip** (Catnip + Silver Vine blend) or with natural valerian.

The aromas of valerian and catnip have a stimulating effect on cats and encourages them to engage with the toy.

Certain aromas have an exhilarating effect on cats. The scents of valerian and catnip have an especially invigorating and play-promoting effect. The reactions can be very different and but can include wild romping, intensive licking, and vigorous rubbing against the toy.

Why do cats react to these scents?

- ✓ The reason is the active ingredients actinidine and nepetalactone.
- ✓ It is suspected that they stimulate the pheromones secreted by cats during the mating season.

VALERIAN

We use only the pure, natural root of the true valerian plant (*Valeriana officinalis*). The roots of this plant contain particularly high concentrations of essential oils. At **4cats** we have been using the same recipe for over 30 years. **Why change what is good and proven?**

4catsnip

We fill our cat toys with our specially developed and proven catnip blend **4catsnip**. This consists of natural catnip (*Nepeta cataria*) and Silver Vine (*Actinidia polygama*). This is an Asian climbing plant that has a particularly stimulating effect on cats.





OPTIONS & VARIATIONS

The following illustrations are only examples of possible toy variations, motifs and packaging, so that you can get a comprehensive picture of the different possibilities.

We can design fabric patterns and shapes entirely according to your requirements and wishes. Our **4cats** design team will realise your ideas according to your specifications.

EXAMPLE



The fabric design for our cuddly cushion is based on an all-over print (scatter print). It is not possible to choose an exact position for any element of the design.



CUDDLY CUSHION

DOUBLE SEAM



HERB FILLING



Size: ca. 7,5 x 10 x 1,5 cm

The **cuddly cushion** is the classic among our cat toys and provides long-lasting sniffing and playing fun. The robust outer fabric and the high-quality workmanship with double seams, stitched with hard-wearing yarn, provide additional tear resilience. All fabrics and yarns meet the international Oeko-Tex® standards. The cuddly cushion impresses with its perfect size and moisture-regulating filling of wadded fleece. This not only ensures a pleasant feel on the paws but is also resistant to fungi and bacteria.

EXAMPLE



The fabric design for our rustling cushion is based on an all-over (scatter) print. It is not possible to choose an exact position for any element of the design.



RUSTLING CUSHION

CRACKLING PAPER
INSIDE



HERB FILLING



Size: ca. 15 x 20 x 3,5 cm

The **large rustling cushion** is particularly appealing to cats. The stimulating herbal filling appeals to their sense of smell while the FSC® crackling paper inside provides a fascinating sound experience. Each cushion cover is lovingly made from hard-wearing fabrics and yarns certified to Oeko-Tex® standards then filled and carefully closed by hand.

EXAMPLE



HERBS INSIDE



Size: ca. 8 x 28 x 5,5 cm

The fabric design for our cat wrestler is based on an all-over (scatter) print. It is not possible to choose an exact position for any element of the design.

Developed to withstand fierce kitty claws and teeth, the cat wrestler has a particularly robust design. The carefully sewn outer shell, made of hard-wearing fabric, helps to give long-lasting playtime fun. The robustness is reinforced by an additional inner layer of quick-drying fleece. This reinforcement not only provides additional durability, but also helps to dry the toy quicker after playtime. Each wrestler is manufactured with precision. The sewn outer cover is turned inside out and filled with carefully selected materials. The final stitching is done by hand to ensure a high-quality finished product.

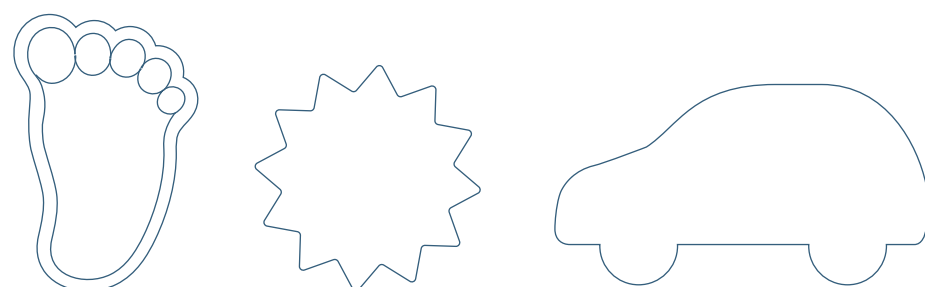
EXAMPLE



UNSTUFFED



Our **unstuffed cat toys** are cut from two layers of softcoat and one layer of fleece using precise laser technology. This automated cutting technique not only ensures a precise shape, but also gives smooth, fray-resistant edges. The accurate machine stitching greatly reduces the risk of the herbal fillings leaking out. The soft outer fabric offers a particularly pleasant feel and ensures a comfortable playing experience. Thanks to this innovative production method, a wide variety of shapes are possible.



SPECIFIC SHAPES
possible on request!

EXAMPLE

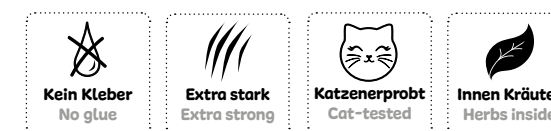


STUFFED A

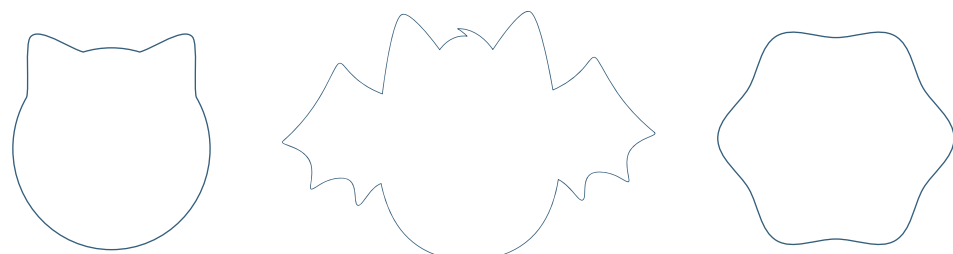
CONTRAST
STICHING



HERBS INSIDE



The two layers of material of the **stuffed cat toys** are cut using the latest Co² laser technology. This results in soft, non-fraying edges. The hard-wearing cases are produced by an automated process using high precision sewing machines. They are then filled with fluffy material and stimulating cat herbs through an opening in the seam. After careful filling, the final step takes place: the seam is carefully closed by hand. Thanks to this innovative production method many different shapes are possible.



SPECIFIC SHAPES
possible on request!

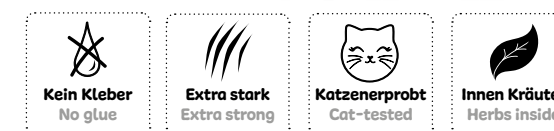




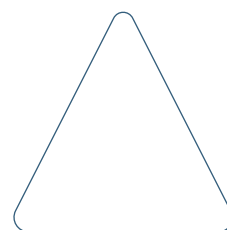
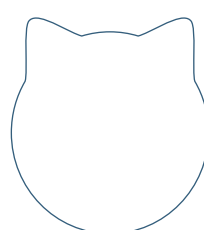
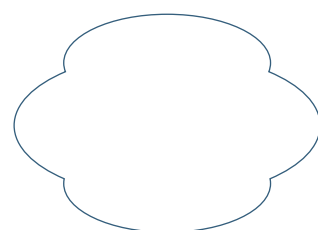
EXAMPLE



STUFFED B



This stuffed cat toy is manufactured with the utmost care and precision, starting with the use of fully automated laser cutting technology giving smooth non-fraying edges. The case is skillfully turned inside out so that the seam is on the inside and therefore invisible externally. In a final, loving step, the play cushion is filled and carefully sewn to provide unrivalled playtime fun for cats. Thanks to this innovative production method, numerous different shapes are possible.



SPECIFIC SHAPES
possible on request!





PRIVATE LABEL
OPTIONS

EXAMPLE



Food Tin: This fun cat toy in the shape of a food tin is an essential treat for your furry customers. Filled with valerian or 4catsnip (catnip & silver vine blend), it offers an unrivalled play and cuddling experience for cats. Ideal as a promotional gift for loyal or potential new customers or as a new product highlight in your range.

Food Pouch: The cat toy in the shape of a food pouch impresses with its unique design and high recognition value. The food pouch is the ideal giveaway that supports your brand image and fits in perfectly with your core business. The stimulating herbal fillings available are either valerian or our special 4catsnip blend (catnip & silver vine).



Cat Litter Bags: Discover the unique cat toy that not only strengthens your brand image, but also expands your product range. Make your brand more recognisable and allow your customers to make positive associations with your products. With the cuddly toy in the form of a cat litter bag, you have the choice between two irresistible fillings: invigorating valerian root or stimulating 4catsnip (catnip & silver vine blend).

PRIVATE LABEL
VARIATIONS



UNSTUFFED



Do you sell cat food in pouches or tins or cat litter in bags? If so, these variations of our unstuffed cat toys are the ideal way to expand your range to suit your core business!

Whether as a gift for loyal customers or as a new attraction in your product range, these cuddly toys for cats enrich your product range and strengthen your brand image. We take care of the design for you, completely in line with your ideas and corporate identity!

Individually manufactured to a high standard and filled with the stimulating aromas of valerian or 4catsnip (catnip & silver vine), they are an absolute must-have in every cat playroom. Give your customers and their beloved four-legged friends a treat and keep your brand in the game.





ACCESSORIES + FILLINGS

Cats are curious and playful by nature.

By attaching more accessories to the toy, the cat is encouraged to further engage with it and thus provide an extra portion of fun. In addition, the cat toy is visually upgraded and it becomes even more original and of higher quality.



PRIVATE LABEL
ACCESSOIRES



LABELS & CORDS



LABELS

A high-quality, sewn-in label is an additional eye-catcher and can be printed with a customised slogan or your logo in printed, monochrome black.

COLOURFUL CORDS

Playful cords made of sturdy cotton fibre are a real eye-catcher and provide additional, colourful play fun.



High-quality workmanship: We do not use any metal or plastic parts in the production of our cat toys nor any adhesives or parts that could fall off and be swallowed. We only add the pure, natural plant materials as play-enhancing ingredients. There is no alcohol, tinctures or other harmful ingredients in our cat toys.

FIBRE BALLS

Fibre balls made of polyester are particularly **voluminous and puffy**. This moisture-balancing filling is very soft and extremely durable. Fibre balls are light and airy and resistant to fungi and bacteria.



ZERO-WASTE

Fabric and filling **leftovers from the production** of our cat toys are not disposed of but can be used as filling material for new cushions. This type of filling is particularly voluminous, ecological and resource-saving. There are also no health concerns with this type of filling. Unlike natural fillings such as spelt husk, this filling is resistant to germs, mould, mites and bacteria.







PRIVATE LABEL

PACKAGING

PRIVATE LABEL
PACKAGING



PLASTIC PACKETS & INSERTS

Topseller: The plastic packet with insert.

The product is aroma-sealed in a transparent plastic (PP) packet. The paper insert can be printed on both sides with a custom design. The space on the back is ideal for multilingual product descriptions, for example.



**EXAMPLE
CUDDLY CUSHION**
Paper: 170g/qm matt
Size: 74 x 105 mm
Printed on both sides



**EXAMPLE
FOOD POUCH**
Paper: 170g/qm matt
Size: 98 x 98 mm
Printed on both sides



NEW

For larger quantities we now offer cat toys in a printed plastic packet! The window and the position of the product descriptions are customisable.



Example: Cuddly cushion

**Resource-saving –
no paper insert is required!**



Example: Food bag

NEW: The printed plastic (PP) packet.

This packaging is particularly resource-saving, as no separate paper insert is necessary. The packet can also be printed on both sides. The outer fabric of the cat toy can be easily seen through a viewing window. This can be variably positioned and adapted to the product design.



PRIVATE LABEL
PACKAGING



POUCH WITH HEADER

Plastic pouch with header. The transparent pouch shows off the design of the cushion particularly well. The cardboard header can be printed with a customisable design and is punched with a Euro hole for hanging at the sales point.



HEADER
Paper: 250g/qm matt
Size: 135 x 120 mm
Printed on one side



PLASTIC POUCH
The transparent plastic pouch makes the cat toy particularly easy to recognise.



PRIVATE LABEL
PACKAGING



TRAY FOR CUDDLY CUSHION

Tray: We rely on the tray as a packaging solution suitable for the commercial environment. The width matches common tray dimensions making it optimally suited for placement on all common shelf systems. Advantages: appealing product presentation and improved visibility due to the additional branding option for the packaging.



**TOP
SELLER**



Simply detach the tray using the perforated lines.
18 cuddly cushions can then be optimally presented on the sales shelf!



EINGANG





All designs and graphics shown are for illustrative purposes along with packaging suggestions.

We are happy to advise you on individual design and packaging options and their realisation, according to your needs and ideas.



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