

BreederCelect™

 **RECYCLED PAPER PRODUCT**
ENVIRONMENTALLY FRIENDLY

FOR YOU, YOUR CAT & THE ENVIRONMENT

A cleaner & healthier environment

- Our uniquely formulated pellets are virtually dust-free
 - this means less tracking, scattering and spread
 - this also means minimal respiratory irritants (for you and your cat)
- Used pellets don't stick to the scoop or litter tray
 - so it's easier & faster to keep clean.
- The natural absorption qualities of our recycled paper product helps to keep the area dry.
- The natural odour absorption qualities of our recycled paper product minimises odour without the use of chemicals or additives.

Long-lasting with minimal waste

- The naturally high absorption qualities of paper means our product is long-lasting.
- Our uniquely formulated pellets have minimal breakdown qualities & retain their shape even when wet.
- Our pellets are virtually dust-free, which means less waste.

Easy to use, clean-up & dispose

- Our uniquely formulated pellets are virtually dust-free
 - this means less tracking, scattering and spread.
- Used pellets don't stick to the scoop or litter tray
 - so it's easier & faster to keep clean.
- Our lightweight product is easier to lift, carry & use.
- Our pouring spout makes it easier to pour & gives more control.
- Our biodegradable product can be easily used as surface mulch in gardens or disposed for decomposition at a managed landfill facility.
- Our packaging can be recycled with other paper or can be composted or used as an environment-friendly bio-fuel.

Recycled products can save landfill space, save energy, reduce pollution & use less resources than virgin material

- Our product is made from >99% recycled paper & utilises no virgin material.
- After use, our >99% biodegradable product is ideal surface mulch, which (especially when mixed with other organic material) can help suppress weed growth, retain water, help protect plants from frost & reduce soil erosion.
- Our paper packaging (including print inks) is recyclable or can be composted (it's biodegradable) or used as an environment-friendly bio-fuel.

No bleaches or additives

- Our patented process is Process Chlorine Free (PCF) which means it utilises no bleaches (including chlorine, oxygen-based & elemental bleaching).
- Our product utilises the natural absorption qualities of paper & has no coating, bulking, anti-clumping, absorbent gels or scent additives (>99% no additives).

Better transport efficiency & reduced transport emissions

- Our product is lighter than clay, chemical & wood alternatives.
- Lightweight products result in lower fuel consumption (before & after purchase) & lower emissions per km (before & after purchase).



back-2-nature

FOR YOU, YOUR PET & THE ENVIRONMENT

A cleaner & healthier environment

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- Used pellets don't stick to the scoop, hutch, cage or aviary
 - so it's easier & faster to keep clean.
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outstanding odour control

 recycled paper product environmentally friendly

CONSIDER YOUR CARBON PAWPPRINT™

>99%

>99%

>99%

>99%

>99%

>99%

>99%

>40%

RECYCLED PAPER PRODUCT

PAPER RESOURCE YIELD

CHEMICAL-FREE PROCESS

NO ADDITIVES

BIODEGRADABLE PRODUCT

PAPER PACKAGING

SOLVENT-FREE PRINT INKS

REDUCED TRANSPORT EMISSIONS

No virgin material

Factory process maximises paper resource yield

No acid or alkaline bleaches

No coating, anti-clump or scent additives

Ideal surface mulch

Recyclable & biodegradable packaging

Water-based inks reduce VOC emissions & hazardous waste

Low weight per volume means better transport efficiency

Our product contains >99% recycled paper (post-consumer). No new material is used in our product.

The recycling of paper saves valuable landfill space, saves energy, reduces pollution and uses less resources than manufacturing from virgin material. Our process utilises virtually all recycled paper. Maximising recycling (and therefore reducing the amount of waste sent to landfill) helps reduce demand for landfill sites, preventing habitat destruction and water-way pollution from tip sites.

Our patented process is Chlorine Free (PCF). This means that it does not use any bleach whatsoever (chlorine, oxygen-based or elemental). Bleaches contain chemicals which may increase respiratory risk and produce toxic by-products. These can adversely affect humans, animals and the environment.

Our product relies on the natural absorption qualities of paper, and does not utilise additives or chemicals. Coating, anti-clumping and scent additives (which only mask odours) may pose health threats to humans and animals alike because they contain, create or utilise chemicals, allergens, fumes and Volatile Organic Compound (VOC) emissions.

After use our product can be used as surface mulch in gardens or will decompose beneficially in a managed landfill facility. Paper biodegrades over time with the assistance of oxygen and water. Mulching of paper (especially when mixed with other organic material) can help suppress weed growth, retain water, help protect plants from frost and reduce soil erosion.

Our packaging is made from >99% renewable paper which can be recycled, is biodegradable and can be used as an environmentally friendly bio-fuel. Recycling paper saves valuable landfill space, saves energy, uses less resources and reduces pollution. Paper packaging can also work well in composting.

Our packaging utilises water-based inks instead of traditional solvent-based inks. Solvent-based inks utilise petrochemicals (oil) which create higher Volatile Organic Compound (VOC) emissions and hazardous waste. VOC emissions include a variety of chemicals, some of which may have short- and long-term adverse effects (to humans, animals and the environment).

Our recycled paper product is lighter than clay, chemical and wood alternatives. Lighter products result in lower fuel usage (before and after purchase) and lower emissions per km (before and after purchase).