ABOUT US

In the late 1990s Betsy Lipscomb—a cat behaviorist, cat lover and founder of SmartCat®—understood that people surrendered their cats to shelters because they didn’t know how to change unwanted behaviors. Cat owners were unhappy with cats using furniture and carpets to do what came naturally to them—scratching. Most thought declawing was the only answer, but it is not! For Betsy, this was a call to action. She started Cats International, a free hotline to help people solve their cats’ behavior issues. For years Betsy fielded thousands of calls from desperate cat owners looking for solutions. Her mission continues to this day; you can visit www.catsinternational.org to learn about humane solutions for cat behavioral problems.

Early on Betsy began gathering wooden fence posts from her farm in Wisconsin. She wrapped them in sisal rope and mounted them on sturdy wood bases. Her guiding motivation was to send them to pet parents who needed help addressing their cats’ scratching behaviors. People were amazed to learn that the scratching post solved their problems. These posts became vastly popular and soon Betsy was making as many as 50 a month by hand.

Betsy decided to start a company whose sole mission was to enhance our pets’ quality of life by providing for their behavioral needs. She especially wanted to deter pet parents from declawing their cats, as this is a cruel procedure. She convinced her husband, John, to manufacture a larger version of her homemade scratching post.

The result was our flagship product, the Ultimate Scratching Post.

In 1999 our company branched out to become Pioneer Pet Products® to expand our quality designs and construction into a wider range of products. In 2012 we acquired the brand Sticky Paws®, a tactile tape that deters cats from scratching inappropriate surfaces. Sticky Paws® aligns perfectly with the Pioneer Pet Products® brand by helping cat owners tame behaviors in the home without taking away cats’ natural instincts.

In 2014 we launched our flagship litter, SmartCat® All Natural Litter. Our goal was to create a truly all-natural litter that worked. Our SmartCat® All Natural Litter is made from 100% grass—it is renewable, biodegradable, 99.9% dust free, fragrance free, and non-GMO. We then expanded our line by offering a healthy alternative clay litter, SmartCat® Lightweight Litter. Most recently we launched another option in the all-natural litter category, SmartCat® Corn + Wheat Litter.

Our hardgoods product line continues to grow as well. Since 2020 we have introduced the Swan Fountain, Magnolia Fountain, Vortex Fountain, Elevated Vortex Fountain, Mini Vortex Fountain and Drawstring Pick-Up Bags.

What was once a farmhouse operation is now a mission and dream come true. Our trio of brands is one that pet parents have come to love and trust. Our mission, however, has never changed—to provide superior products that will improve the quality of life for pets and their guardians. All of our products are designed by behavior experts, as well as being widely tested and approved before reaching the market.
2004

Introduced the first Stainless Steel and Ceramic Fountains

2014

Our beloved founder passed away but her husband and nephew continue to run the company in her memory

2022

We are focused on climate smart growing practices, and by 2025 we expect to only purchase from farmers using no-till farming practices.

SmartCat® All Natural Grass Litter  3–4
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SmartCat® All Natural Grass Clumping Litter

1. SmartCat® All Natural Grass Clumping Litter (5lb) Bag
   12" L x 6" W x 14.5" H
   #6504

2. SmartCat® All Natural Grass Clumping Litter (10lb) Bag
   13.25" L x 5.5" W x 19" H
   #6505

3. SmartCat® All Natural Grass Clumping Litter (20lb) Bag
   16.5" L x 7" W x 23.5" H
   #6506
New Litter!

GROWN IN

WISCONSIN
SmartCat® All Natural
Corn + Wheat Litter

1. SmartCat® All Natural Corn + Wheat Litter (10lb) Bag
   13.25" L x 5.5" W x 19" H
   #65051

2. SmartCat® All Natural Corn + Wheat Litter (20lb) Bag
   16.5" L x 7" W x 23.5" H
   #65061

pioneerpet.com | smartcatlitter.com
1. SmartCat® Lightweight Clay Litter (10lb) Jug
8.75” L x 7” W x 13.25” H
#6501

2. SmartCat® Lightweight Clay Litter (9lb) Bag
14.125” L x 5” W x 18.5” H
#6562

3. SmartCat® Lightweight Clay Litter (18lb) Bag
16.75” L x 5.5” W x 22” H
#6563

COMING 2024
9lb & 18lb Clay Bags
LITTER SMART TIPS

At transition use 50/50 mix of new litter with existing litter for one week. After that, use new litter exclusively.

Place litter box(es) in a quiet area with easy access. Use 1 litter box per cat plus 1 additional box.

Locate boxes where cats will not have to travel far, with at least one box on each floor.

For best results, litter depth should be kept at 3–4 inches after scooping.

To learn more visit catsinternational.org
Litter Solutions

1. Big Mouth Litter Scoop
   5" L x 4" W x 7" H
   #1127B

2. The Ultimate Litter Box
   25" L x 18.5" W x 10.5" H
   #3854

Our litter boxes, mats and scoop were designed by cat behaviorists to encourage appropriate behavior.
3. The Ultimate Litter Mat
36" L x 24" W
#3954

4. The Ultimate XL Litter Mat
48" L x 36" W
#3954XL

5. Gray Cushioned Litter Mat
36" L x 24" W
#3955Gray

6. Beige Cushioned Litter Mat
36" L x 24" W
#3955Beige

7. Gray Corner Litter Box
24" L x 19" W x 8.5" H
#3850
Mini Vortex Fountain

1. Mini Vortex Plastic Drinking Fountain (80fl. oz)
   For cats and small dogs.
   6.65” W x 5.5” H
   #3051

Mini Vortex Fountain on page 11 is compatible with
#3052 LED Light Pump
#3091 T-Shape Filter
1. Stainless Steel
   Big Max (128 fl. oz)
   13.5" L x 13.5" W x 7" H
   #3009

2. Stainless Steel
   Raindrop (60 fl. oz)
   11.75" L x 9.75" W x 4.75" H
   #6023

3. White Ceramic
   Big Max (128 fl. oz)
   11.75" L x 13.5" W x 5.5" H
   #3005W

4. Black Ceramic
   Raindrop (60 fl. oz)
   9.5" L x 11.5" W x 4.75" H
   #6022

5. White Ceramic
   Raindrop (60 fl. oz)
   9.5" L x 11.5" W x 4.75" H
   #6022W

6. Elevated Vortex Plastic
   Drinking Fountain (128 fl. oz)
   Draws down debris and adds oxygen into the water for medium and large dogs.
   10.25" W x 10" H
   #3047

7. Vortex Plastic Drinking
   Fountain (128 fl. oz)
   Draws down debris and adds oxygen into the water for cats and small dogs.
   10.25" W x 6.75" H
   #3046
All fountains are easy to use. Charcoal filters are strategically placed so water is filtered before going through the pump. This extends the pump’s life and helps ensure the motor operates quietly. Fountains are available in various sizes suitable for single or multi-pet households. Please refer to our pump cleaning instructions for proper maintenance.

Both Fountains on page 14 compatible with #3039 (3-Pack) Round Filter Replacement.
1. Magnolia Plastic Drinking Fountain (55 fl. oz)
   9.25” W x 6.75” H #3044

2. Raindrop Plastic Drinking Fountain (60 fl. oz)
   11.75” L x 9.25” W x 4.25” H #6024

3. Fung Shui Plastic Drinking Fountain (60 fl. oz)
   9” L x 9” W x 4.25” H #3004

4. Swan Plastic Drinking Fountain (80 fl. oz)
   12” L x 8.75” W x 9.5” H #3075

5. Cleaning Brush
   2” L x 7” W x 10.5” H #11408

More Pet Fountains

Fountains 1–3 on page 15 compatible with #3003 (3-Pack) Filter Replacement

Swan Fountain compatible with #3091 (3-Pack) Filter Replacement

15 pioneerpet.com | smartcatlitter.com
Regular filter changes help ensure the freshest water available for pets. We recommend changing filters approximately every 2 to 4 weeks. All fountains come with a filter for initial set-up and usage.

watch the pump maintenance video at pioneerpet.com
All Natural
Kitty’s Garden

1. Kitty’s Garden
6.5" L x 7" W x 3.5" H
#3844

2. Kitty’s Garden Refill
5.5" L x 6" W x 2.5" H
#3845
Cat Toys & Play Activities

3. Peek-a-Prize Large Toy Box
   Comes with two toy balls.
   13.5" L x 13.5" W x 2.75" H
   #3833

4. Peek-and-Play Small Toy Box
   Comes with two toy balls.
   10" L x 10" W x 2.75" H
   #3841

5. Replacement Balls for Toy Boxes (3 pack)
   1.75" L x 1.75" W x 1.75H"
   #3868

6. Nip Nibblers (3 pack)
   .75" L x .50" W x 4.50H"
   #3011

7. Nip Nibblers Tray Pack (8-pack tray)
   4.5" L x 5.25" W x 7.75H"
   #3012
Feeding & Nutrition

1. Plastic Tiger Diner Food Dish
   9.5" L x 9.5" W x 3" H
   #2002N

2. Ceramic Tiger Diner Food Dish
   8.25" L x 8.25" W x 3.25" H
   #2005W (White)

3. Beige Padded Dining Mat
   24" L x 16" W
   #3956Beige

4. Gray Padded Dining Mat
   24" L x 16" W
   #3956Gray

Our Tiger Diners encourage a cat’s mental and physical stimulation as well as self-esteem through hunt and capture feeding behaviors. This slows down the eating process, which can aid digestion and help maintain a healthy weight.
Pet Waste Solutions
Pick-up Bags

1. Unscented Drawstring Waste Pick-up Bags (80ct)
   3' L x 3' W x 8' H
   #3901

2. Scented Drawstring Waste Pick-up Bags (80ct)
   3' L x 3' W x 8' H
   #3902
Scratching & Climbing

1. Boosie’s Combination Scratcher
   Mounting hardware is included
   24.5” L x 7” W x 2.5” H
   #3831

2. The Ultimate Scratching Post
   15.75” L x 16” W x 32” H
   #3832

3. The Ultimate Scratching Post in Modern Gray
   15.75” L x 16” W x 32” H
   #3832G

4. Ultimate Post Perch with Pad
   13.75” L x 12” W x 2.25” H
   #4006
Sticky Paws®

1. Sticky Paws® On-a-Roll Dispenser (32.8ft Roll)
   2.25" L x 2.75" W x 3.75" H
   #29248

2. Sticky Paws® Furniture Strips (24 Strips)
   .25" L x 4.5" W x 15.5" H
   #29242

3. Sticky Paws® XL Steets (5 Sheets)
   9.5" L x .25" W x 14" H
   #29250
Sticky Paws
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XL

- Stops cats from destroying your house!
- Transparent, apply directly to fabric
- Don’t declaw... get Sticky Paws®, no lastimas sus garras, usa Sticky Paws®
- Deters inappropriate elimination!

No scratching

5 sheets per package

Instructions inside package (Español - Français)

Made in USA

Tested & Approved by the Cat Experts at Cats International
catsinternational.org

pioneerpet.com | smartcatlitter.com
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