

Product CATALOG




pioneer pet®  **Smart Cat®**
Innovation • Style • Health®

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, Mini Vortex Fountain and Drawstring Pick-Up Bags.

What was once a farmhouse operation is now a mission and dream come true. Our brands are ones 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.

Pioneer Pet®
was founded

1999

2001

We sold our first products
the Ultimate Scratching Post,
Scoop and Holder and the
Corner Litter Box

Our current
President started
at Pioneer Pet®

2004

2009

Introduced the first Stainless
Steel and Ceramic Fountains

We sold our first
bag of SmartCat®
All Natural Cat Litter

2014

2019

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

Our SmartCat®
Corn + Wheat Litter
launches

2022

2025

We are focused on climate
smart growing practices, and
in 2025 we are purchasing
from many farmers who use
no-till farming practices.



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SmartCat® All Natural Grass Clumping Litter



SmartCat® All Natural
Grass Clumping Litter (20lb) Bag
17" L x 7" W x 23.5" H • #6506

100% Grass • Paw Soft & Safe
Clay Free • Renewable
Biodegradable • 99.9% Dust Free
Fragrance Free • NON-GMO



SmartCat® All Natural
Grass Clumping Litter (5lb) Bag
12.5" L x 2" W x 14.5" H • #6504



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

GROWN IN WISCONSIN



SmartCat® All Natural Corn + Wheat Litter



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

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

SmartCat® Unscented Lightweight Clay Litter



SmartCat® Lightweight
Clay Litter (10lb) Jug
11.5" L x 7" W x 11.5" H • #6501



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



**SmartCat® Lightweight
Clay Litter (9lb) Bag**
14.125" L x 5" W x 18.5" H • #6562



**SmartCat® Lightweight
Clay Litter (18lb) Bag**
17" L x 5.5" W x 23" H • #6563

Litter Solutions



Gray Corner Litter Box
24" L x 19" W x 8.5" H • #3850



The Ultimate Litter Mat
9" L x 2.5" W x 11" H • #3954



Big Mouth Litter Scoop
7" L x 8" W x 7" H • #1127B

Mini Vortex Fountain

EMPLOYEE FAVORITE



bpa
free

USB
CONNECTOR

Mini Vortex Plastic
Drinking Fountain (80fl.oz)

For cats and small dogs.

6.75" L x 6.75" W x 5.50" H • #3051



Mini Vortex Fountain is compatible
with #3091 T-Shape Filter and
#3052 LED Light Pump

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.



Stainless Steel Raindrop (60fl.oz)
10" L x 14" W x 10" H • #6023



Stainless Steel Big Max (128fl.oz)
13.5" L x 7" W x 13.5" H • #3009



All Fountains on page 12
compatible with #3002 (3-Pack) and
#3014 (4-Pack) Filter Replacement

More Pet Fountains



**Swan Plastic
Drinking Fountain (80fl.oz)**
12.25" L x 5.75" W x 8.75" H • #3075



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

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.



Scan the QR code to watch the pump maintenance video at pioneerpet.com



**Raindrop Plastic
Drinking Fountain (60fl.oz)**
10.5" L x 4.25" W x 10.5" H • #6024



**Fung Shui Plastic
Drinking Fountain (60fl.oz)**
9.25" L x 4.25" W x 9.25" H • #3004



Raindrop & Fung Shui Plastic Fountains compatible with #3003 (3-Pack) Filter Replacement

Replacement Filters & Parts



Fountain Filter Replacement
for Big Max & Raindrop Fountains
(Stainless Steel or Ceramic)
#3002 (3-Pack) #3014 (4-Pack)



Round Filter Fountain Replacement
for Vortex & Elevated Vortex Fountains
#3039 (3-Pack)



Fountain Filter Replacement
for Magnolia, Fung Shui &
Raindrop Plastic Fountains
#3003 (3-Pack)



T-Shape Filter
for Swan & Mini Vortex Fountains
#3091 (3-Pack)



Pump Housing Replacement
for Ceramic & Stainless Steel Fountains
#3025



Auto Shut-Off Pump
for Vortex & Elevated Vortex
Fountains Only #3078



Replacement Pump
#3035 #3026A



USB Fountain Pump
#3077



LED Pump
for Mini Vortex Fountain
#3052

Feeding & Nutrition



Kitty's Garden
7" L x 9.25" W x 3.5" H • #3844

Kitty's Garden Refill
5.75" L x 7.5" W x 7.5" H • #3845

Cat Toys & Play Activities



Nip Nibblers (3 pack)
4.5" L x 0.75" W x 7.75" H • #3011



Peek-and-Play Small Toy Box
Comes with two toy balls.
10" L x 2.5" W x 10" H • #3841



Replacement Balls for Toy Boxes (3 pack)
4.75" L x 1.75" W x 6.75" H • #3868

Pet Waste Solutions

EMPLOYEE FAVORITE



Unscented Drawstring
Waste Pick-up Bags (80ct)
3" L x 3" W x 9" H • #3901



Scented Drawstring
Waste Pick-up Bags (80ct)
3" L x 3" W x 9" H • #3902

Step 1



Step 2



Step 3





Scratching & Climbing



The Ultimate Scratching Post
8" L x 7.25" W x 32" H • #3832

**New
PRODUCT!**

*Pairs with our
Scratching Post*



**Cozy
Soft**

SmartCat® Plush Perch
13" L x 16" W x 2.75" H • #4060



The Ultimate Scratching Post in Gray
8" L x 7.25" W x 32" H • #3832G

Wall mounted



*Floor
placement*

Bootsie's Combination Scratcher
Mounting hardware is included
26" L x 3.25" W x 8" H • #3831

Sticky Paws® by SmartCat®



Sticky Paws® by SmartCat®
On-a-Roll Dispenser (32.8ft Roll)
5.75" L x 3" W x 8.25" H • #29248



StickyPaws® by SmartCat®
XL Steets (5 Sheets)
10.25" L x 0.25" W x 15.25" H • #29250



StickyPaws® by SmartCat®
Furniture Strips (24 Strips)
4.5" L x 0.25" W x 15.5" H • #29242

Product Information

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		<i>SMARTCAT® LITTER</i>	
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6505	pg 4	SmartCat® All Natural Grass Litter (10lb)	898142002958
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65051	pg 6	SmartCat® All Natural Corn and Wheat Litter (10lb)	853442005801
65061	pg 6	SmartCat® All Natural Corn and Wheat Litter (20lb)	853442005788
6501	pg 7	SmartCat® Lightweight Clay Clumping Litter (10lb) Jug	898142002910
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		<i>LITTER SOLUTIONS</i>	
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		<i>PET FOUNTAINS</i>	
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6023	pg 12	Raindrop Drinking Fountain Stainless Steel, 60 oz.	898142002231
3051	pg 11	Mini Vortex Drinking Fountain – Cats & Dogs, 80 oz.	853442005863
3004	pg 13	Fung Shui Plastic Drinking Fountain, 60 oz.	898142002040
6024	pg 13	Raindrop Plastic Drinking Fountain, 60 oz.	898142002248
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		<i>REPLACEMENT FILTERS & PARTS</i>	
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3003	pg 13 & 14	Fountain Filter Replacement	898142002071
3091	pg 11,13,14	T-Shaped Filter	898142002668
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		<i>FEEDING & NUTRITION</i>	
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3902	pg 17	Drawstring Pick-up Waste Bags 80ct Scented	853442005597
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		<i>STICKY PAWS® BY SMARTCAT®</i>	
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SmartCat's
SEASON OF
PAWSITIVITY

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Pioneer Pet cares for our pet community through partnerships with nonprofit animal rescue centers.

In 2018 Pioneer Pet started what is now known as #SmartCatcares. Each year our donations continue to grow. In 2025 we donated over 17,610lbs of litter. We also partner with many nonprofits to provide hardgoods (such as scratchers/fountains) for auctions and/or donations. Lastly, we love to support the local community. We sponsor events including local breast cancer walks, educational foundations, holiday events, animal rescue/adoption and teacher appreciation. We love our community and we love to give back!



For more information
about #SmartCatcares contact
info@pioneerpet.com



Innovation • Style • Health®



Vision Statement

Enriching the relationship between pets and families by providing products that support pets natural instincts.

Mission Statement

Develop products that improve the quality of life for pets and their parents.

Core Values

- Integrity
- Family
- Health
- Innovation
- Passion
- Quality
- Style



Innovation • Style • Health®



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To place orders email: orders@pioneerpet.com **For current pricelist email:** sales@pioneerpet.com

For more information visit: pioneerpet.com, smartcatlitter.com or catsinternational.org

Call: 866-317-6278 or **Connect:** [!\[\]\(2bff93d2a2b6d2c342bab197caa20ae2_img.jpg\)](#) [!\[\]\(f5aa17be21edfb03cf324131dffba3cc_img.jpg\)](#) [!\[\]\(855bc3025f5dd8db549f3872ffab2955_img.jpg\)](#)