



Greencat srl
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ABOUT US

Greencat is an Italian company and is, above all, an innovative reality, constantly evolving and attentive to every detail along production and supply chain.

The key word for Greencat is: sustainability.

We produce 100% vegetable cat litters and eco accessories designed for the cat's well-being and to make your life easier.

Greencat is sustainability, convenience and love for animals.

Greencat litters are, in fact, the outcome of innovative research and new technologies, studied in order to ensure well-being and safety for your cat, by constantly seeking environmental protection.

OUR MISSION

Greencat's mission is to create fully sustainable products along the whole supply chain. But not only: each of our products is also designed for an easier management of everyday life and to ensure your cat's maximum comfort.

Greencat litters are produced from totally natural raw materials. Our labels speak by themselves: few ingredients, of the highest and proven quality, completely green.

100% NATURAL

Our product, now a national success in Italy, is Greencat vegetable litter produced with non-edible parts of barley that would be otherwise disposed.

Unlike other similar products, Greencat does not use anything that could potentially "feed" man or animals but only and solely the non-edible part of barley. A very important difference: the hidden detail that we can define with zero impact.

Our ingredient list consists of barley and natural yeasts, that are added on top in order to remove bad odors.

OK compost HOME

The constant research in the field, the careful selection of the raw material and the advice of the leading experts led us to identify and produce a top vegetable litter, certified OK compost HOME.
A processing developed after several tests, with deep attention and care of cats, human being and of the environment.

100% SAFE

Several studies have highlighted and continue to highlight the health risks for cats related to the usage of mineral litters. Silica gel, bentonite and sepiolite are in fact the base of mineral litters. These substances release powders that can irritate and even seriously damage cat's respiratory system. Not only that: human's well-being can also be at risk with the use of mineral litters, especially sensitive, allergic and immuno-depressed subjects.

In addition, if ingested, mineral litter can cause intestinal problems and difficulty in absorbing iron in cats. This risk has also been confirmed by the experience of numerous veterinarians.

BIODEGRADABLE

Greencat vegetable litter is 100% biodegradable. It can be disposed of in the organic waste, directly in the toilet or in the composter.

It has low environmental impact as its production and transport has been designed to minimize CO2 emissions and not to cause any soil consumption.

Using only scarp raw material Greencat litter perfectly fits into the circular economy framework.

BENEFITS

- Safe for cat and human health
- Safe for the environment
- Low CO2 emission
- 100% biodegradable
- OK compost HOME certified
- No soil consumption
- Transparent supply-chain
- It can be disposed of in the toilet or in the organic
- It can be reused in the composter
- No bad odors
- Easy to use
- If ingested, it is harmless to the cat's health
- Do not damage floors
- It does not stick to the paws of the cat
- Ecological in every step of its supply chain
- Great value for money

DISTRIBUTION AND PRIVATE LABEL

As of today, Greencat can boast collaboration with the most important players in the pet sector.

We are currently present with our own brand and as private label in the major Italian sellers like Coop Italia (with the brand ViviVerde Coop) Arcaplanet (brands Next and Eco-Clean), il Gigante (Greencat brand) and in several pet-shops with the brand Oasy.

Greencat is also exporting across Europe in UK, France, Germany, Spain and Switzerland.

We are also selling on Amazon with the brand Greencat and Eco-Clean with increasing success since 2017.

Greencat therefore confirms itself as proven, professional and reliable partner, open to cooperate with local and international distributors with our brand or as private label.



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