



**2018** CATALOG

# Sneak Peek About Our Company

## How it all began.....

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 natural 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. Still on her mission today you can visit [www.catsinternational.org](http://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 sole motivation for making these posts 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 that she wanted 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. With considerable persuasion she finally convinced her husband, John, to manufacture a larger version of her homemade scratching post. The result was our flagship product, the Ultimate Scratching Post. Thus SmartCat® began.

The rest is history. In 2009 our company branched out to become Pioneer Pet Products®. We did so to expand our quality designs and construction into a wider range of products. In 2012 we acquired the brand Sticky Paws®. Sticky Paws® is a tactile tape that deters cats from scratching inappropriate surfaces. By helping cat owners tame behaviors in the home while recognizing their cats' natural instincts, Sticky Paws® seamlessly became part of the Pioneer Pet® brand.

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 owners. All of our products are designed by behavior experts, as well as being widely tested and approved before reaching the market.

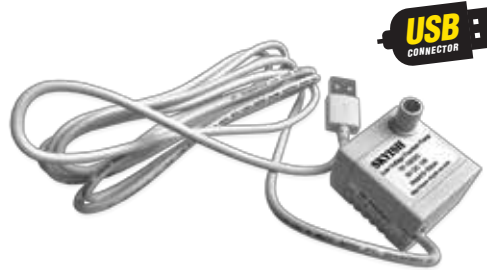


## PRODUCT REFERENCE GUIDE

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# what's new

## USB Fountain Pump #3077



## Swan Stainless Steel #3076 (80oz)

12"L x 8.75"W x 9.5"H

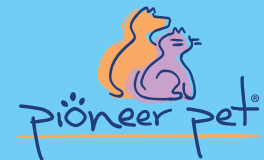
## Swan Plastic Fountain #3075 (80oz)

12"L x 8.75"W x 9.5"H



Introducing the Stainless Steel and Plastic Swan Drinking Fountain by Pioneer Pet Products.

Does your animal love drinking out of the faucet? The elegant Swan fountain mimics the same experience. Dishwasher safe and charcoal filtered your pet will enjoy clean, running water. The swan fountain line also offers a USB connection. If you have a multi-pet household this is the fountain for you. The swan fountain holds up to 80 oz of water. This fountain is easy to assemble and easy to clean.



Innovation • Style • Health





# all natural cat litter

## Proud to be:

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



*Easy Carry,  
Easy Scoop,  
Easy Cleanup*



## 🐾 No Smell - Can't Tell

SmartCat All Natural Litter is fragrance free, with no added perfumes or fragrances that could be offensive to cats. SmartCat All Natural Litter traps the odor-causing components of urine with its rock hard clumps and begins dehydrating to minimize the odor-causing bacterial growth.

## 🐾 Out Clumps Clay, Every Day!

SmartCat All Natural Litter clumps on contact and will continue to harden until all urine is absorbed. Clumps can easily be scooped within minutes of elimination. Keeping your litter box clean has never been easier!

## 🐾 Breathe Clean - 99% Dust Free

## 🐾 Lightweight 🐾 100% Grass

**All Natural Litter (5lb)**

#6504

**All Natural Litter (10lb)**

#6505

**All Natural Litter (20lb)**

#6506



# lightweight cat litter

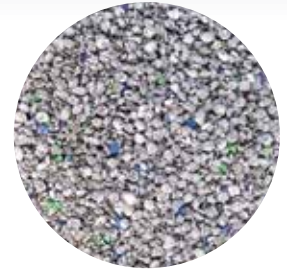
## Clumping Power Just Got Better!

SmartCat Lightweight Clumping Litter is half the weight of traditional clay litters. This litter creates a rock hard clump that you have to see to believe. Not only is the clumping unbeatable, this litter is also lightweight. Our technology stops odors on contact, and SmartCat Lightweight Clumping Litter is 99% dust free. Your cat will thank you for choosing SmartCat Litter.



**Lightweight  
Clay Clumping  
Litter (10lb)**  
#6501

*SmartCat  
Lightweight Litter  
Makes Rock Hard Clumps!*



### **No Smell - Can't Tell**

Your home shouldn't "tell" on your cats. Our litter eliminates odors because it absorbs liquids and clumps so quickly that odors don't even have a chance to release into the air.

### **Lightweight**

SmartCat Lightweight Clumping Litter is half the weight of traditional clay litters.

### **Clumps**

Our lightweight clumping litter makes rock hard clumps great for odor control, easy scooping and less waste.

### **99% Dust Free**

You shouldn't have to inhale dust whenever you pour or scoop litter. Your litter box and surrounding area will be cleaner and healthier.



# litter solutions

Domestic cats can be easily litter box trained. However, some of the biggest behavior problems in the home also involve inappropriate elimination or misuse of the litter box. Our litter boxes and scoop were designed by cat behaviorists to encourage proper behavior.



## Ultimate Litter Box

**#3854**

25"L x 18.5"W x 10.5"H

High sides prevent litter kick-out  
& catch vertical spray as well.

## Corner Litter Box

**#3850**

24"L x 19"W x 8.5"H

Triangular shape is perfect for corner  
placement. This box is large enough  
for adult cats to comfortably turn  
around.

## The Ultimate Litter Mat

**#3954**

24"L x 36"W

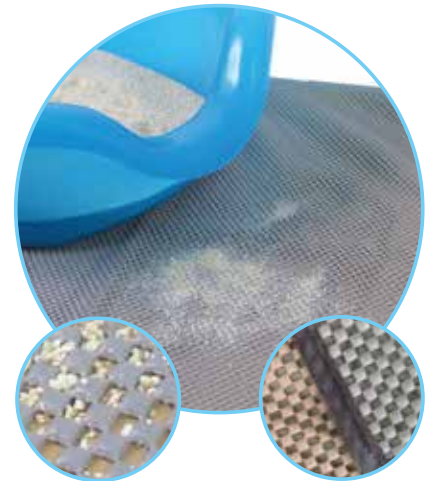
Reduces litter tracking, traps litter  
inside mat and is reversible.



## Big Mouth Litter Scoop

**#1127B**

The large shovel area makes litter clean up easy.



The background of the page features a large, close-up image of a tiger's head on the left, looking down and drinking from a shallow stream. On the right, a smaller image shows a domestic cat with orange and white fur drinking from a modern, multi-chambered stainless steel water fountain. The text is overlaid on the right side of the image.

# health & hydration

Cats and other animals in the wild seek out the freshest water available, such as found in clear flowing streams and other areas with water movement and aeration. Domestic cats also prefer fresh water and are attracted to the sound of flowing water. Automatic water fountains can improve a pets' health through increased hydration.



# pet fountains stainless



All fountains are dishwasher safe and are easy to refill. Charcoal filters are strategically placed so that water is filtered before going through the pump. This extends the pump life and helps ensure quiet operation of the motor. Fountains are available in various capacities suitable for single or multi-pet households. Our fountains are easy to use and easy to clean.



*Special Edition*

**Rose Gold Stainless Steel**

#6023 Rose/Gold (60oz)

11.75"L x 9.75"W x 4.75"H

**NEW**



**Raindrop Stainless Steel**

#6027 (96oz)

12"L x 10.5"W x 4.75"H

#6023 (60oz)

11.75"L x 9.75"W x 4.75"H



**Swan Stainless Steel**

#3076 (80oz)

12"L x 8.75"W x 9.5"H

**128 OZ**

**Big Max Stainless Steel**

#3009 (128oz)

13.5"L x 13.5"W x 7"H





# pet fountains

## stainless & plastic



# pet fountains ceramic



## **Raindrop Ceramic Black**

**#6022** (60oz)

9.75"L x 11.75"W x 4.25"H

## **Raindrop Ceramic White**

**#6022W** (60oz)

9.75"L x 11.75"W x 4.25"H



## **Big Max Ceramic Black**

**#3005** (128oz)

13.5"L x 13.5"W x 7"H

## **Big Max Ceramic White**

**#3005W** (128oz)

13.5"L x 13.5"W x 7"H

# pet fountains plastic

## Swan Plastic

#3075 (80oz)  
12"L x 8.75"W x 9.5"H



## Cleaning Brush

#1140B

## Fung Shui Plastic

#3004 (60oz)  
9.75"L x 6.75"W x 4.25"H



## Raindrop Plastic

#6024 (60oz)  
11.25"L x 9.25"W x 4.25"H



# replacement filters & parts



**Fountain Filter Replacement**  
#3002 (3-Pack)

For  
Stainless  
Steel &  
Ceramic



**Fountain Filter Replacement**  
#3014 (4-Pack)

All fountains come with a filter for initial set-up and usage. Depending on number of pets and water hardness, it is recommended to change filters approximately every 2 to 4 weeks. Regular filter changes help ensure the freshest water available for pets.



**USB Fountain Pump**  
#3077



**Pump Housing Replacement for Ceramic & SS Fountains**  
#3025



**Replacement Pump**  
#3035

For  
Plastic  
Fountains



**Fountain Filter Replacement**  
#3003 (3-Pack)



Swan,  
Serene  
and  
Food +  
Water

**T-shape Filter**  
#3091 (3-Pack)





# feeding & nutrition

In the wild, cats must hunt or catch their meals. Domestic cats, on the other hand, do not have to exert any energy to eat. Our Tiger Diners require the cat to "hunt" a bit for their food, slowing down the eating process, which can aid digestion. Our Tiger Diner encourages a cat's mental and physical stimulation and self-esteem through hunt and capture feeding behaviors. The Tiger Diner is available in plastic or durable ceramic.



**Tiger Diner  
Ceramic Food Dish**

**#2005W**

8.25"L x 8.25"W x 3"H



**Tiger Diner  
Ceramic Food Dish**

**#2005B**

8.25"L x 8.25"W x 3"H



**Tiger Diner  
Plastic Food Dish**

**#2002N**

9.75"L x 9.75"W x 5.5"H



# feeding & nutrition

Like people, cats need fiber in their diet to aid in digestion and to provide balanced nutrition. Kitty's Garden supplies your cat with all natural oats, wheat, rye and barley grasses, which will help digestion and overall health.



**Kitty's Garden**  
#3844  
6.5"L x 7"W x 3.5"H



**Kitty's Garden**  
#3887  
3.25"L x 3.25"W x 1.5"H



**Kitty's Garden**  
#3845 (Refill)  
5.5"L x 6"W x 2.5"H



**Ceramic Kitty's Garden**  
#3889 (Refill)  
3"L x 3"W x .75"H





A close-up photograph of a tiger's face on the left side of the frame, looking towards the right. The tiger has orange fur with black stripes and white whiskers. On the right side, a tiger's paw is visible, reaching towards a rough, brown tree trunk. The background is a blurred green forest.

# scratching & climbing

Large and small cats alike rely heavily on their claws. Claws allow cats to grasp and hold objects as well as establish footing for walking, running, springing, climbing and stretching. Claws are an important defensive tool for protecting themselves. Cats naturally scratch on rough surfaces to trim and sharpen their nails. This is a necessary behavior, but one that may cause problems for cat owners. Cats may scratch inappropriate surfaces such as furniture or carpets or walls because proper scratching areas are not available. Cats can be easily taught to scratch specific items through behavior modification techniques. Our scratching products are extremely durable and include long-lasting woven sisal for hours of scratching pleasure!

# scratching & climbing

Tigers in the wild climb high mountains and tall hills. Climbing is great exercise for them as well as creating a sense of security. In the home, domestic cats also love to climb, but sometimes these places may not be safe. We offer many choices that will provide enticing - and safe - surfaces for cats to climb.

*Fits in almost  
any unused  
corner.*



## Bootsie's Corner Scratcher

#3819

This corner scratcher with its durable construction and high quality sisal rope helps cats stretch and scratch. It also offers a secret hide-away and does not take much space. **Perfect for almost any unused corner.**

2"D x 17.5"W x 19"H



## Bootsie's Combination Scratcher

#3831

This scratcher can be used horizontally on any floor surface, or can be wall mounted for a vertical scratcher as well. Made from durable woven sisal. Mounting hardware is included.

24"L x 7"W x 2.5"H



## Cat Climber

#3826

Unique over-the-door climber provides multiple shelves for cats to scale and survey their surroundings. Between each shelf is durable woven sisal to aid in scratching or climbing. Includes all hardware for proper assembly.

9"L x 23.5"W x 80"H







### Ultimate Post Perch with Pad

#4006

Cats enjoy the security of sleeping in an elevated area where they can survey their environment. This perch slides securely into place on top of the Ultimate Scratching Post to create a stable and comfortable sleeping pedestal.

11"L x 12"W x 1"H



### Sky Climber

#3817

This perch mounts easily to the wall with a heavy duty metal bracket. *Multiple climbers can be placed at various levels for cats to enjoy.*

8.75"L x 17.5"W x 3.25"H

\*Only one climber per package



### Ultimate Scratching Post

#3832

Cats need a scratching post that will allow them to get a full stretch. The 32.5" post height allows the cat to reach vertically and also allows them to stretch and tone muscles. The finest materials and workmanship guarantee this post will remain attractive and useful.

16"L x 16"W x 32.5"H



### Ultimate Scratch 'N Play

#3820

This scratcher is extremely durable and acts on cats' natural instinct to hunt and scratch. The toy box is designed to support your cat's natural hunting instincts. Includes 1 toy ball.

16"L x 16"W x 32.5"H

# sticky paws®

Created to discourage cat owners from declawing their cats, Sticky Paws® is an extremely effective solution to inappropriate surface scratching. The patented two-sided tape is unpleasant when cats come into contact with it - allowing them to be retrained to scratch on a more desirable surface, such as a scratching post.



## Sticky Paws Furniture Strips

#29242 (24-Pack)



## Sticky Paws XL Steets

#29250 (24-Pack)



## Sticky Paws On-a-Roll Dispenser

#29248 (32.8ft roll-Pack)



# fun & games



Cats are playful creatures. They use some of their hunting instincts when they play such as stalking, pouncing, tossing and hiding. Complex toys are not always necessary - sometimes simple pleasures are all that they need. A variety of toys that encourage different play are important in meeting your cat's needs. A cat at play is fun to observe, but it's even more fun to join in!



# cat toys & play activities



Predatory skills such as stalking, pouncing, batting, leaping and grabbing all come into play with our toys. The thrill of the hunt satisfies kitty's natural instincts. When pet parents are away, kitty needs toys that can provide stimulation for solo play.



## Peek-a-Prize Large Toy Box

#3833

Comes with two toys.

13.5"L x 13.25"W x 2.75"H

## Replacement Balls for Toy Boxes

#3868 (3pc)

1.5"L x 1.5"W x 1.5"H



## Catnip Nibblers

#3011 (3pc)

.5"L x .5"W x 5"H



## Tray Pack Catnip Nibblers

#3012 (8pc)

5"L x 7"W x 9"H



## Peek-and-Play Small Toy Box

#3841

Comes with two toys.

10"L x 10"W x 2.5"H



## Bootsie's Bunk Bed & Playroom

#3835

This attractive unit combines your cat's two favorite pastimes: playing & sleeping. After a vigorous workout, kitty can sack out on the top bunk or escape into a secluded hideaway.

19.75"L x 11"W x 11"H



# Product Information Guide

Item #	UPC Code	Item Name	MSRP	ITEM SPECIFICATIONS (not in Package)				MASTER CARTON SPECIFICATIONS	
				Weight	Depth	Width	Height	Whole Sale Min Order Qty	Distributor Min Order Qty
<b>LITTER SOLUTIONS</b>									
6504	898142002941	SmartCat All Natural Cat Litter - 5lb	\$ 9.99	5.00	11.75	6	14	6	6
6505	898142002958	SmartCat All Natural Cat Litter - 10lb	\$ 17.99	10.00	10	14	6.75	3	3
6506	854602000179	SmartCat All Natural Cat Litter - 20lb	\$ 29.99	20.00	20	14	23.5	1	1
6501	898142002910	SmartCat Lightweight Litter - 10lb	\$ 12.99	10.00	8.5	7	8.5	2	2
1127B	898142002590	Big Mouth Scoop - Blue	\$ 6.99	0.20	4.75	6.5	6.75	10	100
3850	854602000780	Corner Litter Box - Gray	\$ 17.99	2.60	24	19	8	1	5
3854	854602000544	The Ultimate Litter Box	\$ 19.99	1.00	23.5	35.25	0.2	1	3
3954	853442005160	The Ultimate Litter Mat	\$ 16.99	1.05	17.75	26.75	0.1	6	6
<b>HEALTH &amp; HYDRATION</b>									
3004	898142002040	Plastic Fung Shui Drinking Fountain	\$ 26.99	1.50	9	9	4.25	6	6
3005	898142002057	Ceramic Big Max Drinking Fountain - Black	\$ 79.99	7.10	13.25	11.5	4.75	3	3
3005W	854602000179	Ceramic Big Max Drinking Fountain - White	\$ 79.99	7.10	13.25	11.5	4.75	3	3
3009	898142002095	Stainless Steel Big Max Drinking Fountain	\$ 89.99	2.95	13.75	12	4.5	3	3
6022	898142002224	Ceramic Raindrop Drinking Fountain - Black	\$ 59.99	5.50	11.5	9.25	4.5	4	4
6022W	898142002446	Ceramic Raindrop Drinking Fountain - White	\$ 59.99	5.50	11.5	9.25	4.5	4	4
6023	898142002316	Stainless Steel Raindrop Drinking Fountain, 60 oz.	\$ 69.99	1.70	11	9	4.5	4	4
6023R/G	853442005320	Rose Gold Raindrop Drinking Fountain, 60 oz.	\$ 79.99	11	9	4.25	4	4	4
6027	898142002002	Stainless Steel Raindrop Drinking Fountain, 96 oz.	\$ 89.99	2.50	12.5	10.25	4.5	4	4
6024	898142002248	Plastic Raindrop Drinking Fountain	\$ 19.99	13.00	1.5	9.5	3.75	6	6
3075	853442005429	Plastic Swan Drinking Fountain	\$ 39.99	TBD	12	8.75	9.5	-	-
3076	853442005436	Stainless Steel Swan Drinking Fountain	\$ 79.99	TBD	12	8.75	9.5	-	-
6034	853442005214	Serene Drinking Fountain	\$ 49.99	1.60	8.5	6.5	6	4	4
6033	853442005153	Food + Water Drinking Fountain	\$ 49.99	1.40	8.5	6.25	4	4	4
3002	898142002125	Pioneer Pet Filter 3 Pack Replacement - for Ceramic & SS	\$ 9.99	0.20	4	1.25	0.25	6	120
3003	898142002071	Replacement Filters for Plastic Fountains	\$ 4.99	0.10	4.25	2.25	0.5	6	60
3014	898142002019	Pioneer Pet Filter 4 Pack Replacement - for Ceramic & SS	\$ 12.99	0.30	4	1.25	0.25	6	60
3091	898142002668	T-Shaped Filter	\$ 9.99	0.15	1	1.5	0.75	6	60
3077	853442005443	USB Plug + Transformer (only for USB fountains)	\$ 12.99	TBD	-	-	-	-	-
3035	898142002866	Universal 12V Pump & Transformer	\$ 14.99	0.55	2.5	1.75	1.5	6	24
1140B	898142002514	Fountain Cleaning Brush - Blue	\$ 3.99	0.30	2	2	10.5	6	48

# Product Information Guide

Item #	UPC Code	Item Name	MSRP	ITEM SPECIFICATIONS (not in Package)				MASTER CARTON SPECIFICATIONS	
				Weight	Depth	Width	Height	Whole Sale Min Order Qty	Distributor Min Order Qty
		<b>FEEDING &amp; NUTRITION</b>							
3844	854602000476	Kitty's Garden	\$ 9.99	1.50	7	6.75	3.25	4	16
3845	854602000483	Kitty's Garden - Seed Refill Kit	\$ 4.99	0.25	5.75	5.25	2.5	4	16
3887	898142002576	Ceramic Kitty Garden	\$ 3.99	0.05	3.25	3.25	1.5	6	48
3889	898142002569	Ceramic Kitty Garden Refill	\$ 1.99	0.05	3	3	0.75	6	48
2002N	854602000124	Tiger Diner - Natural	\$ 19.99	2.65	8	8	3.75	4	16
2005B	898142002149	Tiger Diner Ceramic - Black	\$ 29.99	2.00	8.25	8.25	3.75	4	4
2005W	898142002378	Tiger Diner Ceramic - White	\$ 29.99	2.00	8.25	8.25	3.75	4	4
		<b>SCRATCHING &amp; CLIMBING</b>							
3831	854602000346	Bootsie's Combination Scratcher	\$ 24.99	3.90	24.5	7	2.05	4	8
3826	854602001312	Cat Climber	\$ 89.99	17.90	9	23.5	80	1	1
3817	854602000179	Sky Climber	\$ 29.99	4.10	8.75	17.25	3.25	3	6
3832	854602000070	The Ultimate Scratching Post	\$ 74.99	15.00	32	7.75	8	1	1
4006	854602000018	The Ultimate Post Perch with Pad	\$ 19.99	2.20	12	14	2.25	2	8
3819	853442005269	Bootsies Corner Scratcher	\$ 39.99	9.25	0.75	29.25	39.75	4	4
3820	853442005276	Ultimate Scratch N' Play	\$ 79.99	18.00	8	8.5	32.5	1	1
		<b>STICKY PAWS</b>							
29250	642886292508	Sticky Paws XL Sheet	\$ 12.99	0.25	14	9.5	0.2	12	120
29248	642886292485	Sticky Paws on a Roll	\$ 14.99	0.30	3.75	2.25	2.5	12	12
29242	642886292423	Sticky Paws Furniture Strips	\$ 12.99	0.25	12	4.25	0.01	12	120
		<b>CAT TOYS &amp; PLAY</b>							
3833	854602000087	Peek-a-Prize Toy Box w/2 Toys	\$ 29.99	3.60	13.5	13.5	2.75	6	6
3841	854602000490	Peek and Play Toy Box w/2 Toys	\$ 19.99	2.10	10	10	2.75	6	6
3011	898142002118	Catnip Toy Nip Nibblers	\$ 3.99	0.05	5	4	0.5	6	60
3835	854602000094	Bootsie's Bunk Bed & Playroom	\$ 49.99	9.50	10	20	3.25	2	2
3012	853442005009	(8) pack Nip Nibbler Tray	N/A	0.45	4.5	5	7.25	8	16
3868	854602000902	Toy Box Balls	\$ 1.99	0.05	3.5	3.25	1.75	6	60



Innovation • Style • Health



To place orders email

[orders@pioneerpet.com](mailto:orders@pioneerpet.com)

For current pricelist email

[orders@pioneerpet.com](mailto:orders@pioneerpet.com)

For more information visit

[pioneerpet.com](http://pioneerpet.com) or [smartcatlitter.com](http://smartcatlitter.com)

Call 866-317-6278





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