

zooplus launch their new and exclusive Cat Litter Range with Febreze Freshness

The new range of Tigerino with Febreze freshness cat litter offers odour control and freshness to delight cat owners across Europe.



Munich, 29 November, 2024 – zooplus, a pioneer in pet supplies e-commerce in Europe, and the iconic Febreze brand that delivers freshness, have teamed up for an exclusive range of cat litter and cat litter refresher powder under zooplus' Tigerino brand. The range addresses the common challenges of odour control and hygiene that cat owners face when purchasing cat litter. The Tigerino with Febreze freshness range is the only cat litter brand in Europe that features the Febreze freshness and is available only on zooplus.

"This exclusive partnership with the iconic brand Febreze is a testament to the quality, popularity, and excellence of our private label portfolio," said Alejandro Bethlen, Chief Merchandising Officer of zooplus. "For an increasing number of our 11 million customers across Europe, our private label brands are their products of choice. Tigerino with Febreze freshness is a perfect example of how we combine the strength and trustworthiness of our products with a global brand like Febreze, thereby catering to the evolving needs of customers."

The Tigerino with Febreze freshness range combines the trusted quality of Tigerino with the recognisable freshness of Febreze. The range is designed to provide superior odour control, leaving homes smelling fresh and clean with Febreze scents that are

already used in many households across Europe. There are various scent favourites for consumers to choose from.

The range consists of four cat litter varieties: Tigerino Premium Febreze Blossom & Breeze; Tigerino Premium Febreze Cotton Fresh; Tigerino Performance Active Carbon Febreze Fresh Linen and Tigerino Performance Zeolite Control Febreze White Jasmine. Additionally, the Tigerino with Febreze freshness partnership also includes two refresher powders for cat litter: Tigerino Refresher Febreze Blossom & Breeze and Tigerino Refresher Febreze Fresh Linen.

Key Product Highlights

- **Advanced Odour Control:** Thanks to the powerful Tigerino litter, this product range controls odours instantly and continuously, keeping the litter box and surrounding areas fresh and pleasant with the Febreze scent.
- **Superior Clumping:** The extremely high-yield clumping litter made of natural clay granules can be hygienically and safely removed from the litter box.
- **Low Dust:** Tigerino with Febreze freshness cat litter ensures particularly low dust, promoting a pleasant environment for both cats and their owners.

Tigerino with Febreze freshness cat litter is exclusively available in all zooplus shops.

About Tigerino

With more than 10 years on the market, Tigerino has become zooplus's #1 top selling cat litter brand in Europe. For more information about the brand and to explore the full range of products, visit https://www.zooplus.co.uk/shop/cats/cat_litter/tigerino

About zooplus:

Since 1999, zooplus has been a pioneer in pet supplies e-commerce, serving millions of pet parents with an ever-growing range of nutritional and lifestyle products, proprietary premium food and accessory brands, alongside expert advice, convenient services, and loyalty programmes. Committed to the vision of 'Celebrating Pet Love Every Day' and driven by a passion for innovation, zooplus aims to set the industry standard for personalised, smart shopping. Based in Munich, zooplus operates local online shops across 30 European countries. For more information, visit corporate.zooplus.com, explore our shop at zooplus.com, or connect with us on [LinkedIn](#).

Press Release



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