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## **FAST FACTS**

Caboodle™ Habitats for Cats were first introduced in October 2008.

Caboodle is sustainably made in the USA in the San Francisco Bay Area.

Caboodle is made with 40% recycled content and is 100% recyclable, packaging included.

All bi product created in the manufacturing of Caboodle is recycled, including the ink.

Non-toxic soy based inks are used for printing.

Caboodle is made at a plant that manufacturers corrugated blanks, greatly reducing its carbon footprint.

Caboodle can support all cats. Put to the test, Caboodle easily holds 18 heavy phone books (5 stacked on the second level and 13 on the top) totaling over 65 pounds of direct weight.

Caboodle is made with 350lb double wall corrugated – more than twice as thick as your average shipping box and extremely durable.

Caboodle can be connected to create unique and expansive structures.

Caboodle can be customized by the user. Caboodle's off white exterior encourages users to decorate with non toxic, markers, crayons, pencils or stickers.

Caboodle is sold online at [www.caboodlecats.com](http://www.caboodlecats.com) and through independent pet stores nationwide.

*Assembled size: W20"x D20"x H30"*

## **PET INDUSTRY**

There are an estimated 90 million households with cats in the US.

The market for natural pet products is predicted to grow from \$1.3 billion in 2007 to \$2.5 billion in 2012.

48% of households with dogs and/or cats in the USA are now seeking out natural or environmentally friendly products.

Cat trees, tunnels, climbers and condos are recommended by veterinarians to keep indoor cats healthy and entertained.