

BÖXIECAT™ SUBSCRIPTION CAT LITTER



Free
Home
Delivery



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Media Kit 2012

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Boxiecat is an online subscription service that saves time, eliminates the hassle of repeat trips to the store, and puts an end to lugging heavy bags of cat litter. A necessity for many of the 86.4 million pet cats in the US, Boxiecat fills the need for litter in a more convenient way.

There has never been an easier way to buy cat litter. Boxiecat makes it simple to subscribe to its service and to set a delivery schedule - it just takes a few clicks. **Subscribers receive free home delivery**, including to Alaska, Hawaii, and the US Territories.

The service features:

- Personalized Shipment Timing (From Every 5 - 45 Days)
- Vacation Holds

A More Purrfect Litter

Boxiecat offers its own brand of premium clumping clay cat litter. Boxiecat brand litter exceeds the quality available in stores by staying ultra clean throughout use - even after weeks of scooping. Clumps form on the top, rather than soaking to the bottom of the litter box, making it easy to clean. Boxiecat's all natural litter completely eliminates ammonia odors without using a fragrance as a masking agent. It's over 99% dust free, hypo-allergenic, contains no chemical additives, and is made in the USA.

Grinning Like a Cheshire Cat

Cats also benefit from the Boxiecat service. Subscribers report that having a 'bottomless' litter box filled with clean and fresh litter helps prevent accidents outside the box and creates a more comfortable and anxiety-free commode for their cats.

Feline benefits:

- No Running Low or Running Out
- Can Help With Behavioral Issues
- A Cleaner and Fresher Litter box

A Lower Carbon Pawprint

This cat litter subscription service is the rare case where convenience and responsibility exist in harmony. By not making round trips to the store, subscribers significantly lower their carbon pawprint. Boxiecat ships via USPS, who already stop at each house in America six days a week, virtually eliminating the emissions associated with getting cat litter. The savings are estimated at 4,000 lbs of carbon dioxide emissions per 100 subscribers annually.

Additional conservation:

- Minimal Printing and Packaging
- Cradle to Cradle™ Certified Shipping Boxes

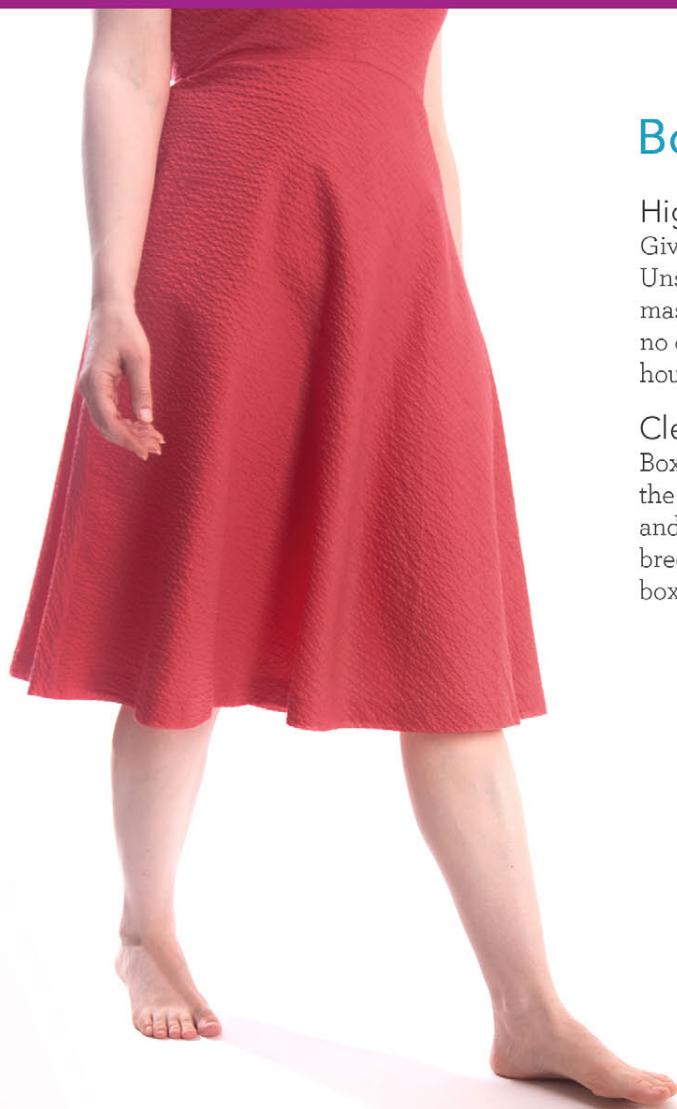
The Cat's Meow

"We started Boxiecat so we could be our first subscribers," says cat lover and company founder Josh Wiesenfeld. "Getting litter was on our list of least favorite things to do. We designed Boxiecat to be smarter, and above all, easy."

Subscribers nationwide have praised Boxiecat with glowing reviews for its innovative service idea, its litter brand, and its customer care. Boxiecat's motto: Litter For Modern Cats.™



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Boxiecat Brand Premium Litter

Highest quality

Give your cat the best. Boxiecat quality makes a noticeable difference. Unscented, it eliminates ammonia odors without using fragrance as a masking agent. It's over 99.9% dust free, hypo-allergenic, and contains no chemical additives. Boxiecat is perfect for single as well as multi-cat households.

Cleanest clumps

Boxiecat litter stays ultra-clean throughout use. Hard clumps form on the top, rather than soaking to the bottom of the box. Boxiecat's smaller and lighter clumps hold together during scooping, making litter care a breeze. Boxiecat works wonders in regular, sifting, and automatic litter boxes.



As Featured In:

The Washington Post



San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

chron.com

examiner

CatWatch
www.catwatchnewsletter.com

treehugger
A DISCOVERY COMPANY

"A New Cat Litter Sanity Solution." - Becky Starr

*Subscribers call Boxiecat brand
litter "The best cat litter."*

Free
Home
Delivery

Subscriber Testimonials

"I love this litter!!! No dust and no smell...the best..."
Pepper, and her five cats, California

"I just want to say Boxiecat rocks!! Not only is the quality WAY better than any other on the market - but the customer service is incredible as well!!! HIGHLY RECOMMEND THEM!!"
Evelyn, from Illinois

"After just one delivery and one month of use, I have to say--this IS the best litter ever! I cannot believe the odor control -- and it is so fine that it doesn't stick to my cats' paws and track all over the house!"
Kelley, Shelter Operations Manager at Caring For Cats, Inc. In North St. Paul, MN

"I have a very sensitive sense of smell and this brand is by far the best at combatting litter box odors without that annoying perfumed scent. You won't find a better brand at the stores. Plus it comes automatically so you don't have to worry about running out!"

Hadley, and Mediana the cat, California

"I am so delighted to have this service. Now it does not matter anymore if I forget to pick up my cat litter when I go to the grocery store; my cat litter will be already waiting for me right by my front door! Great service and super pleasant customer service."

Lucy, and her five cats, California

"Boxiecat is a wonderful surprise. I have a very finicky Bombay, Sassafrass, who will turn down ANYTHING inferior, and let you know about it...This is the best clay litter I have found on the market. It does what it claims to do. It has no overwhelming perfumy scent, is virtually dust-free, and doesn't track all over the house. While Sass has never had an accident outside of his litterbox, with the addition of Boxiecat, he now doesn't 'wait' all day to go. I never had a cat use his box in front of me before, but now he has no qualms about doing what is natural. The blessings of having it delivered to my front door on my own schedule is great. No more lugging heavy containers from the store to my car and upstairs into the house to Sassafrass' bathroom! I am very glad to have found this product. I am also very glad to know that the support team at Boxiecat is friendly, efficient and personable in every way. They help you set up a delivery scheduled by your timetable, and are ready to send along additional shipments ASAP if needed. This is a product that I will use and recommend for a very long time."

Cindi, from California

"It is great not to lug heavy containers from market--especially with winter snow and icy sidewalks. The postman delivers my Boxiecat within feet of the litter box. We all stay dry and warm. I love it. Cats love it. Win. Win."

Leslie, and her three cats, Michigan

"That this stuff really works! Low dust, no fragrance, and the clumping action is usually rock hard. You get it delivered right to your front door on a schedule you choose...no lugging around those heavy containers from the grocery store to your car to your doorstep. that's a big plus for us old folk. Pricing is fine too - free shipping included. Our cat (Bob) Marley likes it too...Well that's the poop about this fine brand. please buy from smaller brands, it's what is best for those here in the USA! ^..^"
D. M. Cohn, and Marley the cat, Ohio

*"Your litter works so well and has no strong fragrance and not much dust like our Tidycat had. BC works for us!"
Marcdavid, from Ohio*

*"Thank you for making a product that is as easy to purchase and get, as it is good for my cat to use."
Cheryl, from South Carolina*

*"You offer a great service at an affordable price. Every cat lover should know it's available!!!"
-Becky, and Kiele the cat, from Hawaii*

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Litter For Modern Cats™
FREE HOME DELIVERY

CONVENIENT EASY GREEN QUESTIONS?

The best cat litter, delivered.™

"You won't find a better brand at the store. Plus it comes automatically so you don't have to worry about running out!"
Hadley, and Medina the cat, California
[See more testimonials](#)

Subscribe Now

How It Works

Set your home cat litter delivery schedule and never have to shop for litter again.

As Featured In: **The Washington Post** **USA TODAY** **SF Gate** **San Francisco Chronicle**

Vacation Holds
Users can sign in to easily place subscription holds and subscription resumption dates.

Outstanding Customer Care
Subscribers receive customer care from the dedicated Boxiecat Team.

Gift Certificates
Single shipment Gift Certificates are available to share this new way to get cat litter.

box, and you won't have to remember to get more litter. Signing up is easy!

[Like](#) [5k](#) [Send](#)

Free Home Delivery



Subscribe Now

Price | Additional Info

Highest quality
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[Like](#) [5k](#) [Send](#)

CONVENIENT EASY GREEN QUESTIONS?

Lower your carbon pawprint.™

"I love this litter!! No dust and no smell...the best..."
Pepper, and her three cats, California
[See more testimonials](#)

Subscribe Now

How It Works

Put an end to annoying trips to the store with fast and free delivery by USPS. With Cradle to Cradle certified shipping boxes and minimal packaging, being green is a breeze.

See your green savings

[Like](#) [5k](#) [Send](#)

As Featured In: **The Washington Post** **USA TODAY** **SF Gate** **San Francisco Chronicle** **YAHOO! NEWS** **examiner**

"A New Cat Litter Sanity Solution." - Becky Starr

Called "The best cat litter." (Learn why below)

Boxiecat.com

Simple Sign Up

With just a few clicks, subscribers never have to think about getting cat litter again.

Free Home Delivery

Subscribers always receive free home delivery, including Alaska, Hawaii and the U.S. Territories.

Personalized Shipment Timing

Subscribers can sign in to adjust their shipment frequency, insuring they never run out of fresh litter.

Green Shipping

By having Boxiecat bring the litter, subscribers lower their carbon pawprint.

Tracking Numbers

Subscribers receive tracking numbers in their shipment notification emails.

Help Center

Instant solutions to most subscriber needs can be found in the Boxiecat.com Help Center.

Boxiecat and Conservation:

Estimating annual carbon dioxide emissions, packaging, fuel, cost, and time savings by Boxiecat subscribers.

	Every 1 Subscriber	Every 1,500 Subscribers	Every 5,000 Subscribers	Every 10,000 Subscribers
Carbon Dioxide emissions saved	40 lb	60,000 lb	200,000 lb	400,000 lb
Fuel saved	2 gallons	3,000 gallons	10,000 gallons	20,000 gallons
Packaging saved	3lbs 6 oz.	5,400 lbs	18,000 lbs.	36,000 lbs.
Cost saved	\$16.00	\$24,000.00	\$80,000.00	\$160,000.00
Time saved	12 hours	18,000 hours	60,000 hours	120,000 hours

Boxiecat eliminates round trips to the store in favor of shared-ride delivery by USPS. Because USPS already stops at each house in America six days a week, our service virtually eliminates the carbon footprint of acquiring litter. In addition, we use USPS award winning shipping boxes which are Cradle to Cradle Green Certified and recyclable. To learn about USPS sustainability efforts, visit their webpage at: <http://www.usps.com/green/welcome.htm>

Carbon dioxide emissions, fuel and cost data comes from Wolfram Alpha(tm), who estimate based on an EPA formula. This data can be recreated by visiting www.wolframalpha.com and entering "carbon dioxide emissions from driving," and "mileage." We assumed an average of 4 miles per round-trip to a petstore per customer, 12 times annually. Mpg was calculated using the North American average for light cars and trucks for both city and highway driving of 24 mpg. 1 subscriber = 48 miles annually. 1,500 subscribers = 72,000 miles annually. 5,000 subscribers = 240,000 miles annually. 10,000 subscribers = 480,000 miles annually. Plastic and packaging was calculated by weighing an average 16lb plastic litter jug(6.5oz) and Boxiecat's packaging(1.7oz), resulting in a savings of 4.8oz/per package and assumes 12 packages per year. Cost data was calculated using an average fuel cost of \$4/gallon and doubling the result for cost of vehicle ownership. Time data was calcualted by assuming one hour per round trip.

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We love cats.