



93% of Cat Owners Struggle To Choose When It Comes to Their Cat's 1s and 2s

Omlet launch a new cat litter collection to take the guesswork out of choosing litter.

Whether you're a new cat owner or a long time litter user, the world of cat litter can be confusing and selecting the right litter to suit your needs and your cat's preferences isn't always an easy task.

Kittens are adorable, playful balls of fluff but they'll also start producing 1s and 2s from the get go, so you need to get your potty training sorted from the start. But with a range of litter materials from wood to paper, clay to silica and even tofu on offer, which is going to be best now and when they are a bit older?

With so many types of litter on offer, it's no surprise that in a study of cat owners, Omlet discovered that a massive 93% of them have tried different types of cat litter before their current choice. Does this sound like you?

In the survey, Omlet discovered 54% of the respondents reported that they think their cats might be fussy about the litter they put down for them. As well as feline fussiness, cat owners are also disappointed with litters they are trialing and as a result have to spend more time and money on finding the perfect match for them and their cat.

Now, to tackle this difficult decision, Omlet is launching a collection of 5 easy to understand, high performance cat litters to their existing catalogue of transformative pet products. Simply named 1, 2, 3, 4,5, the colourful collection offers 5 proven materials for you to choose from: Silica, Tofu, Pine, Clay and Paper. But don't worry about figuring out the differences to make your choice, Omlet's handy [Cat Litter Selector](#) will deliver two expert recommendations for you to narrow down the decision making process.

Omlet's Head of Marketing, Johannes Paul, says: At Omlet, we're striving to make choosing cat litter as easy as 1, 2, 3! This new collection really takes the guesswork out of a major choice for so many cat owners, and we hope it will save our customers from lots of disappointment and wasted time.

Learn more about the litters in the Omlet collection...

Ultra Hygienic & Absorbent

No. 1 Silica Cat Litter is made from small sand particles that are extremely absorbent to reduce moisture and odour, keeping it fresh and hygienic for longer. Not only do these small grains absorb and dry faster than other litters, their fine nature also means the litter doesn't stick to paws and get tracked around your home. The clumping cat litter is also easy to spot clean to improve longevity.

Clumping & Compostable

No. 2 Tofu Cat Litter is made from crushed tofu, and is very effective at neutralising odours thanks to an active carbon composition that traps bad smells. The clumping cat litter is also highly absorbent, reducing waste and keeping the litter tray fresher for longer! Crushed tofu is biodegradable and can be and composted, for easy and planet friendly disposal.

Fresh Scent & 100% Biodegradable

No. 3 Pine Cat Litter will transform the litter tray with the sweet scent of fresh wood, plus it's 100% biodegradable and compostable, making it a friendly option for both your cat and the environment! The large wood pellets are highly absorbent, offering long lasting freshness with outstanding odour control, and also minimising waste and cleaning time.

Long Lasting & Low Waste

No. 4 Clay Cat Litter is made of highly absorbent bentonite clay balls with active carbon particles for extreme odour control. The supreme power of this clumping cat litter makes spot cleaning after use extremely quick and easy. This not only improves the general hygiene and freshness of cat litter trays, but also minimises wastage and improves longevity.

Non-Clumping & Perfect for Kittens

No. 5 Paper Cat Litter is made from recycled newspaper pellets with natural odour and moisture absorbing properties. Not only is paper environmentally friendly and biodegradable, it also stays fresher for longer and minimises wastage. The lightweight bag is super easy to handle, and it's non-clumping nature makes it a perfect option for younger cats, as it's softer on paws and safer on tummies.

[Omlet Cat Litter](#) is now available exclusively from Omlet.co.uk, priced between £13.49 and £14.99 with FREE delivery.

Discover Omlet Cat Litter

Watch the promotional video [here](#).

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Editors notes

Survey results were taken from a survey conducted by Omlet in September 2020 of 58 cat owners.

We would like to invite you to try out and review the new Cat Litter from Omlet for yourself. If you wish to try out the litter, find out more info or require our high resolution press images, please email marketing@omlet.co.uk.

Best known for their range of practical and modern plastic chicken coops and rabbit hutches, Omlet's range of pet products has gone from strength to strength in the last years, with this new collection of cat litter being yet another welcome addition to Omlet's world famous catalogue.