

Catsan™



# Introducing CATSAN™'s brand **NEW** look...

'Natural' call out on front of pack in response to consumer preference.

**NATURAL CLUMPING**  
PREMIUM CAT LITTER



Modernised logo to support **NEW** visual brand identity on pack refresh

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Modernised logo to support **NEW** visual brand identity on pack refresh

Odour Control call out to assure and relieve consumers of 'smell' pain point



7kg



15kg



Clear product benefits supported by visual icons



More visibility of **naked product**

