

Canadian premium products

Established in 1991, Normerica is one of the largest producers of sodium bentonite in the world. The facilities are able to produce in excess of 3 million kilograms of cat litter per day.

"We are proud to supply many of the world's most prominent retailers throughout Canada, the United States, Belgium, Brazil, Cyprus, Latvia, Estonia, Sweden, Denmark, Norway, Finland, Mexico, Hong Kong, Korea, Taiwan, the UK, Israel, Ireland and Germany from our six state-of-the-art manufacturing facilities, which now cover a total of 75 500 m²," marketing manager Karen Tanner says. Since producing the first cat litter package 17 years ago, Normerica has developed into a premium pet products company. In the same period, the company has

Formulas & packaging

The company cares about people, pets and the environment. It strives to create products and packages that are environmentally healthy. The company's most popular cat litter products feature completely natural, eco-friendly formulas. They are designed to provide long-lasting, strong odour control without the use of any harmful chemicals or harsh perfumes. "We have also focused on all-natural ingredients and formulations when developing our various dog treat product lines,"

packaging specially designed with the environment in mind. Normerica is excited about the recent launch of the new linerless box featuring a convenient pour spout and comfort handles. The company states that this new box not only reduces waste by not requiring a plastic liner bag, but is also biodegradable, 100 per cent recyclable, and contains 30 per cent post-consumer material. "Also included in our list of eco-friendly packaging formats is our lightweight rectangular pail with flip-top lid, and lightweight plastic jug with easy-pour finger grips," Karen Tanner says.

Premium products

Normerica has developed into a premium pet product company with a variety of product offerings. The scoopable cat litter



"Nature's Medley" is a line of wholly natural premium-quality treat products, available in a variety of shapes and sizes to suit all breeds.

life stages programme to meet the changing needs of cats throughout the various stages of their lifecycle," Karen Tanner explains.

"Nature's Medley" is a line of wholly natural premium-quality chicken, duck, and turkey dog treat products, available in a variety of shapes and sizes to suit all breeds. The "Nature's Medley Denta Chew Mini Rawhide" treats are high in protein and high in taste. Made with natural rawhide and flavoured centres, these treats are available in a variety of convenient package sizes and formats. Last but not least, Normerica recently launched oven-baked dog biscuits, a wheat-free, holistic dog treat oven-baked at the plant in Brantford – packaged in a biodegradable carton printed with water-based inks.

"In the future we plan the opening of our own dog treat manufacturing facility in Bangkok," Karen Tanner says.



Normerica recently developed the cat litter for life stages programme to meet the changing needs of cats.

grown to employ hundreds of full-time employees. "Within our offices, our employees have the ability to speak a total of 37 different languages," Karen Tanner continues. The international business now includes shipments to over 20 countries worldwide.

Karen Tanner continues. "The majority of our treats are made without the use of artificial colours, flavours, additives or preservatives."

In addition to the environmentally friendly formulas, the company offers a variety of eco-friendly

is made from 100 per cent natural sodium bentonite clay. In addition to its private label brands, Normerica also offers a premium line of cat litter under the "Simplicity Plus" brand. "Committed to quality and innovation, we recently developed the cat litter for