

JRS PETCARE

Advanced Hygiene Solutions

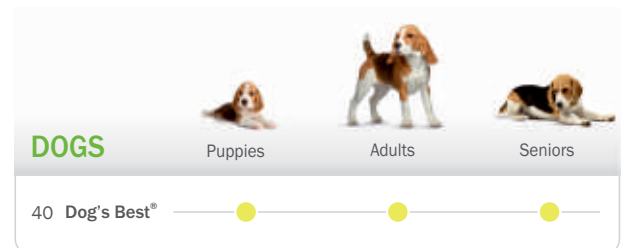
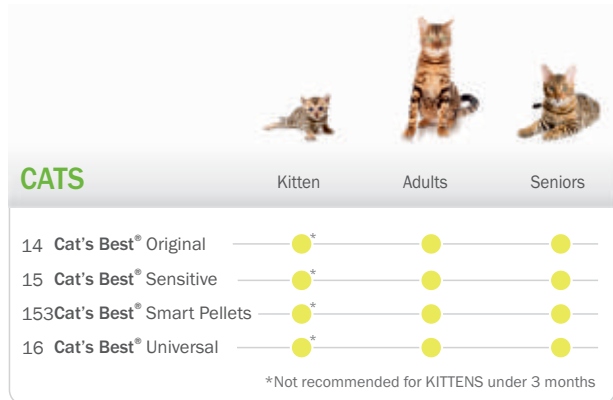
Cat's[®]Best[®]
100% Organic Litter

CHIPS![®]

Dog's[®]Best[®]
The Power of Nature

Pet's Dream[®]

BRAND PROGRAM



HYGIENE

- Bedding
- Base Layer

AMUSEMENT

- Top Bedding

NUTRITION

- Food/Products for rodents

ALWAYS THE PERFECT BEDDING

Specialized CHIPSİ products, adapted to the needs of each animal, can be used in different areas of the cage.

BRAND PROGRAM

REPTILES AND AMPHIBIANS



30 CHIPSI® ASPEN FINE							
30 CHIPSI® ASPEN ORIGINAL							
31 CHIPSI® FOREST FRESH							
31 CHIPSI® EXTRA SOFT							
32 CHIPSI® EXTRA							

BIRDS



20 CHIPSI® ULTRA												
23 CHIPSI® MAIS												
23 CHIPSI® MAIS CITRUS												
30 CHIPSI® ASPEN FINE												
30 CHIPSI® ASPEN ORIGINAL												
31 CHIPSI® FOREST FRESH												
31 CHIPSI® EXTRA SOFT												
32 CHIPSI® EXTRA												
34 CHIPSI® FARMLAND												
34 CHIPSI® SUNSHINE												
35 CHIPSI® SUNSHINE TIMOTHY												
35 CHIPSI® SUNSHINE BIO												

FARM ANIMALS



20 CHIPSI® ULTRA											
20 CHIPSI® SUPER											
24 CHIPSI® CLASSIC											
29 CHIPSI® CLIMATE FLOOR											
29 CHIPSI® CLEAN											
34 CHIPSI® FARMLAND											
34 CHIPSI® SUNSHINE											
35 CHIPSI® SUNSHINE BIO											



HYGIENE

- Bedding
- Base Layer

AMUSEMENT

- Top Bedding

NUTRITION

- Food/Products for rodents

ALWAYS THE PERFECT BEDDING

Specialized CHIPSI products, adapted to the needs of each animal, can be used in different areas of the cage.

CAT'S BEST

CHIPSI

MISCELLANEOUS

ANIMALS

SERVICE

ALWAYS THE PERFECT LITTER SOLUTION

Natural, functional, animal-friendly

Just like humans, pets have special functional and emotional needs. They are often still shaped by ancient instincts, which the animals have retained even after decades of domesticity.

And this also applies to daily animal hygiene in their beds, shelters or cages. It is why we place such a high value on ensuring that animal hygiene is as natural and as perfectly tailored to the specific animal as possible – always with an eye on maximum efficiency and sustainability.

Our unique knowledge when it comes to organic fibre technology has allowed us to create especially high-performing animal hygiene solutions.

Thanks to our consistent use of natural, plant-based materials and perfect functionality through our unique JRS organic fibre technology and utilisation of the latest production procedures, we provide the world of pet lovers with innovative branded product ranges offering the highest quality and performance – without chemical additives – for the benefit of people, animals and the planet.



HYGIENE

- Bedding
- Base Layer

AMUSEMENT

- Top Bedding

NUTRITION

- Food/Products for rodents

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JRS COMPANY GROUP

Innovative technology

JRS is the technological and world market leader in the field of natural, functional organic fibres and additives. The innovative and, in this form, unique JRS organic fibre technology is used today in virtually all areas of modern industry. Versatile functionality and specific features add real value to the JRS animal hygiene products – like the special Active Wood Fibre Technology procedure for the technological refinement of active wood fibres, which was developed especially for Cat's Best®.

Quality and safety

JRS stands for the very highest demands in terms of quality and safety. Natural, renewable organic fibres are processed by means of state-of-the-art, environmentally friendly production processes and turned into added-value products with very special functional properties. QM-certified pursuant to ISO, PEFC, Bio, EnMs, individual customer audits, etc.

International JRS network

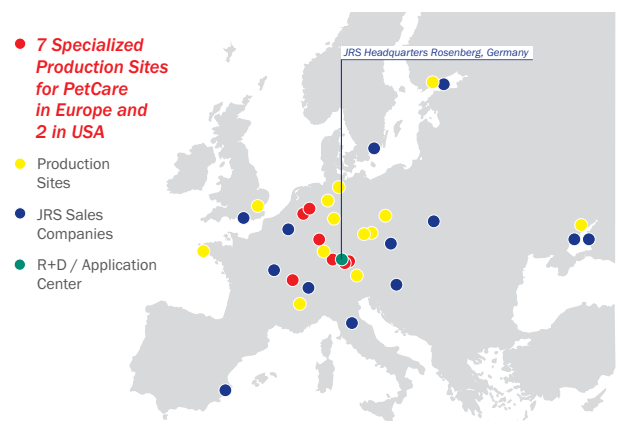
We are always there for you: International JRS consulting, sales and logistics structures, a comprehensive technology and service network and highly specialized production locations in Europe, Asia and America work together to ensure perfect quality, availability and customer proximity. The future-proof system partner for modern trade – especially when it comes to international business!

Competence for competitive edge

Optimum hygiene and bedding solutions for every type of animal and housing environment – JRS Petcare competence provides a powerful product range and argumentation basis for businesses. The JRS competence brand portfolio stands for successful demarcation, profiling and noticeable benefits in a fiercely competitive market. This creates an outstanding consulting edge, trust and long-term customer loyalty.

Over 145 years of tradition in technology

The independent, owner-managed J. Rettenmaier & Söhne Group (JRS) is a globally active, highly modern group of technology companies with over 3,500 employees across 90 production and sales locations. The popular brands from the broad JRS animal hygiene range stand for more than just financial success: they are also socially and ecologically responsible.



FIBRES FROM NATURE

CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE

TRIPLE COMPETENCE

PET

Specialist animal-related know-how

The responsible interaction of nature and technology provides the ideal conditions for efficient animal care which meets every pet's needs. Thanks to their unique functionality, our products sustainably support animal hygiene, health and emotional well-being.

PRODUCT

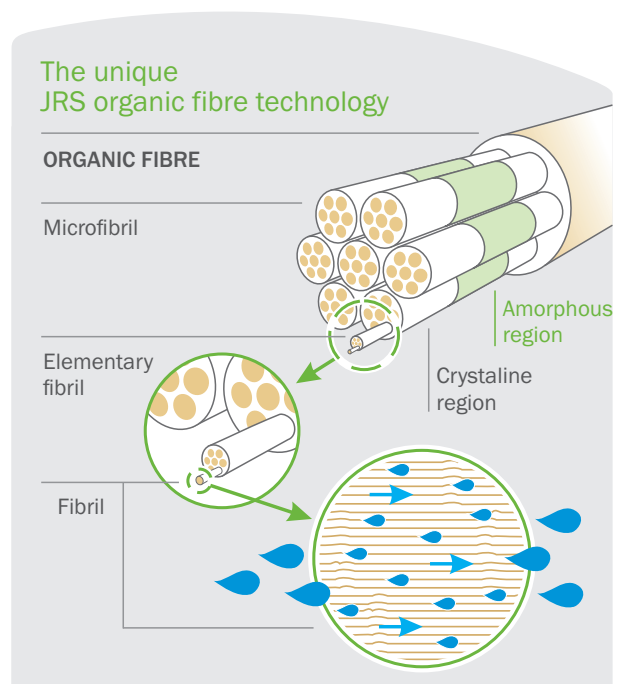
Unique products for animal hygiene which meets every pet's needs thanks to JRS organic fibre technology

Nature shows us how to do it: in the plant world we can see a whole host of valuable functions and characteristics that nature has created. Using our innovative JRS organic fibre technology, we apply a set of complex, highly developed technical processing and procedural steps, such as the exclusive Active Wood Fibre Technology for Cat's Best®, to render these gifts of nature usable in modern animal hygiene. We only use selected, high-quality plant materials, which are subject to stringent quality controls. Always without chemical additives – making them simultaneously ecological, highly functional and economical. Always in the interest of the ecological material cycle.

ADVICE

Individual solutions for humans and animals

The JRS competence range offers tailored hygiene solutions for every pet, wherever it is kept. This unbeatable combination of numerous dedicated products and special functional characteristics forms the basis for individual, needs-oriented advice in a specialist retail setting, providing an effective means of generating customer loyalty.



KNOWING WHAT ANIMALS NEED

CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE

Cat's Best®

100% Organic litter

**The global leader for plant-based cat litter –
with exclusive active wood fibres**

NEW PERFORMANCE STANDARDS

Plant fibres are technologically refined with the help of Active Wood Fibre Technology, which has been especially developed for Cat's Best®. The active wood fibres acquired through this method are able to absorb urine and odours and to bind them over the long-term. Unlike mineral litter, Cat's Best® is the next generation of cat litter.

CLEANLINESS AND VERSATILITY

Cat's Best® – 100% plant-based litter, especially tailored to cats' needs:

Cat's Best® Original actively combats odours, naturally,
Cat's Best® Smart Pellets prevent dispersal,
Cat's Best® Sensitive offers naturally anti-bacterial hygiene in the cat litter tray.

SELL INNOVATION

Cat's Best® is especially cat-friendly. It is a sustainable animal hygiene product with a unique way of functioning: thanks to its absorption, odour control and economy, it has revolutionised feline hygiene. Whether the cat's owner chooses the tried-and-tested Cat's Best® Original, Cat's Best® Smart Pellets or Cat's Best® Sensitive, they are opting for an innovative, highly functional alternative in the cat litter aisle.

*Intelligent Capillary System





CAT HYGIENE FOR A NEW AGE

The innovative cat litter that
combines nature and science.

CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE

BRAND STORY

Cat's Best® reinforces the product's premium positioning as well as creating a long-lasting purchasing incentive.

- Strong shelf impact – for many consumers, Cat's Best® will be the first organic cat litter they have encountered
- A range of products each with clearly distinct features
- Clear brand recognition and lasting customer loyalty
- Great potential for attracting new customers – Cat's Best® is perceived as the market leader from organic cat litter.

Cat's Best® is totally sustainable

No trees are felled to create Cat's Best®. It is manufactured solely from PEFC-certified secondary wood products – it is totally natural and does not contain chemical additives. Cat's Best® is eco-friendly – while mineral litter can only be disposed of in landfill, Cat's Best® is fully biodegradable and can even play a valuable role in waste disposal: it can be used to create energy and heat, in waste incineration or bio-methanisation.

*Be sure to check your local disposal regulations!



Active against urine and odours

 clumping
  stops odours
  biodegradable
  economical
  flushable*



Naturally anti-bacterial

 clumping
  soft paws
  biodegradable
  economical
  flushable*



Prevents tracking

 clumping
  prevents tracking
  biodegradable
  economical
  flushable*



Non-clumping and high absorption

 non-clumping
  biodegradable
  dust free

Cat's Best® – set apart by the brand story

As a cat litter that combines nature with technology, Cat's Best® is the first cat litter of its kind. The innovative Active Wood Fibre Technology refines the active wood fibres so that they can absorb and encapsulate up to 7 times their own weight in urine, totally natural, lightning quick and reliable right down to the last drop: no moisture and no unpleasant smells.

Cat's Best® Original is up to 3 times more absorbent than conventional pellets and can be left in the cat litter tray for up to 5 weeks before needing to be fully replaced.



A neat solution for cats, people and nature

Besides the natural ingredients, Cat's Best® also contains a whole host of plant-fibre technology. Cat's Best® Original is now even more homogeneous, compact and absorbent: manufactured from unique active wood fibres, it forms a natural barrier against liquid leaking out of the cat litter tray and onto the floor. Thanks to the exclusive Active Wood Fibre Technology process, active wood fibres are enhanced so that they can absorb liquid extremely quickly and lock it in over the long term – a totally natural way to ensure maximum protection against leakages.





YOUR AWARD-WINNING CATEGORY DEVELOPER IN THE CAT LITTER SEGMENT

**Cat's Best® – the most
advertised cat litter brand
since 2018² ...**

**... and the market leader in
German specialist retail³**

+22%
TURNOVER⁴

+28%
ROTATION⁵

+5,3%
MARKET SHARE

+1,4 Mio
MORE PEOPLE
ARE FAMILIAR WITH
CAT'S BEST®⁶

+45%
PROMOTION
TURNOVER⁴

**Active TV, online and
promotional campaigns**



Cat's Best® Original – active against urine and odours

- Unique odour absorption thanks to technologically refined active wood fibres
- 700% more absorbent with natural protection against leaks
- Up to 3 times more absorbent than conventional litter
- With exclusive Active Wood Fibre Technology
- Low-dust, very economical, a little goes a long way
- Low weight, easy to transport
- Biodegradable

As a clumping cat litter, Cat's Best® Original harnesses the power of technologically refined active wood fibres. These fibres are created through the Active Wood Fibre Technology procedure. Liquids and odours are effectively absorbed and encapsulated deep within the pellets. So Cat's Best® Original can be left in the cat litter tray for up to 5 weeks before needing to be fully replaced.



HYGIENE

GRANULATE

¹From GfK Consumer Scan 2021/2022, 30,000 households, change in market share, turnover, market penetration, in the cat litter category. ²From Nielsen Media Research. ³From IRI Infoscan, YTD Q1/2020 vs Q1/2019, specialist retail; market share value in the cat litter category. ⁴From IRI Infoscan, YTD Q1/2020 vs Q1/2019, supermarkets>200sqm + DM+A/L/N+specialist retail, cat litter category; turnover, market share value, promotional sales in the category. ⁵Cat litter. ⁶From IRI Infoscan, YTD Q1/2020 vs Q1/2019, supermarkets>200sqm; rotation value in the cat litter category. ⁷From GfK eBus Feb 2020.



2,9 kg / 8 L

7,2 kg / 20 L



2,5 kg / 5 L

5 kg / 10 L

10 kg / 20 L

Cat's Best® Sensitive – naturally anti-bacterial

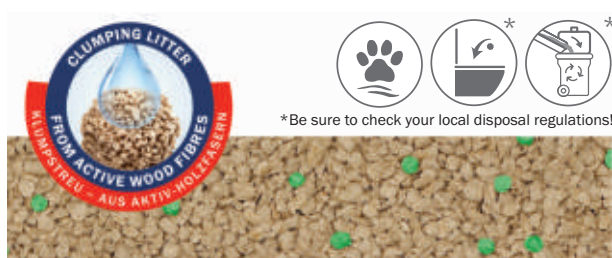
- Unique odour absorption thanks to technologically refined active wood fibres
- Super absorbent, up to 800% moisture absorption
- Naturally anti-bacterial, soft on the paws
- Very economical – a little goes a long way
- Biodegradable

Cat's Best® Sensitive has been especially developed for sensitive cats and is very soft on the paws thanks to its fine grain. Cat's Best® Sensitive harnesses the power of refined active wood fibres, which effectively absorb liquids and odours and lock them in for good. This ensures lasting, beneficial and natural cleanliness in the cat litter tray. Make cat hygiene easier – Cat's Best® Sensitive is naturally anti-bacterial, lighter and up to 3 times more absorbent than regular cat litter.

Cat's Best® Smart Pellets – prevent tracking

- Unique odour absorption thanks to technologically refined active wood fibres
- Super absorbent, up to 700% moisture absorption
- Up to 3 times more absorbent than conventional litter
- Non-sticky
- Very economical – a little goes a long way
- Biodegradable

Make cat hygiene more pleasant with Cat's Best® Smart Pellets – the special pellet shape prevents them from sticking to the fur and paws, and thus prevents it being carried outside the litter tray. Cat's Best® Smart Pellets harness the power of refined active wood fibres. They quickly and effectively absorb liquids and odours and lock them in for good – in a totally natural way. This ensures lasting, beneficial and natural cleanliness in the cat litter tray.



HYGIENE

FINE GRANULATE



HYGIENE

SMART PELLETS

CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE



Strawberry
5,5 kg / 10 L 4 kg / 7 L 5,5 kg / 10 L 11 kg / 20 L 22 kg / 40 L

Multi-purpose plant-based litter for cats, birds and small pets

- Highly absorbent
- Locks in moisture
- Absorbs odours
- Non-clumping
- Biodegradable
- Also available with a natural strawberry scent

Cat's Best® Universal is made from 100% plant-based fibres and is the multi-purpose hygienic litter for households with several different types of pets. Thanks to their high absorbency, the non-clumping Cat's Best® Universal hygiene pellets are ideal for use in cages and pet homes, either as complete bedding or as additional bedding for areas prone to moisture, such as near drinking water.



*Be sure to check your local disposal regulations!



HYGIENE

PELLETS – NON-CLUMPING



ACCESSORIES



CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE



Cat's Best® Cat's Best Litter Scoops, for low material consumption

- Lattice spacing of 7 or 9 mm, specially designed for Cat's Best®
- With an extra scraper edge for removing stubborn soiling
- Ergonomically shaped, extra strong

The green scoop has been especially designed for Cat's Best® Original and Cat's Best® Sensitive; while the golden scoop is for Cat's Best® Smart Pellets.



Cat's Best® 2 in 1 Spoon-Clip

- Precise dosage
- Neat fastening for the open packaging thanks to the clip on the handle

The new Cat's Best® Spoon-Clip neatly seals the packaging and ensures that you use the perfect amount of litter when refilling.



Cat's Best® Anti-Strand-Effect Mat – catches cat litter!

- Soft on the paws, 5 mm pile
- Non-slip, flexible fibres
- Dirt- and water-repellent
- Extra wide (60x36 cm), also suitable for XXL sizes

The extra wide Anti-Strand-Effect mat effectively collects cat litter thanks to its surface structure and is soft on the paws.



Cat's Best® Hygiene Guide

- Valuable tips from the experts
- All you need to know about cat hygiene
- 48 pages, A5

Our informative and easy-to-read guide contains expert tips and essential information about cat hygiene.



NATURALLY PERFECT FOR EVERY TYPE OF PET

The CHIPSI competence brand programme is precisely coordinated to suit the individual needs of various pet groups – CHIPSI, the attractive, comprehensive pet bedding range for rodents, birds and exotic animals, with triple competence: Animal – Product – Advice.

NATURALLY INDIVIDUAL

TOP products for the most discerning ecological and quality demands – also with a certified bio quality label – pure and untreated, guaranteed not to contain any chemical additives – unadulterated quality made by nature! Made from a wide variety of plant materials, with a specific functional profile. Extraordinary added-value hygiene product solutions thanks to innovative JRS organic fibre technology: Unique, highly functional, natural and profitable. The proficient recipe for succeeding in the face of price pressure in the bedding chips segment.

NATURALLY BETTER ADVICE

Better advice: JRS competence ranges offer exactly the right hygiene solution for every pet and its environment: the basis for needs-oriented advice.

It is thanks to added-value products that pet shop sales staff are so in demand as trusted advisers and knowledgeable contacts: specialists and partners in all pet hygiene-related matters!

Make use of the CHIPSI competence brand programme to ensure your competitive lead!

ALWAYS
THE RIGHT
BEDDING
FOR EVERY
PET





CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE



4,3 kg / 10 L

8,6 kg / 20 L

17,2 kg

HYGIENE POWER for pets and farm animals

- ULTRA odour-binding
- ULTRA absorbent
- Soft on paws
- High yield and economical
- 100% biodegradable

With CHIPSI ULTRA, the innovative structurally-fine granulate, JRS offers you an attractive, special bedding product. CHIPSI ULTRA is extremely absorbent and has exceptional yield. The structurally-fine granulates disintegrate in the cage into a soft and cozy bedding. With its ultra-strong odour-binding, CHIPSI ULTRA is specially designed for the needs of pets in a home environment.

NEW Hobby Farming with CHIPSI ULTRA! The perfect hygiene solution for farm animals too – now in XXL format.



HYGIENE

SOFTWOOD GRANULATE



3,4 kg

15 kg

24 kg

SUPER CLEANLINESS for pets and farm animals

- SUPER dust and germ-free
- SUPER absorbent
- SUPER odour-binding
- Super economical
- 100% biodegradable

CHIPSI SUPER soft wood granulate is a new, very effective and super absorbent bedding product. Thanks to an enlarged capillary surface, this bedding granulate offers more suction capacity, improved moisture absorption and extremely effective odour-binding. Its high efficiency and the resulting savings on materials makes CHIPSI SUPER the most innovative, modern and economic bedding alternative. There is currently no comparable product on the market! CHIPSI SUPER is practically dust and germ-free and as such optimally suited for allergy-susceptible or sensitive small pets.

NEW Hobby Farming with CHIPSI SUPER! The perfect hygiene solution for farm animals too – now in XXL format.



HYGIENE

SOFTWOOD FINE GRANULATE



4,4 kg



3,2 kg

Hygiene pellets with a natural active odour blocker – natural long-term protection against odour-intensive bacteria

- Best odour-binding on the basis of a natural active odour blocker
- Long-term protection against odour-causing bacteria
- Natural function that actively captures odours
- Excellent liquid absorption
- 100% natural, without chemical additives
- Dust free

CHIPS I UNIVERSAL PLUS hygienic pellets, with high absorbency and dust-free, with active odour capture function, perform an effective action against odours that form over time due to the presence of bacteria. The extraordinary and innovative complex of active substances – a natural plant extract – eliminates bacteria thanks to its antimicrobial action, improves the air and allows you to use the litter longer.



HYGIENE

HYGIENE-PELLETS

Hygiene chips with a natural active odour blocker to eliminate naturally active bacteria and sustainably prevent odours

- Best odour-binding on the basis of a natural active odour blocker
- Eliminates bacteria and permanently avoid the formation of odours
- Natural complex of active substances that protects effectively for a long time
- Excellent liquid absorption
- 100% natural, without chemical additives
- Excellent yield

CHIPS I CLASSIC PLUS soft hygienic chips, with an active odour capture function, prevent the formation of unpleasant odours, improve the air and allow the litter to be used longer than normal shavings. The extraordinary and innovative complex of substances – a natural plant extract – eliminates bacteria and prevents their reappearance thanks to its antimicrobial action and thus actively avoids the formation of bad smells.



HYGIENE

HYGIENE-CHIPS



4 kg

Soft wood-shavings with cellulose fibres for activity and nest-building

- With cellulose fleece flakes (colourfast)
- Promotes the play instinct
- Encourages nestbuilding
- Exceptionally absorbent
- Outstanding odour neutralisation
- Biologisch abbaubar

CHIPS! FUN, fun, coloured bedding made from natural soft wood shavings and colour-fast fluffy cellulose flakes, brings variety and colour into small pets' lives. The ideal activity and play material for small pets encourages play and motivates pets to build nests. CHIPS! FUN coloured bedding is characterized by its high absorbency and excellent odour binding; it ensures hygienic cleanliness; is dust-free and biodegradable.



HYGIENE/AMUSEMENT

SOFT WOOD-SHavings / CELLULOSE FIBRES



12 kg / 20 L

The pet litter all-round genius for all your pets: CHIPS! FAMILY

- Extremely absorbent
 - absorbs 400% of its volume of water
- 100% natural plant fibre product
- Biodegradable

They display significantly better absorbency characteristics in comparison to conventional straw, hemp or wood pellets. The perfect litter solution for most pet animals and birds – particularly where there are several different pets to be taken care of. Ideal for daily cleaning. Tried and tested as an additional litter for particularly damp areas, e.g. around drinking troughs, etc.



HYGIENE

MAIZE-HYGIENE-PELLETS



10 L

15 kg



10 L

Compact maize granules, prevents dispersal

- Hygienic
- Super absorbent
- Made from natural corn
- Heavier than softwood products
(does not stick to fur or paws)

This natural product is much heavier than normal softwood shavings and granulate products. It therefore does not stick as easily to the animal's fur and paws and spread around outside the cage. The natural corn product has an individual scent and character that is agreeable to pets.

CHIPSI MAIS – available with lemon scent

- Organic fragrance
- Hygienic
- Super absorbent
- Made from natural corn
- Heavier than softwood products
(does not stick to fur or paws)

CHIPSI MAIS CITRUS has an additional natural lemon fresh scent.



HYGIENE

MAIZE-GRANULATE



HYGIENE

MAIZE-GRANULATE



1 kg

3,2 kg

12,5 kg

20 kg

PROVEN QUALITY for pets and farm animals

- Hygienic
- Absorbent
- Odour-binding
- Practically dust-free

CHIPSİ CLASSIC has been used successfully for years as a natural pet litter product. The dedusted softwood shavings ensure a soft and hygienic nest. The natural shavings are made from specially chosen domestic fir and spruce woods, that are from their very compositions absorbent, odour-binding, and guarantee a pleasant environment, just right for pets.

NEW Hobby Farming with CHIPSİ CLASSIC! The perfect hygiene solution for farm animals too – now in XXL format.



1 kg

3,2 kg

The classic, also available with a natural lemon scent

- With a natural lemon scent
- Pure organic scents
- Binds unpleasant odours
- Extremely absorbent

CHIPSİ CITRUS is the classic pet litter with a strong, fresh, natural scent. The scent is based on a totally natural lemon fragrance without chemical additives.



HYGIENE

SOFTWOOD SHAVINGS



HYGIENE

SOFTWOOD SHAVINGS



1 kg

3,2 kg



3,2 kg

The classic, also available with a natural apple scent

- With a natural apple scent
- Pure organic scents
- Binds unpleasant odours
- Extremely absorbent

CHIPSI GREEN APPLE is the classic pet litter with a fresh, natural scent. The scent is based on a totally natural apple fragrance without chemical additives.

The classic, also available with a natural strawberry scent

- With a natural strawberry scent
- Pure organic scents
- Binds unpleasant odours
- Extremely absorbent

CHIPSI STRAWBERRY is the classic pet litter with a strong, fresh, natural scent. The scent is based on a totally natural strawberry fragrance without chemical additives.



HYGIENE

SOFTWOOD SHAVINGS



HYGIENE

SOFTWOOD SHAVINGS

CAT'S BEST

CHIPSI

MISCELLANEOUS

ANIMALS

SERVICE



NEW



14 L

60 L

NEW



10 L

50 L

CHIPSI CAREFRESH® ORIGINAL – the 5-in-1 feel-good bedding

- Cuddly soft and warming
- 2.5 x more absorbent than conventional shavings
- 99% dust free for easy clean-up
- 5-Day odour control
- Environmentally friendly

The soil-coloured cellulose ORIGINAL flakes add a natural flair to animal cages. We love animals and we want them to feel at ease.

The CHIPSI range of pet litter provides everything that your pet's heart could desire – and there are no chemical additives. Animals are better off with products that suit their needs.

Just like CHIPSI CAREFRESH®, the bedding that ticks 5 boxes in one: it is super soft, warm, extra dry, hygienic and stimulating.



Cuddly soft



Warming



Extra dry



Hygienic



Stimulating



HYGIENE/AMUSEMENT

NATURAL CELLULOSE

CHIPSI CAREFRESH® PURE WHITE – the 5-in-1 feel-good bedding

- Ultra soft and comfortable
- 2.5 x more absorbent than conventional shavings
- 99% dust free for easy clean-up
- 5-Day odour control
- Environmentally friendly

PURE WHITE provides a pleasant, hygienic and feel-good atmosphere in the rodent cage.

The innovative, comfort CHIPSI CAREFRESH® bedding is refreshingly different!

The extra long, soft, bleached, natural cellulose fibres ensure hygiene and cleanliness in the cage and are environmentally friendly and biodegradable to boot.



Cuddly soft



Warming



Extra dry



Hygienic



Stimulating



HYGIENE/AMUSEMENT

NATURAL CELLULOSE



NEW



10 L

50 L

CHIPSI CAREFRESH® CONFETTI – the 5-in-1 feel-good bedding

- Colourful and fun with EU-approved dyes
- 2.5 x more absorbent than conventional shavings
- 99% dust free for easy clean-up
- 5-Day odour control
- Environmentally friendly

The name says it all: CONFETTI creates a colourful world so your pets can feel right at home. The comfort bedding comes in fantastic colours and practical sizes and offers tried-and-tested animal hygiene benefits. The bedding keeps the cage lovely and dry, while the natural cellulose fibres are far more absorbent than normal wood-shavings.

The soft flakes provide lovely warmth and come in wonderful, bright colours: a rainbow of colours! Plus, it is great fun for the animals to make a lovely, soft bed for themselves out of the bedding.



Cuddly soft



Warming



Extra dry



Hygienic



Stimulating



HYGIENE/AMUSEMENT

NATURAL CELLULOSE



CAT'S BEST

CHIPSI

MISCELLANEOUS

ANIMALS

SERVICE



M (40 x 25 cm)

L (45 x 95 cm)

XL (50 x 115 cm)



3 kg / 30 L

20 kg

Heat-insulating rodent mat to stimulate play and nest-building

- Practically dust-free
- Very absorbent
- Very odour-binding
- Suitable for allergy sufferers

The healthy climate and heat-insulating rodent mat from CHIPS! CLIMATE FLOOR hemp mats for small animals motivates pets to play, gnaw and build nests. The hemp mats are practically dust-free, hygienic and suitable for allergy sufferers, making for a pleasant, clean environment.

PURE CLEANLINESS for pets and farm animals

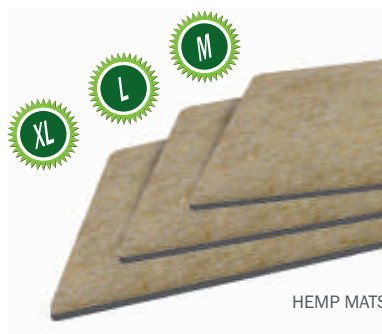
- Very absorbent
- Very odour-binding
- Suitable for allergy sufferers
- No chemical additives

CHIPS! CLEAN hemp bedding for small animals is ideal for pets and people. A dry floor ensures that the pet's cage remains clean. The practically dust-free, carefully cleaned hemp litter is hygienic and is suitable for allergy sufferers.

NEW Hobby farming with CHIPS! CLEAN! The perfect hygiene solution for farm animals too – now in XXL format.



AMUSEMENT/HYGIENE



HEMP MATS



HYGIENE



HEMP BEDDING



20 g

CHIPS! NESTING ACTIVE stimulates rodents' natural play instincts

- Promotes rodents' instincts to play
- Provides a long-lasting activity
- Prevents dental problems
- Practically dust-free
- 100% organic fibres

CHIPS! NESTING ACTIVE is made from untreated plant-based fibres and, as a natural play material, is an ideal supplement to regular litter. The wide, loose structure of CHIPS! NESTING ACTIVE stimulates rodents' natural instinct to play and encourages them to spend hours nesting and playing.



AMUSEMENT

ORGANIC FIBRE CURLS



CAT'S BEST

CHIPS!

MISCELLANEOUS

ANIMALS

SERVICE



ASPEN FINE GRANULATE



ASPEN GRANULATE



SOFT AND COSY Perfect for sensitive pets

- Practically dust-free
- Heat treated, hygienic
- Good odour control
- Good absorption
- Natural, without chemical additives
- Sustainable, biodegradable

The paw-friendly, extra-fine premium bedding CHIPSI® ASPEN Fine is the perfect hygienic and pleasantly soft substrate for sensitive small mammals. Due to the technical drying process, the moisture content of CHIPSI® ASPEN is less than 10%, thus preventing harmful bacteria or mould development.

The light-coloured fine bedding makes the cosy living environment of small mammals a comfortable oasis of well-being, completely natural and without chemical additives.

RELIABLY CLEAN Perfect for sensitive pets

- Practically dust-free
- Heat treated, hygienic
- Good odour control
- Good absorption
- Natural, without chemical additives
- Sustainable, biodegradable

CHIPSI® ASPEN Original is untreated and specially adapted to the hygiene needs of demanding small mammals and many bird species. The particularly low-dust, heat-treated and absorbent bedding granulate creates naturally safe, clean and species-appropriate living environments.

CHIPSI® ASPEN supports the functional and emotional well-being of small mammals in their familiar living environment and meets the highest husbandry standards. CHIPSI® ASPEN is the hygienic alternative to sand or shavings for sensitive animals and the efficient bedding solution for contemporary, species-appropriate animal hygiene.



HYGIENE

ASPEN FINE GRANULATE



HYGIENE

ASPEN GRANULATE



20 L



8 kg

Tree bark bedding with a natural, fragrant forest scent

- Bark bedding mix
- Fresh, spicy aroma
- Smells pleasantly of the forest
- Natural-looking
- Heat treated
- Absorbent
- Odour-binding

CHIPS I FOREST FRESH bark bedding mix for small animals is fresh, aromatic and ideal for rodents and birds. They will enjoy the authentic forest aroma and hygienic cage.

The CHIPS I FOREST FRESH bark mix copies a typical European mixed forest. The renewable raw materials are natural-looking; sourced from sustainable forestries and biodegradable.

Naturally anti-microbial, actively combats mould

- Hygienic and absorbent
- Light and highly effective
- Dust-free
- Germ-free and spores-free
- Prevents mouldiness

CHIPS I EXTRA SOFT is a natural bedding material for aviaries, terraria and cages. It offers special hygiene properties and, as such, is a highly functional alternative to conventional litter and bedding materials. Softwood chips with particularly hygienic characteristics are the versatile solution for birds, exotic animals and many small pets.



HYGIENE

BARK BEDDING MIX



HYGIENE

SOFTWOOD-CHIPS

CAT'S BEST

CHIPS I

MISCELLANEOUS

ANIMALS

SERVICE



2,8 kg / 10 L

15 kg



2,8 kg / 10 L

15 kg

Top quality for dry terraria and aviaries:

- Hygienic
- Dry
- Dust-free
- Locks in odours
- Absorbent

Large zoos and animal facilities across many European countries have been putting their trust in the first-class quality of CHIPSI EXTRA for several years.

The dust-free product is gentle on animals' sensitive respiratory organs and creates a natural, hygienic environment. CHIPSI EXTRA is the ideal alternative to sand or wood-shavings: the technologically refined beechwood granulate has been especially adapted to suit the needs of reptiles, various types of bird and demanding small animals.

CHIPSI EXTRA Small for small lizards, birds, tarantulas, etc.

Top quality for dry terraria and aviaries:

- Hygienic
- Dry
- Dust-free
- Locks in odours
- Absorbent

CHIPSI EXTRA Medium gives exotic animals, which have special requirements when it comes to care and conditions, precisely what they need:

thanks to our unique expertise and innovative plant-fibre technology, the hygienic solid wood product is a highly functional bedding, which, thanks to its special grain size, has been perfectly adapted to suit the needs of exotic animals.

CHIPSI EXTRA Medium for smaller reptiles, large birds, etc.



HYGIENE

BEECHWOOD-GRANULATE



HYGIENE

BEECHWOOD-GRANULATE



2,8 kg / 10 L

15 kg



15 kg

Top quality for dry terraria and aviaries:

- Hygienic
- Dry
- Dust-free
- Locks in odours
- Absorbent

Responsibly combining nature and technology creates the best conditions for high-performance animal hygiene to suit the specific animal in question.

Special animal expertise and a unique plant-fibre technology, based on renewable, plant-based raw materials, create individual, highly functional bedding solutions like CHIPSI EXTRA for optimal animal hygiene.

CHIPSI EXTRA XXL for larger reptiles, snakes, large birds, etc.

Top quality for dry terraria and aviaries:

- Hygienic
- Dry
- Dust-free
- Locks in odours
- Absorbent

CHIPSI EXTRA MAX is the “heavy-weight” in the CHIPSI EXTRA range. It is ideal for dry terraria and aviaries used for larger animals. The extra large beechwood granulate is considerably heavier than normal soft wood-shavings and does not stick to paws or feathers. The dust-free, natural special bedding is gentle on animals’ sensitive respiratory organs and creates a natural, clean and hygienic environment.

CHIPSI EXTRA MAX for large reptiles, large birds, doves and rodents



HYGIENE

BEECHWOOD-GRANULATE



HYGIENE

BEECHWOOD-GRANULATE

CAT'S BEST

CHIPSI

MISCELLANEOUS

ANIMALS

SERVICE



0,8 kg compact

4 kg

10 kg

Selected straw litter to promote natural dental care

- Natural cushioning material
- Specially dedusted
- Hygienic
- Absorbent
- Odour-binding
- Temperature regulating

Premium quality CHIPSIFARMLAND natural straw for small animals is sourced from selected fields. The fully biodegradable, soft bedding for rodents and small animals is absorbent, odour-binding and extremely suitable as a natural cushioning material for nest building. The fresh aroma of CHIPSIFARMLAND natural straw for small animals encourages pets to gnaw and eat, thus aiding natural wearing down of teeth and also serving as a daily fibre supplement.

NEW Hobby farming with CHIPSIFARMLAND! The perfect hygiene solution for farm animals too – now in XXL format.



NUTRITION/HYGIENE

NATURAL STRAW



1 kg compact

4 kg

10 kg

Rich in nutrients, stimulates the natural metabolism

- Nutrient-rich single feed
- High fibre content
- High biodiversity
- Supports digestion
- Dust specially removed

CHIPSISUNSHINE meadow hay with delicious grasses, herbs and flowers is a key single feed for the natural nutrition of pets and farm animals.

The nutrient-rich plant-based foodstuff contains vitamins and minerals and is especially beneficial thanks to the high fibre content.

NEW Hobby farming with CHIPSISUNSHINE MEADOW HAY! The healthy plant-based feed, also for farm animals – now in XXL format.



NUTRITION/HYGIENE

MEADOW HAY



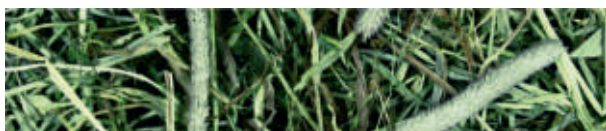
800 g

Meadow Timothy hay for the necessary dental abrasion

- Promotes the necessary dental abrasion thank to the exceptionally strong stalk structure
- High-quality feed supplement for pets and farm animals
- High in raw fibre and nutritional content
- Premium fibres support digestion and metabolism

CHIPSI SUNSHINE TIMOTHY HAY is a beneficial plant-based feed made from the finest meadow Timothy grass from luscious meadows with a high biodiversity. The extremely strong stalk structure promotes the required dental abrasion for pets and farm animals.

The high-quality feed supplement with a high fibre content does not just taste delicious; it also supports the animals' digestion and metabolism thanks to its valuable roughage.



NUTRITION/HYGIENE

TIMOTHY HAY



DE-ÖKO-006



600 g



1 kg



3 kg

Organic mountain meadow hay, straight from NATURE

- From organically controlled cultivation
- Pure and untreated, without chemical additives
- Gently dried and highly dedusted
- Nutrition rich in fibre
- Excellent digestibility

CHIPSI SUNSHINE BIO PLUS organic mountain meadow hay is a 100% organic, natural product. The nutrient-rich, field-dried organic mountain meadow hay comes from mountain meadows rich in vitamins and minerals and distinguished by their high biodiversity. It is a high-quality complete feed for the natural nourishment of pets and farm animals: it has a high fibre content, naturally supports dental care, stimulates digestion and helps to provide a healthy gut bacteria.

Organic quality from strictly controlled, organic farming, pure and unprocessed, free from chemical pesticides and mineral fertilisers.



NUTRITION

ORGANIC MOUNTAIN MEADOW HAY



600 g

Organic mountain meadow hay with delicious organic apples

- High-quality feed for pets and farm animals
- High fibre content
- From nutrient-rich meadows with a high biodiversity
- Supports digestion
- Gentle drying process

CHIPSI SUNSHINE BIO PLUS organic mountain meadow hay with delicious organic apple is a 100% organic, natural product. A healthily varied meal plan is important, because the animals would eat a mixed diet if they were in the wild: herbs, flowers, fruit and vegetables don't just make the meals more interesting; they also keep the animals busy, as the small animals first need to pick out the treats from the feed.

Organic quality from strictly controlled, organic farming, pure and unprocessed, free from chemical pesticides and mineral fertilisers.



NUTRITION ORGANIC MOUNTAIN MEADOW HAY WITH ORGANIC APPLES



600 g

Organic mountain meadow hay with sweet organic carrots

- High-quality feed for pets and farm animals
- High fibre content
- From nutrient-rich meadows with a high biodiversity
- Supports digestion
- Gentle drying process

CHIPSI SUNSHINE BIO PLUS with sweet organic carrots is a 100% organic, natural product. Like humans, animals also need a varied diet. Herbs, flowers, fruit and vegetables – animals eat a varied diet in nature too. And this has been our inspiration for CHIPSI BIO mountain meadow hay: a balanced mix of foodstuffs to ensure that small animals stay healthy.

Organic quality from strictly controlled, organic farming, pure and unprocessed, free from chemical pesticides and mineral fertilisers.



NUTRITION ORGANIC MOUNTAIN MEADOW HAY WITH ORGANIC CARROTS



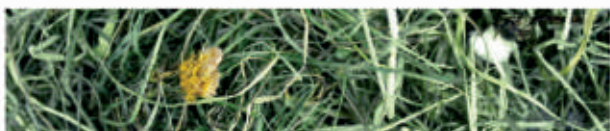
600 g

Organic mountain meadow hay with piquant organic dandelion

- High-quality feed for pets and farm animals
- High fibre content
- From nutrient-rich meadows with a high biodiversity
- Supports digestion
- Gentle drying process

CHIPSI SUNSHINE BIO PLUS organic mountain meadow hay with piquant organic dandelion is a 100% organic, natural product. Small sizes for big diversity – the high-quality single feed comes in a handy 600g pack. Enriched with dandelion, it provides more flavour and healthy variety for small animals.

Organic quality from strictly controlled, organic farming, pure and unprocessed, free from chemical pesticides and mineral fertilisers.



NUTRITION ORGANIC MOUNTAIN MEADOW HAY WITH ORGANIC DANDELIONS



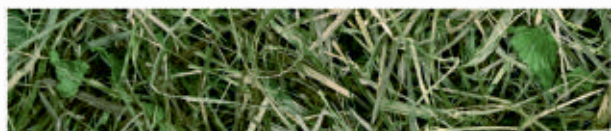
600 g

Organic mountain meadow hay with refreshing organic peppermint

- High-quality feed for pets and farm animals
- High fibre content
- From nutrient-rich meadows with a high biodiversity
- Supports digestion
- Gentle drying process

CHIPSI SUNSHINE BIO PLUS organic mountain meadow hay with refreshing organic peppermint is a 100% organic, natural product. Fancy a fresh twist on feed? No problem! Our organic mountain meadow hay comes with a tasty extra: enriched with green peppermint, it offers a unique taste experience and ensures healthy variety for your small animals!

Organic quality from strictly controlled, organic farming, pure and unprocessed, free from chemical pesticides and mineral fertilisers.



NUTRITION ORGANIC MOUNTAIN MEADOW HAY WITH ORGANIC PEPPERMINT

AND EVEN MORE PETCARE ...

Natural litter products – inspired by nature

Our company has been producing natural litter products to meet animals' needs for over three generations. Our motto: the perfect hygiene solution for every animal and every environment. Even where this means that we sometimes have to move into new niches.

Dog's Best – special litter for dog toilets

The ideal addition to walking the dog. Cat litter trays have been accepted as a safe and hygienic solution for households for years. But dog toilets?

In our modern, urban environments, it is not always possible to let city dogs outside to do their business. Then there are the employed dog owners and older, frail or ill owners who cannot always take their dogs out for a walk.

Pet's Dream – quality litter for versatile use

The Pet's Dream range – a multi-purpose all-round litter in the PETCARE animal hygiene series. Its unique litter products make it a great addition to the CHIPSI brand. With Pet's Dream, you can do something good for both your animals and the planet: Pet's Dream® snake is the special bedding for professional snake keeping, Pet's Dream paper pure is eco-friendly and made solely from recycled paper;

Pet's Dream universal is an organic natural product made from plant-based fibres and, as such, is 100% biodegradable; while the high-quality Pet's Dream classico natural fibre litter is fully compostable.





4,3 kg / 10 L

Hygienic litter for small dogs and puppies

- The ideal supplement to taking the dog out to 'do its business'
- Natural active odour absorption – thanks to technologically refined active wood fibres
- Clumping, very economical, a little goes a long way
- 100% biodegradable
- Easy to handle, fast acceptance and adaptation

Dog's Best organic dog litter, specially developed for the natural needs of small dogs and puppies, is the practical alternative to taking your dog out to 'do its business' and always on hand if your dog needs to 'go' – also outside of its normal routine! Dog's Best is the perfect option for clean, comfortable, natural indoor hygiene: The purely natural product is gentle on small paws; dust-free and thus also suitable for sensitive dogs. Dogs like the natural scent and can sniff and scuffle just like they always do.

Dog's Best is super absorbent; extremely odour-binding and a convincing indoor solution for small dogs and puppies. Moisture and odours are absorbed quickly and long-term by the fibres' ultrafine capillary system. This stops odours developing over a long period of time – all without chemical additives!



*Be sure to check your local disposal regulations!



HYGIENE

GRANULATE

CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE



NEW



2 kg

8 kg



4,8 kg / 10 L

10 kg

Special bedding for professional snake keeping

- Extra absorbent >140%
- Odour-binding
- Highly dedusted, hygienic
- Thermally treated approx. 120 °C
- Good moisture regulation
- Biodegradable, without chemical additives

Pet's Dream® snake – qualified substrate: recommended by breeders! The extra-soft, light-coloured special bedding for snakes made of thermally treated aspen fine granulate is particularly hygienic: due to its low wood moisture, it prevents harmful bacteria or mould development.

Pet's Dream® snake is almost dust-free, very absorbent and odour-binding and ensures perfect moisture management in the terrarium. The naturally loose special litter is ideal for tunneling and promotes the natural nesting needs of snakes.

Pet's Dream paper pure: from soft recycled paper fibres:

- Lightweight and highly effective
- High moisture absorption (> 230%)
- Soft paper fibres
- Virtually dust and germ-free
- Produced from recycled paper fibres
- 100% biodegradable

The light, versatile litter is suitable for both cats and rodents. A special manufacturing process presses recycled paper fibres into highly effective pellets which are able to absorb over 230% liquid content and are virtually dust and germ-free.

As a product produced solely from recycled paper, Pet's Dream® paper pure is not only particularly environment-friendly and sustainable in manufacturing terms, but over and above this is up to 100% biodegradable – it can be disposed of as compost or household bio-waste.*

**EXTRA
SOFT**



HYGIENE

ASPEN FINE GRANULATE



*Be sure to check your local disposal regulations!



HYGIENE

RECYCLED PAPER PELLETS

Pet's Dream®
universal



4 kg / 7 L

15 kg

Universal hygienic bedding made from organic fibres

- Very productive
- Extra absorbent and odour binding
- 100% organic fibres
- Without chemical additives

Pet's Dream® universal, the universal hygienic litter for rodents, cats and birds, is super absorbent and binds odours without chemical additives. Pet's Dream® universal is an organically-based natural product produced from local fir and spruce timber and 100% biodegradable.

Pet's Dream®
classico



3,2 kg

High quality natural fibre bedding

- Dust-free and cleaned
- Organic fibres
- Very odour binding
- 100% biodegradable

Natural fibre litter for your pets! High quality, natural softwood shavings with high absorbency, dust-free, cleaned and dried. Pet's Dream® classico is antimicrobial and suitable for hamsters, rabbits, guinea pigs and all other rodents.



HYGIENE

ORGANIC FIBRE PELLETS



HYGIENE

SOFTWOOD-SHAVINGS

CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE

HOW TO LOOK AFTER YOUR PETS

People love animals

With our wide range of animal hygiene products, JRS offers the perfect hygiene solution for every animal in every environment. If pet shops can advise their customers what animals need and can stock the right specialist products and provide recommendations for how to look after the animals, pets' quality of life will move up a level. Natural, functional animal hygiene products help animals to lead a long, healthy life, as animals that are kept in a natural way are more resilient and more full of life. Being surrounded by healthy, active and happy animals is a true joy – it rewards both the owner, who wants the best for their animal, and the retailer, who welcomes loyal customers.

Animal hygiene for the animals

The German Protection of Animals Act* obligates anyone who keeps animals in Germany to look after these animals in an appropriate way. The stipulations of this regulation and minimum requirements for keeping animals apply to everyone. Depending on the type of animal, there are certain conditions that those keeping animals must adhere to. They must provide sufficient space, a hygienic environment, sufficient room to move around and suitable feed. But animals also require hygiene solutions that meet their requirements. In order to be both balanced and happy, some animals need playmates and some require entertainment to keep them occupied.

There are also legal requirements stipulating how animals should be transported and what should be done when the animals fall on hard times: what should be done when animals are injured or ill? When can animals be put to sleep? There is a lot to consider when it comes to keeping animals.

For more information, see the UK Animal Welfare Act.

*Please observe the applicable requirements of the UK Animal Welfare Act.



CAT'S BEST

CHIPS

MISCELLANEOUS

ANIMALS

SERVICE

CATS



CATS

- Live in groups or separately
- Separate food and water
- Several meals a day
- A place to withdraw and relax
- Number of cat litter trays = number of cats + 1
- Litter depth: min. 5 - 7 cm
- Remove contaminated litter daily
- Warm and weatherproof shelter for outdoor cats
- Entertainment, suitable equipment for indoor cats, formula: number of cats = minimum number of usable rooms



KITTEN

As soon as kittens start eating solid food, their mothers stop cleaning them. The kitten's toilet should be placed near the cat litter tray by this point at the latest; praise and stroking help to associate the cat litter tray with positive emotions.

Please only use non-clumping, plant-based litter for kittens! This is because kittens sometimes accidentally eat the pellets, which can then clump in their stomachs and intestines causing blockages.



ADULTS

There should always be one more cat litter tray than cats. The location of the cat litter tray should meet the cat's natural requirement for discretion and peace. The ideal cat litter tray is always clean and inviting.

Cat's Best® naturally and efficiently prevents odours and creates a clean and pleasant environment: Cat's Best® Original actively combats odours, naturally; Cat's Best® Smart Pellets stop dispersal and Cat's Best® Sensitive provides natural, anti-bacterial hygiene in the cat litter tray.



SENIORS

Cats gradually begin ageing from the age of 6. Older cats are no longer as agile and they sleep more during the day. This is due to changes to the metabolism and less muscle mass.

With advancing age, cats can often no longer control their bladders. A second quiet location is ideal here: cat litter trays with a low entry point are perfect for older cats.

DOGS



DOGS

- Live in a family-based social structure
- Separate food and water bowls
- 2 - 3 meals a day
- Permanent place to withdraw and sleep
- Dog bed in a quiet, undisturbed and freely accessible location
- Daily walks, movement and activity
- Four walks a day to toilet
- Pick up poo on walks
- Need house-training



PUPPIES

During the first 4 - 5 weeks, puppies go to the toilet wherever they happen to be lying or scrambling around; after this period, a dog toilet with Dog's Best can be used for house-training. Once the puppy has got used to the idea, move the dog toilet closer to the door each day until it is in front of the door. The puppy will now be ready to toilet outside.

The benefits of Dog's Best over gel-filled mats: rapid acceptance, quick to get used to, very compatible. Dogs like the natural odour and they can sniff and scratch – just as they do outdoors – when they do their “business”.



ADULTS

Grown dogs need a lot of exercise and walks. Dogs need to be taken out to do their business four times a day. Sometimes this can be difficult, however. The owner might not be able to manage it, or the dog may be ill, have a disability or need to stay indoors. For example, after an operation, mobility can be seriously limited due to a limp or the healing of a wound.

Dog toilets come in a range of sizes, tailored to suit the needs of small to medium-large dogs.



SENIORS

Dogs and dog toilets?

For most dog owners, they are simply not an option. Until the day the dog gets old. Bladders and kidneys become increasingly ineffective in senior dogs, until they can no longer hold their urine as long.

They need to be let outside more often, and sometimes it is not possible to get there in time, leading to accidents. The dog cannot do anything to prevent this – they are uncomfortable too. A dog toilet with Dog's Best can make life a lot easier at this stage – for both the dog and the owner!

RODENTS



CHINCHILLA

- Keep in groups, min. pairs
- Cage size: For 2 animals, chew-proof room cage with minimum volume of 3 m³ for 2 animals and at least 0.5m³ extra for every additional animal
- Depth of base layer: Min. 10 – 15 cm
- Sand bath
- Nest box: Min. 30 x 20 x 20 cm
- Hay as roughage
- Play/amusement material



DEGU

- Keep in groups, min. pairs
- Cage size (L x W x H in cm): 2 animals min. 100 x 50 x 100 cm, +50 % per additional animal
- Depth of base layer: Min. 15 cm, respectively one third bedding, hay and straw
- Sand bath
- Hay as roughage and chewing material
- Play/amusement material
- Nest construction material



FERRETS

- Keep in groups, min. pairs
- Cage size (L x W x H in m): Min. 6 m² per pair, 1 m² for each additional animal
- Additionally, several levels, minimum height 1.5 m
- “Toilet corners” with bedding
- One sleeping cave / sleeping box per animal, min. 40 x 30 x 30 cm
- Sleeping cave padding material
- Free run every day
- Buried box with sand, earth or layer
- Play/amusement material



GOLDEN HAMSTERS

- Keep singly
- Cage size (L x W x H in cm): Min. 100 x 50 x 50 cm
- Depth of base layer: Min. 20 cm, respectively one third bedding, hay and straw
- Sand bath
- Nest construction material
- Play/amusement material



RABBITS

- Housing systems with rabbit room, combination of free run and cage, at least 150x60x50 cm (LxWxH cm), permanently open, only as a retreat possibility
- Floor space for 2 animals at least 6 m² + 20% per additional animal; + sleeping burrows, resting areas, structural elements, possibility to scratch hollows
- Depth of base layer: Min. 5 cm
- Complete renewal of the base layer: toilet corners daily, otherwise 1x per week
- Hay as roughage
- Play/amusement material



MICE

- Keep in groups
- Cage size (L x W x H in cm): 4 – 5 animals, min. 80 x 50 x 80 cm
- Depth of base layer: Min. 10 – 15 cm
- Mix bedding with hay and/or straw for burrowing: Min. 10 cm deep
- Sleeping houses
- Nest construction material
- Play/amusement material



GUINEA PIGS

- Keep in groups, at least in pairs housing systems: e.g. indoor enclosure and/or outdoor enclosure; barrier-free cage in the enclosure at least 120x60x50 cm (LxWxH cm), permanently open, only as a possibility of retreat
- Base area of at least 2 m², for each additional animal additional area of at least 0.5 m²
- One sleeping cave per animal with 2 exits
- Shelter and hiding places, free run every day
- Hay as roughage, play/amusement material
- Depth of base layer: Min. 5 cm
- Complete renewal of the base layer: toilet corners daily, otherwise 1x per week



RATS

- Keep in groups
- Cage size (L x W x H in cm): For up to 3 animals, min. 100 x 50 x 100 cm
- Tower: Min. 80 x 50 x 120 cm
- Depth of base layer: Min. 15 cm
- Several sleeping houses
- Free run every day
- Play/amusement material
- Chewing material
- Sleeping house
- Upholstery material

RODENTS



MONGOLIAN GERBILS

- Keep in groups
- Cage size (L x W x H in cm):
Min. 2 animals 100 x 50 x 50 cm + mesh attachment
at least 30 cm high; + 25 % for every additional animal
- Depth of base layer: Min. 40 cm, respectively one
third bedding, hay and straw
- Sand bath
- Hay as roughage
- Play/amusement material



DWARF HAMSTERS

- Keep singly, keep in groups to a limited extent*
- Cage size (L x W x H in cm): Min. 100 x 50 x 50 cm
- Depth of base layer: Min. 20 – 30 cm,
respectively one third bedding, hay and straw
- Sand bath
- Shelter possibilities
- Material for building nests and tunnels
- Animal-friendly running wheel
- Play/amusement material

*Tolerance depends largely on the respective
breeding line



CAT'S BEST

CHIPS!

MISCELLANEOUS

ANIMALS

SERVICE

FARM ANIMALS



CHICKENS

- Live in groups
- Stall size: for 4 bantams or 2 standard breed chickens, at least 1 m², for every additional animal, if (temporarily) no run is available, a guideline size of 8 m² for 4 bantams or 2 hens of the standard breeds is to be taken as a basis and 1 m² additionally per further hen or per 2 further bantams, one third needs to be set up as a scratching area
- Exercise area: 5 chickens need around 100 m² in which to exercise
- Covered, dry area with sand bath for plumage care
- Perches with 5 cm diameter for night roosts: approx. 1 m length/4 animals, a droppings board underneath
- Laying nests: at least 35 cm wide, 35 cm deep, 40 cm tall



PIGEONS

- Kept in pairs and flocks
- Dovecot: 4 animals (old pigeons/adults) per 1 m²/2 m³, half this for young pigeons, space should not exceed 2.25 m in height, humidity less than 60%, dust-free
- If free flight is not possible, the animals should have sufficient space in the aviaries
- Floor grille 2-10 cm from the base.
- Pigeon bath with water depth of up to 8 cm
- Space to perch, more spaces than animals for young birds (approx. > 10%)
- Nesting boxes with nest inserts



GEESE

- Live in groups
- Free-range management with extensive run areas: for 2 adult geese at least 400-500 m² or combined stable/run management, stable with 1 m² for 1-2 geese, 120-150 cm high fencing around the pasture area
- Bedded stall with daylight, 1 m² for 1-2 geese, dry and air-permeable
- Housing systems for young animals according to the future housing system
- Access to food and water at all times
- Rest and activity areas
- Shelter in the open to protect from sun and rain
- Space to swim and bathe



QUAILS

- Live in groups: 1 cock for 3-4 hens
- Bedded stall, pen or aviary. Stall or pen 3-4 m² for max. 6 animals; aviary approx. 10 m²
- Protection from predators
- Laying nests: at least 20 cm wide, 20 cm deep, 20 cm tall
- Scratching area
- Heat lamp for winter
- Sand bath



ALPACAS

- Live in groups, min. of two, groups of mares or geldings
- Well-ventilated, draught-free stall with wide exit to the side facing away from the weather, bright but somewhat darker than the surroundings
- Bed surface of around 2-3 m² for each animal
- Functional area for drinking, eating and relaxing
- Pasture for feeding and exercise: at least 1,000 m² for 2 animals; an additional 100 m² for each subsequent animal, fence height approx. 140 cm
- Space in front of the stall with a non-slip surface
- Fenced-in trees (no fruit trees!) for shade
- Water in drinking buckets or from drinking troughs
- For hay feeding in the stable several hay boxes standing on the ground



LLAMAS

- Live in groups, min. of two, groups of mares or geldings
- Well-ventilated, draught-free stall with wide exit to the side facing away from the weather, bright but somewhat darker than the surroundings
- Space in front of the stall with a non-slip surface
- Bed surface of around 2-3 m² for each animal
- Pasture for feeding and exercise: at least 1,000 m² for 2 animals; an additional 100 m² for each subsequent animal, fence height approx. 160 cm
- Fenced-in trees (no fruit trees!) for shade
- Functional area for drinking, eating and relaxing
- Water in drinking buckets or from drinking troughs
- For hay feeding in the stable several hay boxes standing on the ground



DONKEYS

- Live in groups, min. of two, mixed-sex groups, but also pure mare or gelding groups (stallion groups only if the animals know each other well and there are no mares!)
- Stall and outdoor space: stall (m²) = number of animals x (2 x withers height)², at least 10 m² for 2 animals of medium size; height (m) = 1.5 x height at withers, but at least 2 m
- Exercise (without pasture): solid, non-waterlogged area in front of the stall (m²), roughly 3 x stall size, and at least 150 m²
- Functional area for drinking, eating, walking and relaxing
- In the walking and feeding area paved, non-slip floor
- Injury-proof fencing, secured gates (donkeys are escape artists!)
- Areas to interact and withdraw, e.g. trees, stone walls, or walls
- Scrubbing brushes/posts and space to roll around (sand areas)
- A little wood, bark (branches) for nibbling and digestion



MINI PIGS

- Keep in herds
- Stall and pen: an area of at least 6 m²/animal, for a second animal additionally at least 3 m², exercise area per animal at least 10 m²
- Sown runs must be used as rotational pastures to protect the sward and must be considerably larger (> 500 m²)
- Heat-insulated stall ground and resting space, the open side of which is closed by plastic strip curtains and the area of which must be dimensioned in such a way that the animals can lie stretched out in a lateral position (approx. 1 m²), the height should be 30-40 cm above the height of the back (< 100 cm)
- Concrete feeding area, fixed feeding troughs
- Fenced run, at least 80-100 cm high

FARM ANIMALS



SHEEP

- Live in groups
- Bedded stable building with generous outdoor running area, access to pasture area: at least 8 m²/animal: 2 m² stable area, 6 m² outdoor running area
- Inner fencing in the contact area 90-100 cm high, outer fencing of the pasture higher if necessary (at least 120 cm)
- Pasture area, at least 1,500 m² for 3-5 animals, escape-proof running area with dry natural soil
- Grazing area fenced off
- Space to scratch (stakes, brushes)
- Weather protection on the pasture
- Roughage
- Permanent access to fresh drinking water



GOATS

- Live in groups, several goats with one castrated buck
- Light, well-ventilated stall with elevated space to sleep
- Bedded stable building with generous outdoor running area, access to pasture area: depending on animal size, approx. 2-3 m²/animal stable area, escape-proof run approx. 5-8 m²/animal
- Fence height depending on the size of the goats 80-100 cm, in outdoor areas at least 120 cm
- Space to climb in the outside space, piles of stones, wooden blocks
- Weather protection on the pasture
- Roughage
- Permanent access to fresh drinking water



DWARF CATTLE

- Group housing: Group with a fixed social structure
- Stocking density oriented to local conditions
- Bright, littered, well ventilated barn with lying facilities, the air velocity in the barn should not exceed 0.3 m/s in winter and 0.6 m/s in summer, lying area per cattle depending on weight and horn possession
- Outdoor running area and access to pasture areas, dry lying areas and shelters in the pasture, well bedded and repeatedly re-spread, alternatively stationary or mobile shelters
- Breakout-proof fencing of the area, without sharp angles, no sharp-edged or pointed components
- Mobile open straw castles or straw walls made of round bales
- Weather protection on the pasture (hedge, bushes, trees)
- Pasture tankers in combination with self-watering troughs or troughs
- Feeding facilities

BIRDS



LOVEBIRDS

- Keep in groups, min. pairs
- Cage size: (L x W x H in cm): Min. 200 x 60 x 150 cm + 50% more base area for up to two additional pairs
- Free flight every day
- Free flight space of at least 2.5 m³ for up to 3 pairs
- 1 sleeping box per bird
- Bathing facility
- Play/amusement material



AMAZONS

- Keep in groups, min. pairs
- Cage size: (L x W x H in cm): Min. 300 x 100 x 200 cm
- Cage base area: Min. 4 m² +50 % more base area per additional pair
- Free flight every day
- Free flight space of at least 8 m³ for up to two pairs
- Play/amusement and chewing material



BOURKE'S PARROTS

- Keep in groups, min. pairs
- Cage size (L x W x H in cm): Min. 150 x 60 x 100 cm +50 % more base area per additional pair
- Free flight every day
- Free flight space of at least 2 m³ required for up to three pairs
- Water bath
- Sand bath
- Play/amusement material



GOULDIAN FINCHES

- Keep in groups, min. pairs
- Cage size: (L x W x H in cm): Min. 120 x 60 x 100 cm
- From a group of 20 birds, the base area must be increased by 0.05 m² for every additional bird
- Sheltered sleeping place for each bird
- Free flight every day
- Sand bath
- Water bath
- Play/amusement material

BIRDS



GRASS PARAKEETS

- Keep in groups, min. pairs
- Cage size: (L x W x H in cm): Min. 150 x 60 x 100 cm
- Sheltered sleeping place for each bird
- Free flight every day
- Free flight space of at least 2 m³ required for up to three pairs
- Bathing facility
- Sand bath
- Play/amusement material



GREY PARROTS

- Keep in groups, min. pairs:
Only animals of the same species and opposite sex
- Cage size (L x W x H in cm): Min. 300 x 100 x 200 cm +50 % more base area per additional pair
- Cage base area: Min. 4 m² + Free flight
- Free flight space of at least 8 m³ for up to two pairs
- Bathing facility
- Play/amusement material



CANARIES

- Keep in groups
- Cage size: (L x W x H in cm): Min. 150 x 60 x 100 cm +50 % base area for up to two additional pairs
- Free flight every day
- Free flight space of at least 2 m³ for up to three pairs
- Bathing facility
- Play/amusement material



COCKATIELS

- Keep in groups
- Cage size: (L x W x H in cm): Min. 200 x 60 x 150 cm +50 % more base area for up to two additional pairs
- Free flight every day
- Free flight space of at least 2.5 m³ for up to three pairs
- Bathing facility
- Sand bath
- Play/amusement material



ROSELLAS

- Keep in pairs
- Cage size: (L x W x H in cm): Min. 400 x 100 x 200 cm
- Free flight every day
- Free flight space of at least 10 m³
- Bathing facility
- Sand bath
- Play/amusement material



RED-RUMPED PARROTS

- Keep in groups, min. pairs
- Cage size: (L x W x H in cm): Min. 300 x 100 x 200 cm
- Free flight every day
- Free flight space of at least 8 m³ for up to three pairs
- Bathing facility
- Sand bath
- Play/amusement material



BUDGERIGARS

- Keep in groups, min. pairs
- Cage size: (L x W x H in cm): Min. 150 x 60 x 100 cm +50 % more base area for up to two additional pairs
- Aviary floor space at least 2 m²
- For outdoor housing, frost-free shelter (LxWxH): at least 100x50x100 cm
- Branches, twigs, perches
- Free flight space of at least 2 m³ for up to three pairs
- Sand bath
- Water bath
- Play/amusement material



ZEBRA FINCHES

- Keep in groups
- Cage size: (L x W x H in cm): Min. 120 x 60 x 100 cm
- For groups of over 20 birds, the base area of the cage must be increased by 0.05 m² for every additional bird
- Closed nesting boxes / open nesting baskets, which are also used for sleeping
- Free flight every day
- Bathing facility
- Sand bath
- Play/amusement material

REPTILES AND AMPHIBIANS



BEARDED LEAF CHAMELEON

- Live separately
- Terrarium with temperature gradient and large ventilation areas: at least 60 cm long, 30 cm wide, 40 cm tall per animal
- Spotlight with UV light and ground lighting
- Sprinkler system or terrarium spray bottle
- Thermometer and hygrometer to measure temperature and humidity
- Space to climb and hide (e.g. dry foliage, roots and branches)
- Drip bottle
- Unfertilised plants
- 10 cm deep base layer for egg-laying



PANTHER CHAMELEON

- Live separately
- Terrarium with temperature gradient and large ventilation areas: at least 120 cm long, 70 cm wide, 120 cm tall per animal
- Spotlight with UV light and ground lighting
- Sprinkler system or terrarium spray bottle
- Thermometer and hygrometer to measure temperature and humidity
- Space to climb and hide (e.g. cork, roots, branches, lianas)
- Drip bottle
- Unfertilised plants
- 20 cm deep base layer for egg-laying



VEILED CHAMELEON

- Live separately
- Terrarium with temperature gradient and large ventilation areas: at least 120 cm long, 70 cm wide, 120 cm tall per animal
- Spotlight with UV light and ground lighting
- Sprinkler system or terrarium spray bottle
- Thermometer and hygrometer to measure temperature and humidity
- Space to climb and hide (e.g. roots of varied thickness, branches, lianas)
- Drip bottle
- Unfertilised plants
- 20 cm deep base layer for egg-laying



ASIAN WATER DRAGON

- Live separately
- Terrarium with temperature gradient and large ventilation areas: at least 200 cm long, 100 cm wide, 150 cm tall per animal
- Spotlight with UV light and ground lighting
- Heat mat with controller (optional)
- Sprinkler system or terrarium spray bottle
- Thermometer and hygrometer to measure temperature and humidity
- Space to climb and recline (e.g. cork, roots, branches)
- Heated water bowl: min. 80 cm long, 80 cm wide, 20 cm tall
- Unfertilised plants
- 20 cm deep base layer for egg-laying



BALL PYTHONS

- Keep singly, can be kept in groups to a limited* extent
- Terrarium size for up to two snakes (L x W x H in cm) according to the assessment of the German federal ministry of food and agriculture (BMEL):
Total length of the longest snake x half the length x three quarters of the length (L x W x H)
(= behaviourally appropriate accommodation according to the German federal ministry of food and agriculture, status 06/18)
- Ground base which retains moisture
- Wet boxes with loophole (opaque containers with moist base)
- Bathing pool



CORN SNAKES

- Keep singly, can be kept in groups to a limited* extent
- Terrarium size for up to two snakes (L x W x H in cm) according to the assessment of the German federal ministry of food and agriculture (BMEL):
Total length of the longest snake x half the length x three quarters of the length (L x W x H)
(= behaviourally appropriate accommodation according to the German federal ministry of food and agriculture, status 06/18)
- Ground base: Mixture of soil, sand, clay and peat or clay and sand in the proportion 1:3
- Flat stone slabs + bedding
- Bathing pool



GREEK TORTOISES

- Can be kept in groups to a limited** extent
- Outdoor facilities with cold frame/greenhouse, structured with hills, roots and plants
- Area of at least 25 times the carapace length x 10 times the carapace length: a 20 cm tortoise therefore needs a base area of at least 10 m²
- Soil as ground base in cold frame / greenhouse
- Feeding place on stone slab

- Shady places (caves, bushes)
- Shallow water bowl
- Bathing pool
- Warming radiators for transitional periods or periods of bad weather
- 40 cm deep cave with bedding (bark mulch or beech leaves)
- Smooth-walled, secure fencing, at least 40 cm high

* Sexually mature animals of the same species in appropriate proportion:
e.g. 2 - 3 females with 1 male

**Sexually mature animals in appropriate proportions:
e.g. several females or 3 females with 1 male

SERVICE PORTAL

Available at all times

The online database for sales support makes packaging images, product information, sales material and logistics data available at all times and is therefore the service tool for everyday work.

Download Area

Here is information, pictures of the packaging, brochures and sales promotional material as well as individualised advertisements and pallet packaging schemes – directly to download in various language versions.

Advancement through information

Always up to date, save time and be inspired by the best practice examples – use the JRS pet care service portal for your everyday work – LOG IN! –

www.jrspetcareservice.com

You will receive your access code from our sales team.

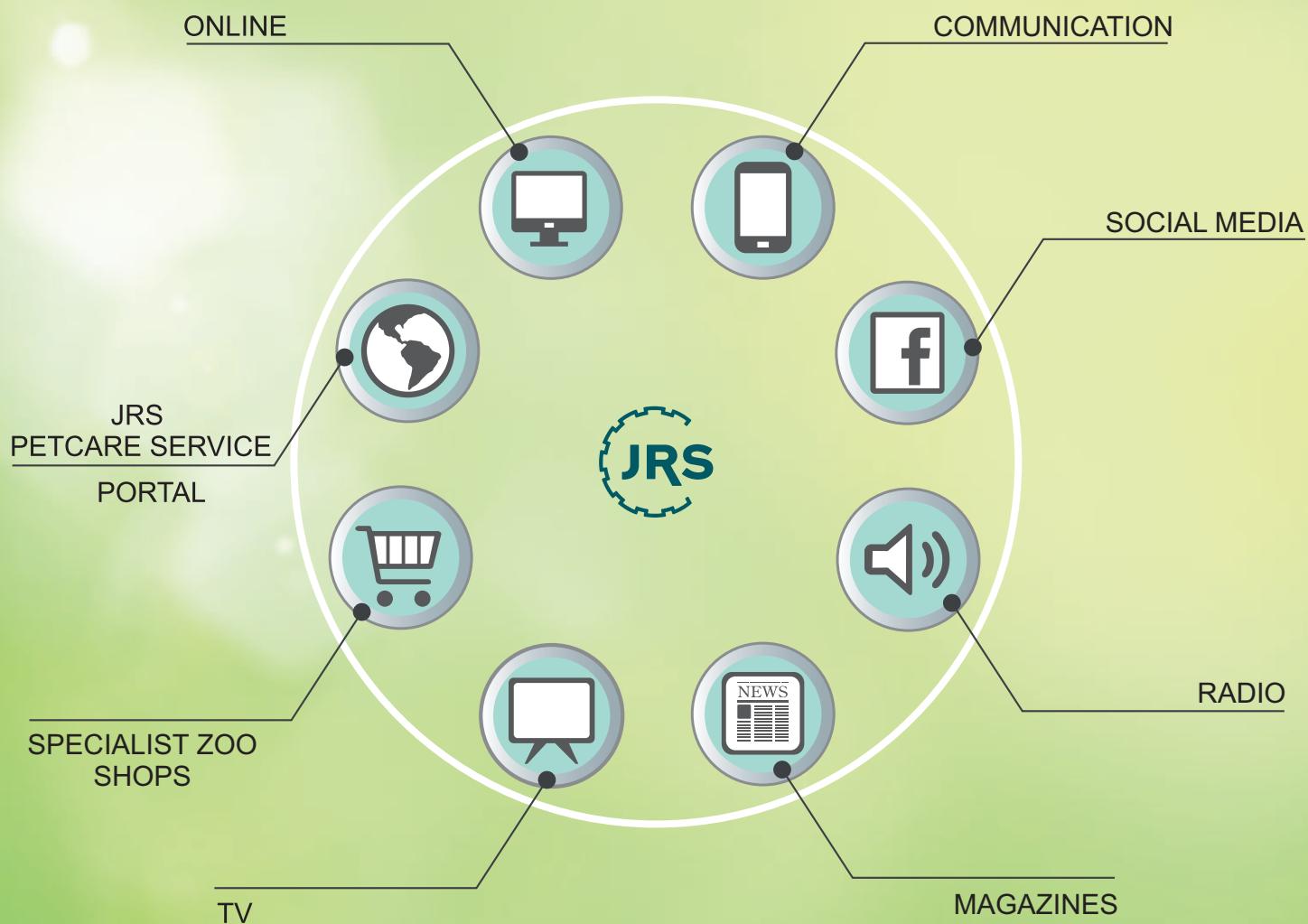
Classic media

Newspapers, magazines, advertising journals, outdoor advertising, television and radio – with these media, we address the users of Cat's Best® or CHIPSI directly, as our pet care messages can be conveyed in a way that is targeted to specific audiences informative, and easy to understand, through press releases, editorial articles and advertisements in magazines

Electronic media

The impact of classic media can be improved effectively through the use of new media – we therefore link our content through a general omni-channel concept: this includes the presence on social media as well as a website with blog articles and information from experts.

Accompanying this is a new, high-quality internet presence with new content, which guides users briefly and concisely through the comprehensive JRS PETCARE competence brand range: end users are therefore sustainably tied to the brand.



COMPETENCE BRAND CONCEPT

Naturally better sales

In order to present our high yield premium brands in an eye-catching, attractive way at the POS we offer our retail partners customized merchandizing, promotion and POS concepts.

Our sales, advisory and service team is pleased to answer any technical and organizational questions which you may have and to assist you with POS presence, promotions and decorative materials.

Our wholesale partners are, of course, also available to help with any sales or marketing questions you may have.



SPECIALIST RETAILER MARKETING



Naturally on the shelf

Advice doesn't stop at the store shelf: Individualization is actively promoted by our specialist retailer marketing service which is at your side to help with a wide range of promotions, material and measures.



Informative documentation, consumer brochures or flyers are available for all products. Promotion campaigns; promotion material; POS decorative material; advertising templates; Internet activities; continuous PR work; stands at exhibitions and our supporting media advertising allow us to create the perfect starting position for successful market presence.



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