

# PURRIFY INC.

Revolutionizing the Cat Ownership Experience

www.purrify.ca | hello@purrify.ca | 1 (450) 663-6773 | Mirabel, QC, Canada

## COMPANY PROFILE

Purrify is a Canadian company creating innovative, fragrance-free products that eliminate pet odors using NASA-developed activated carbon technology. Our flagship product transforms the cat ownership experience by providing molecular-level odor elimination without chemicals or artificial fragrances.

*"We believe every cat deserves a clean, comfortable environment, and every family deserves to enjoy their home without compromise."*

## KEY ACHIEVEMENTS

**1,000+**

HAPPY CUSTOMERS

**98%**

SATISFACTION RATE

**4.9/5**

STAR RATING

**7 Days**

ODOR PROTECTION

## CORE COMPETENCIES

- Molecular-level odor elimination technology
- 100% natural activated coconut carbon
- NASA-developed adsorption science
- Universal compatibility with all litter types
- Fragrance-free, chemical-free formulation
- Pet-safe and non-toxic
- 60-second application process
- Extended litter life & reduced waste

## PRODUCT PORTFOLIO

<b>Trial Size (12g)</b>	<b>\$4.76</b>
<b>Standard (50g)</b>	<b>\$14.99</b>
<b>Family Pack (120g)</b>	<b>\$29.99</b>
<b>Large (240g)</b>	<b>\$54.99</b>
<b>Autoship Subscriptions</b>	<b>Available</b>

## CERTIFICATIONS & STANDARDS

**NSF/ANSI 61 Certified**

**AWWA B604 Certified**

**Food Chemicals Codex**

**Halal Certified**

**Kosher Certified**

**Made in Canada**

## LEADERSHIP TEAM

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### **Mark Archer**

#### **Founder & CEO**

Environmental science background. Lifelong cat lover whose personal struggle with litter box odors inspired the solution.

### **Dr. Michael Rodriguez**

#### **Chief Science Officer**

Materials scientist with 15+ years experience in activated carbon technology. Leads product development and quality assurance.

### **Sage Dean**

#### **Head of Customer Experience**

Former veterinary technician passionate about pet welfare and family satisfaction.

### **David Kim**

#### **Operations Director**

Supply chain expert ensuring fast processing and reliable delivery across Canada.

## MARKET PRESENCE

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### **Geographic Coverage**

- ▶ Canada-wide shipping (all provinces & territories)
- ▶ International shipping available
- ▶ English & French market support
- ▶ B2B wholesale partnerships

### **Target Segments**

- ▶ Single & multi-cat households
- ▶ Apartment & condo dwellers
- ▶ Allergy-prone households
- ▶ Eco-conscious consumers
- ▶ Pet retailers (B2B)

## COMPETITIVE ADVANTAGES

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- ▶ Only activated carbon-based cat litter additive on the market
- ▶ Patented NASA-developed molecular trapping technology
- ▶ Works with ANY litter type - no brand switching required
- ▶ Multi-certified quality (NSF, AWWA, FCC, Halal, Kosher)
- ▶ 30-day money-back guarantee
- ▶ Canadian company with local customer support
- ▶ Proven results: 95% odor reduction in 60 seconds

## DIGITAL PRESENCE

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**Social:** @purrifyhq on Instagram, TikTok, Twitter/X, YouTube | LinkedIn: Purrify

**Platforms:** Trustpilot, Google Business, Product Hunt, Crunchbase, Wellfound

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**Purrify Inc.** | 109-17680 Rue Charles, Mirabel, QC J7J 0T6, Canada

Founded 2023 | Research & Development since 2008

**"Stop the Stink. Naturally."**