

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
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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

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

CERTIFICATIONS & STANDARDS

NSF/ANSI 61 Certified

AWWA B604 Certified

Food Chemicals Codex

Halal Certified

Kosher Certified

Made in Canada

LEADERSHIP TEAM

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

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

- ▶ 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

Social: @purrfyHQ on Instagram, TikTok, Twitter/X, YouTube | LinkedIn: Purrfy

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

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Founded 2023 | Research & Development since 2008

"Stop the Stink. Naturally."