



Back-2-Nature® FAQ

1. Who makes Back-2-Nature®?

- a. Back-2-Nature® is made by Kent Pet Group's (makers of World's Best Cat Litter™) newest subsidiary Fibrecycle® in the UK, where it is the #1 selling small animal bedding.

2. What sizes of Back-2-Nature® are available?

- a. 30L, 20L and 10L bags

3. What makes Back-2-Nature® different from other small animal bedding brands?

- a. Back-2-Nature® has uniquely formulated pellets made from recycled paper that are chemical and additive-free. The pellets are highly absorbent and virtually dust free. They make caring for your small pet easy, because the pellets don't get kicked out of the enclosure. And, the natural odor control means you can keep the pet in the center of family life and not be banished to the basement.

4. Why is Back-2-Nature® more expensive than other small animal bedding brands?

- a. Although Back-2-Nature® is premium priced as compared to traditional paper and wood-based small animal bedding products, it offers superior value. That's because the specially made paper pellets are 2-4 times more absorbent than regular paper and wood bedding, providing better odor control and simplifying cleanup.

5. How can Back-2-Nature® benefit my business?

- a. According to the 2019 APPA National Pet Owners Survey, the biggest drawbacks to having a small animal pet are cleaning up and odors. Back-2-Nature's® highly absorbent pellets control odors better than the leading brands and simplify cleanup, making owning a small animal more convenient and enjoyable.

6. What do small animal pet owners want in a bedding product?

- a. Small animal pet owners want a bedding that is absorbent and controls odors but is soft and all natural with no synthetic dyes. They also want a bedding that stays in the pet's enclosure, even when their pet is active. And more and more consumers are demanding that their pet products are environmentally friendly. Back-2-Nature® meets all of these demands with highly absorbent pellets made from recycled paper.

7. Which small animals can use Back-2-Nature®?

- a. Back-2-Nature® is suitable for rabbits, rodents, ferrets, birds and reptiles.

8. What makes Back-2-Nature® environmentally friendly?

- a. Back-2-Nature® is made from recycled paper and, like newspaper, is biodegradable.

9. What types of paper are used in Back-2-Nature®?

- a. Back-2-Nature® is made mostly from recycled newspaper, but also uses recycled magazines and office paper, light cardboard (like that used in boxed food products and fruit trays), and trimmings from paper manufacturing.

10. If Back-2-Nature® is made from 99% recycled paper, what is the other 1%?

- a. The remaining 1% is to allow for the rare occasion of impurities in the recycled paper supply.
- b. Back-2-Nature® claims to be chemical and additive free. What about inks and dyes in the
- c. Back-2-Nature® is manufactured in the UK, where most inks are vegetable based, especially those used in printing newspapers.