

# PVRA

PICK OF THE LITTER



## All Breed, All Season Natural Clumping Cat Litter

World's only **sundried** Cat Litter



**LOW DUST FORMULA**

  
**ASHAPURA**  
EXPORTS  
PVT. LTD.

Winner of International Gold Star for Quality

# Introduction

**PVRA** - Pick of the Litter, "A TRULY GLOBAL BRAND" has its marketing network in 40 countries – Europe , Russia , CIS , Far East, Middle East , Africa , Australia, New Zealand etc..

## **THE GREAT CAT LITTER SOLUTION –**

- Top on , Aesthetic Appeal, Mind and Performance .
- Innovative to Revolutionary to Modern life style range .
- World's only SUNDRIED NATURAL CAT LITTER - Means Natural colour and Earthern aroma – satisfies the cats instincts .
- Super Light weight – Half the density of normal clay cat litters - Means MORE LITTER PER KILO .
- World's First Lightweight Clumping cat litter .
- Super absorption , Instant Hard clumps , Dust free , effective control of odor and Tracking - Means Economical as there is no waste , Hygiene, Healthy cats and clean Home .
- Wide option of colour , clump , Granulometry , Pack size , Packaging, Perfume , Text / Languages , Trial / Travel Pack .

## **BACKGROUND STORY -**

Since the Introduction of cat litter in 1940's through the development of Clumping cat litter in 1990's many of the aspirations / needs of our Feline friends and their caretakers remained unattended . Realizing the above scenario ASHAPURA ventured in this category in the mid 1990's introduced unprecedented Ultra cat litter . Overwhelming response and following factors contributed to the Launch of Pura Range in 1999 by Ashapura Exports, a unit of ASHAPURA GROUP, accredited with ISO 9002 Certification , India's largest and world's sixth largest mine owner , processors and exporters of Bentonite and allied clay minerals .

## **CONTRIBUTORY FACTORS -**

- Research for over a decade and interaction with experts – Breeders , Catteries , Cat clubs , customers , geologists , Groomers , Marketing consultants , Veterinarians etc .
- Identification and development of suitable clay mineral(s) , Processes , Plant and machinery .
- Own mines and vast resources of more than 4000 acres , backed by World class R & D Facilities .
- Conducive climate – Bright sunshine for more than 300 days a year .
- Experience , Expertise and Exposure of 4 decades .
- Proximity to all weather and seasonal Ports .

## **CHANGE IS WAY OF LIFE AT PURA**

In this era of Globalisation , information age and instant gratification culture , perception and lifestyle are changing rapidly , you can bank on us , as our quest of development go on ...

We also invite you to visit [www.purapet.com](http://www.purapet.com) to learn more about our quality products and how they solve the problems surrounding the use of litter.

# PVRA

# PREMIUM CLUMPING

## ULTRA /SCOOPABLE/COMPACT

### SALIENT FEATURES:

- INSTANT HARD & COMPACT CLUMPS
- LESS CONSUMPTION
- PROCESSED FROM SELECTED BENTONITE



### SPECIFICATIONS:

- GRANULES SIZE : 0.5 MM TO 2 MM ( $\pm$  5%)
- BULK DENSITY : 0.9 TO 1.1 GM/CC
- COLOUR: GREENISH BROWN

## TRADITIONAL /COARSE SIZE

### SALIENT FEATURES:

- INSTANT ROUND & HARD CLUMPS
- PROCESSED FROM SELECTED BENTONITE



### SPECIFICATIONS:

- GRANULES SIZE : 1 MM TO 6 MM ( $\pm$  5%)
- BULK DENSITY : 0.9 TO 1.1 GM/CC
- COLOUR: GREENISH BROWN

# PVRA

# CLUMPING MOONLIGHT

## ULTRA /SCOOPABLE/COMPACT

### SALIENT FEATURES:

- INSTANT ROUND & COMPACT CLUMPS
- KEEPS TRAY DRY
- PROCESSED FROM FINEST BENTONITE



### SPECIFICATIONS:

- GRANULES SIZE : 0.5 MM TO 2 MM (± 5%)
- BULK DENSITY : 0.9 TO 1.10 GM/CC
- COLOUR: CREAMISH

## TRADITIONAL /COARSE SIZE

### SALIENT FEATURES:

- KEEPS TRAY DRY
- INSTANT ROUND & HARD CLUMPS
- PROCESSED FROM FINEST BENTONITE



### SPECIFICATIONS:

- GRANULES SIZE : 1 MM TO 6 MM (± 5%)
- BULK DENSITY : 0.9 TO 1.1 GM/CC
- COLOUR: CREAMISH

## FINE

### SALIENT FEATURES:

- KEEPS TRAY DRY
- FLAT WAFFER TYPE CLUMPS
- VERY LESS CONSUMPTION
- PROCESSED FROM FINEST BENTONITE



### SPECIFICATIONS:

- GRANULES SIZE : 0.2 MM TO 1 MM (± 5%)
- BULK DENSITY : 0.9 TO 1.10 GM/CC
- COLOUR: CREAMISH

# PVRA CLUMPING LIGHTWEIGHT

## ULTRA /SCOOPABLE/COMPACT

### SALIENT FEATURES:

- INSTANT ROUND CLUMPS
- LIGHT WEIGHT PACKS, EASY TO CARRY
- PROCESSED FROM ASSORTED CLAYS



### SPECIFICATIONS:

- GRANULES SIZE : 0.5 MM TO 2 MM(  $\pm 5\%$ )
- BULK DENSITY : 0.7 TO 0.8 GM/CC
- COLOUR: GREYISH WHITE

## TRADITIONAL /COARSE SIZE

### SALIENT FEATURES:

- INSTANT ROUND & HARD CLUMPS
- LIGHT WEIGHT PACKS, EASY TO CARRY
- PROCESSED FROM ASSORTED CLAYS



### SPECIFICATIONS:

- GRANULES SIZE : 1 MM TO 6 MM(  $\pm 5\%$ )
- BULK DENSITY : 0.7 TO 0.80 GM/CC
- COLOUR: GREYISH WHITE

## WHY PURA ?



All Natural



Super Absorbent



Safe & Hygienic



Naturally Controls Odor



Dust free & Trail free



Economical



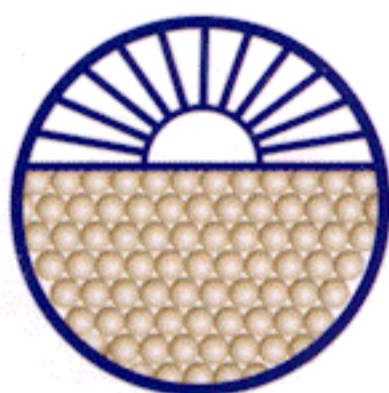
No Waste



Eco-friendly



Recyclable



Natural colour and earthen aroma guarantee pet acceptance. Processed and dried under natural sunlight at atmospheric temperature without artificial superheating.

## Compare your yearly cost!

£121

£44

**PVRA**

Pick of the litter

£73

Economy litter

£85

Woodbase litter

£98

Light Weight litter

Non clumping

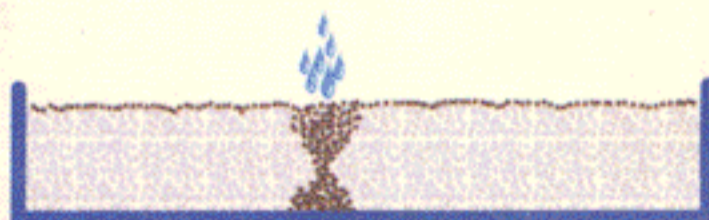


Fullers Earth litter

## Compare the product!

**PVRA**

**OTHER LITTER**



The less absorbent litters don't readily absorb urine, so it pools at the bottom of the box. From there it evaporates in to the air as an odorous gas or it acts as a host for odor generating bacteria.



**ASHAPURA**  
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[www.petspourri.com](http://www.petspourri.com)

**PVRA****ASHAPURITE NON-CLUMPING****SALIENT FEATURES:**

- SUPER ABSORBANCY
- HARD GRANULES
- EASY TO USE
- PROCESSED FROM SPECIAL CLAY MINERALS
- SUPER LIGHT-WEIGHT MORE LITTER PER KILO

**• AVAILABLE IN:**

- **ULTRA 0.5MM TO 2MM (±5%)**
- **TRADITIONAL / COARSE SIZE 2MM TO 6MM (±5%)**
- **FINE 0.25MM TO 1MM (±5%)**
- **COLOUR : NATURAL WHITE**
- **BULK DENSITY : 0.55 TO 0.60 GM/CC**

**PVRA****ATTAPULGITE NON-CLUMPING****TRADITIONAL / COARSE SIZE****SALIENT FEATURES:**

- EASY TO USE
- HARD GRANULES
- HIGH ABSORBENCY
- PROCESSED FROM NATURAL ATTAPULGITE

**SPECIFICATIONS:**

- **GRANULES SIZE : 2 MM TO 6 MM (±5%)**
- **BULK DENSITY : 0.7 TO 0.75 GM/CM**
- **COLOUR : GREY**

# INTRODUCING

# PVRA

## NEW PREMIUM LUXURY RANGE

COMMERCIALY AVAILABLE FROM AUGUST 2004 ONWARDS

### **PVRA ROSE GARDEN - CLUMPING**

#### **SALIENT FEATURES:**

- PREMIUM PRODUCT WITH PREMIUM QUALITY
- INSTANT CLUMPING
- NEW DUST FREE FORMULA



#### **PKS:**

- SPECIALLY DESIGNED 5 KG BOTTLE / JUG
- BAG & BOX PACKING ON REQUEST

### **PVRA WHITE VOODLES - CLUMPING**

#### **SALIENT FEATURES:**

- PRODUCT IN PELLET FORM
- INSTANT CLUMPING
- 100% DUST FREE
- SPEEDY ABSORPTION & DRY CLUMPS
- ZERO TRACKING



#### **PKS:**

- SPECIALLY DESIGNED 5 KG BOTTLE / JUG
- BAG & BOX PACKING ON REQUEST

### **PVRA SNOW WINGS - NON CLUMPING**

#### **SALIENT FEATURES:**

- SUPER ABSORBENT
- SUPER LIGHT WEIGHT
- SUPER WHITE IN COLOUR
- MORE LITTER PER KILO
- NEW DUST FREE FORMULA



#### **PKS:**

- SPECIALLY DESIGNED 5 LTR. BOTTLE/ JUG
- BAGS & BOX PACKING ON REQUEST