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Case Study

Cats Protection

From humble beginnings in 1927, Cats Protection has grown to become the UK's leading feline welfare charity. In 2014, they helped over 205,000 cats and kittens through their network of over 250 volunteer-run branches and 32 adoption centres.

Their work doesn't stop there, however, they also provide an array of cat care information via their publications, website and Helpline; promote the benefits of neutering to prevent unwanted litters from being born and becoming the abandoned cats of tomorrow and seek to educate people of all ages about cats and their care.

The Need

Cats in care often suffer from stress-related behavioural problems as they adjust to an unfamiliar environment. Those looked after by Cats Protection are housed in pens designed specifically to help them feel secure, reduce stress and encourage play.

Historically, the pens were equipped with cardboard boxes, cat baskets, plastic stools and igloo beds which were difficult to keep clean and didn't last very long. To avoid cross-contamination once a pen's inhabitants were re-homed, much of their contents had to be disposed of – a waste of resources the charity could ill afford.

Cats Protection needed pen equipment that would reduce costs and waste without compromising on the comfort of the cats in its care.

The Product

Working closely with specialist behaviourists at Cats Protection - including research provided by Dr Rachel Casey - a recognised specialist in Veterinary Behavioural Medicine at Bristol University - the first Feline Fort® was created by Excelsior Roto Moulding Ltd in 2012. It was designed with the primary objective of reducing stress levels in cats and allows them to choose how much – or little - they interact with people.

Made from high quality roto-moulded plastic with three components; the cat step, the cat hide and the cat table, it can be used as a three-piece unit (in a variety of configurations) or with the hide as a stand-alone piece within a dedicated behaviour room.

Furthermore, each component is extremely durable, long lasting and very easy to clean, helping to prevent cross contamination.

Excelsior Managing Director **Giles Fielding** explains why roto moulding was the right process for this product:

"The roto moulding process was ideal because of the low start-up costs it offers for new products, enabling Cats Protection to realise its idea cost effectively and quickly. The high quality of the finish it provides means there are no awkward nooks and crannies where germs can hide so it can be disinfected easily and effectively."

Winner of the International Cat Friendly Product Award 2013.

Cat Step

- Designed for cats up to 8kg
- Optional hiding place
- Place to perch
- Great for assisting senior cats and providing access to the Cat Table

Cat Hide *(Best Seller)*

- Security box with easy cat viewing
- Sleeping box - inside and on top
- Small hole for heat pad cable
- Two entry/exit holes for added feline security
- Suitable for standard sleeping pods

Cat Table

- Sleep area – 600mm height
- Privacy underneath for litter tray or kittening box
- Removable legs for easier storage

The Benefits

For the cats, the Feline Fort®:

- enables them to express natural behaviours like hiding
- increases their territory
- allows them to view their surroundings from higher up – making them feel safer
- keeps them safe from cross contamination from previous inhabitants

All elements of the Feline Fort® are used by Cats Protection and the Cat Hide is now mandatory at all its adoption centres.

Says **Louise Ellis** Purchasing Officer at Cats Protection:

"The Feline Fort met all our criteria. It promotes the health and happiness of the cats in our care; it's hygienic, robust and long-lasting so it works out extremely cost effective in the long term. It's also enabled us to help other charities by providing the unit at cost plus a small administration charge to cover our expenses."

Cats Protection is receiving a growing number of orders for the Feline Fort® from private individuals and other organisations who look after cats temporarily including charities and private veterinary practices who appreciate its obvious behavioural and financial benefits.

In order to service the increasing demand for this fantastic feline product, Cats Protection recently commissioned a second tool from Excelsior.

"The new tool has already reduced lead in times and means we can take advantage of the momentum this product has to improve the lives of the cats and kittens we care for."

– Louise Ellis, Purchasing Officer at Cats Protection.

For more information about Cats Protection go to **www.cats.org.uk**

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We love bringing our client's ideas to life and we've worked on some remarkable contract moulding projects, from the simple to the complex. So if you're looking for quick project timescales, an extremely high level of finish and very competitive pricing, contact us.

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