

Introducing the Rufus & Coco range of Well Bred Petcare

Rufus & Coco is Australia's fastest growing and most awarded pet brand.

At Rufus & Coco, everything we do is built around the promise of providing Well Bred Petcare for pets and pet owners across the world.

Our tested and proven range for pets includes cat litter, grooming and cleaning products, toys, fashion accessories and vitamins.

- We love helping animals in need We are passionate about giving back to animals in need and support the Australian Pet Welfare Foundation in their mission to end unnecessary euthanasia in Australian pounds.
- We do not test on animals We believe that testing on animals is unethical and unnecessary, which is why we take pride in the fact that our products are ethically sourced and are more of a natural alternative.
- We respect mother earth We also strive to make choices that are kind to mother earth.
- We create Best of Breed products We don't rest until our products offer an improved solution and our testing results prove it.





Why Rufus & Coco? Here are 5 great reasons:

- 1. We're Different. We look and sound different ... and consumers notice! Rufus & Coco has paid special attention to having concise ranges to better utilise shelf space (we understand that retail space is limited).
- 2. Stylish Packaging Design with Great Shelf Appeal. Impactful packaging with unique product colours and simple consumer friendly language aids consumer self-selection. Our packaging aims to leverage the 'humanisation' trend because we know that customers want products for their pets that are packaged as well as products they would buy for themselves!
- 3. Premium Quality. Australia is known for having one of the highest standards in veterinary products in the world. Veterinary grade and APVMA registered products are made by manufacturers with GMP, TGA and APVMA licences.
- **4. Australian Made.** Our vitamins and grooming products are made in Australia and the rest of our furrific range is designed in Australia.
- Proven Success. Launched in 2008 and now available in nine countries across the globe with ongoing expansion.



We support Australian Pet **Welfare Foundation & Pet** Rescue groups across **Australia**

Every year in Australia, up to 100,000 treatable dogs and cats are killed in pounds and shelters.

The Australian Pet Welfare Foundation believe it doesn't have to be this way!

We've joined them on their mission to achieve a zero euthanasia rate.





CONTENTS



Litter & Accessories

Waste Management

Training & Behaviour



Grooming

Vitamins & Supplements

Toys



Tethering & Accessories

Small Animals & Bird Accessories

Home & Living

Proudly Australian

Rufus & Coco is 100% Australian owned. All Rufus & Coco vitamins and grooming products are proudly made in Australia. Our accessories are designed in Australia.



Be a clever cat too...

Choose the litter with proven performance



Wee Kitty Clumping Corn Litter

Our revolutionary cat litter is created from biodegradable corn pellets with clumping technology. Once soiled, the litter forms scoopable clumps, which means that cat owners can simply scoop up and discard the soiled litter without wasting the whole tray. It is the only litter on the market that incorporates every single feature that humans (and cats) look for!



Wee Kitty® Clumping Corn Litter



Fast Odour Control

Within five minutes of use, no ammonia odour remains Unlike crystal litter, which needed 45 minutes to absorb odour in laboratory testing



Environmentally Friendly

Environmental footprint is reduced by using less litter than competitors through better performance

Extra Abosrbent

- · Proven to absorb 4 times its weight in liquid
- 6x as much as paper
 - 3x as much as wood
 - 11/2 x as much as crystal



100% Natural & Biodegradable

- Natural product made from sustainable corn
- Wee Kitty is biodegradable, mulchable, and free from harsh chemicals or toxins



Concentrated Clumping

- Scoopable clumps. Simple & mess free
- Clump stays firm, retaining 99% of its mass after 16hrs



Flushable & Septic Safe

- · Safe to flush or for use as surface mulch
- Litter completely dissolves within 20 minutes when submerged in liquid



Lightweight

Wee Kitty is designed to be light enough to handle bags easily, while heavy enough to stay in the tray while your pet scratches around!



Lightweight

Low tracking & paw friendly



Wee Kitty Clumping Corn Litter 4L (2kg)

4L / 2kg

Suitable for: Cats & Kittens

One 4L bag lasts up to 4 weeks



Wee Kitty Clumping Corn Litter 8L (4kg)

8L / 4kg

Suitable for: Cats & Kittens

One 8L bag lasts up to 8 weeks. With easy to carry / pour handle



Wee Kittv[®]

Clumping Corn Li

Flushable & Se

Safe to flush in small

Fast Odor Cont

Removes odor within

Dust Free Low tracking & paw t

Extra Absorbent

Fast Clumping

100% Biodegradable

Wee Kitty Clumping Corn Litter 18L (9.07kg)

18L / 9.07kg

Suitable for: Cats & Kittens

One 18L bag lasts up to 18 weeks With easy to carry / pour handle





Wee Away

250mL / 8.45 fl. oz

Suitable for: Urine, faeces & vomit

Odour and stain remover for surfaces without scrubbing. Contains enzymatic technology. 100% natural

Apple scented



Posh Pee Pads

Suitable for: Dogs & Puppies

60cm x 60cm

Super absorbent charcoal infused pee pads in stylish grey print. With sticky tabs to secure in place.

5 layers of protection for indoor dogs and outdoor toilet training.

MOQ applies



Do Good Poo Bags + Holder

Suitable for: Dogs & Puppies

Bag size: 22cm x 32cm

Biodegradable bags made from corn starch with stylish holder.

Holder sold separately.









15 standard liners per box

Suitable for: Most standard / medium sized cat litter trays -42cm long x 32cm wide x 10cm high.

Elasticised liners for a great fit. Scented degradable grey plastic



Large Elasticised Litter Tray Liners

8 large liners per box

Suitable for: Most large sized cat litter trays - 56cm long x 42cm wide x 13cm high.

Elasticised liners for a great fit. Scented degradable grey plastic



Litter Tray Mate

250mL / 8.45 fl. oz

Suitable for: Cat litter travs and surfaces

Cleans, sanitises and deodorises without harmful chemicals. Contains natural enzymatic technology and a safe antibacterial agent

Apple scented







Suitable for: Dogs

Easy to use training device which clicks and whistles. Distinct sounds help give your pet clear instructions. Comes with retractable belt clip

MOQ 2000



Wee Away

250mL / 8.45 fl. oz

Suitable for: Urine, faeces & vomit

Odour and stain remover for surfaces without scrubbing. Contains enzymatic technology. 100% natural

Apple scented



Pee Here

25mL / 0.88 fl.oz

Suitable for: Indoor & outdoor use

Attractant drops to help toilet train your puppy. Contains unique scented oils to mimic natural pheromones

Rufus & Coco Quality Grooming & Cleaning Range

Our concise range of tested and proven grooming and cleaning products are professionally formulated to ensure your pet looks and feels great and the pet areas in your home are sparkling clean too!

Our grooming products

- · Professionally formulated
- Scientifically proven ingredients
- Made in Australia
- Free from soap, parabens and sulphates
- pH balanced to pet's unique skin levels
- All washes are in an upside down bottle for easy one handed use
- Unique hypoallergenic fresh unisex fragrance¹
- GMP manufactured²
- Great shelf appeal
- APVMA Registered³



Photo: Rufus & Coco products are made by world class manufacturers

References: 1. Applied to all products except Ear & Wound Care and Bug Off. Products in our cleaning range such as Wee Away, Clean Sweep & Happy Hutch & Cage contain an apple fragrance 2. Good Manufacturing Practice 3. Australian Pesticides and Veterinary Medicines Authority. Some label changes may be required.



RUFUS &COCO 2 in 1 **Oatmeal Wash** HYPO ALLERGENIC SHAMPOO & CONDITIONER Suitable for sensitive or dry skin on dogs, cats, puppies & kittens

Groomii



2 in 1 **Oatmeal Wash**

200mL / 6.76 fl. oz Suitable for: Dogs, cats, puppies & kittens

Hypoallergenic shampoo and conditioner for sensitive or dry skin. Contains oatmeal and aloe vera extracts



2 in 1 **Bright White Wash**

200mL / 6.76 fl. oz Suitable for: Dogs, cats, puppies & kittens

Shampoo & conditioner to brighten white and light coloured coats. Contains optical brighteners



2 in 1 Back in **Black Wash**

200mL / 6.76 fl. oz

Suitable for: Dogs & cats

Darkening shampoo & conditioner designed to restore black colour to your pet's coat. Soap and sulfate free

MOQ applies



2in1 Puppy Wash

200mL / 6.76 fl. oz

Suitable for: Puppies & kittens

Gentle soap free two in one shampoo and conditioner that nourishes skin and coat



2in1 Itch Relief

200mL / 6.76 fl. oz Suitable for: Dogs & cats

Medicated shampoo and conditioner with a hypoallergenic fragrance. Helps treat non-specific dermatoses and fungal infections

APVMA Registered



Sea Me Shine 2in1 Wash

200mL / 6.76 fl. oz

Suitable for: Dogs & puppies

Contains Australian Sea Minerals for a deep, fresh clean and added shine



Groomi



Ear & Wound Care

150mL / 5.07 fl. oz

Suitable for: Dogs, cats & horses

Helps treat ear inflammation, clean ear wax and wounds. Contains organic acids

APVMA Registered



Tear Stain Away

100mL / 3.38 fl. oz

Suitable for: Dogs, cats, puppies & kittens

Helps remove tear & saliva stains from coats. Contains antiseptic for safer alternative to antibiotic products



Breath Buddy

150mL / 5.07 fl. oz

Suitable for: Dogs &

Fresh breath liquid to add to drinking water. Naturally promotes fresh breath and supports healthy gums and teeth. Contains plant based ingredients and peppermint oil



4in1 Pamper **Spray**

150mL / 5.07 fl. oz

Suitable for: Dogs, cats, puppies & kittens

De-tangler, deodoriser and gloss with UV filter and a hypoallergenic fragrance



Water Free Wash

100g / 3.52 oz

Suitable for: Dogs, cats, puppies & kittens

Easy to use powered dry shampoo for pets that dislike water. With natural ingredients that are safe if licked off, and a fresh fragrance





Eau de Rufus & Coco is a unique fresh fragrance designed by a french perfumerer. The unisex fragrance uses extracts from essential oils and is designed around the concept of the 'Australian Backyard' so it is true to our Australian heritage. Importantly, it is hypoallergenic meaning it will not cause an allergic reaction but is sure to leave your pet smelling furrific!

OR ANIMAL TREATMENT ONLY RUFUS &COCO Flea Flee SHAMPOO WITH A FRESH SCENT FOR CONTROL OF FLEAS, LICE & AIDS CONTROL OF ADULT BROWN DOG TICKS Sultable for dogs, cats, puppies ACTIVE CONSTITUENTS: Pyrethrins 1g/L, Piperpry Storide 10g/L. Convols fleas (Cienocephalides spp) and to (Trichodectes canis and Heterodoxius spp). Aids conto dadus brown dog ticks (Rhipicephalus sanguineus) Oses not control paralysis tick (Ixodes holocyclus)

Grooming



Flea Flee

200mL / 6.76 fl. oz Suitable for: Dogs, cats, puppies & kittens

Shampoo with a hypoallergenic fragrance. For control of fleas and lice and aids control of adult brown dog ticks. Contains natural pyrethrins

APVMA Registered



Bug Off

150mL / 5.07 fl. oz Suitable for: Dogs &

Insecticide and repellent spray to repel flies and mosquitoes plus control fleas and lice. Contains natural pyrethrins and citronella

APVMA Registered



Flea

7 Day Flea Fix

100mL / 4.22 fl.oz

Suitable for: Dogs, cats, puppies, kittens, birds and bedding

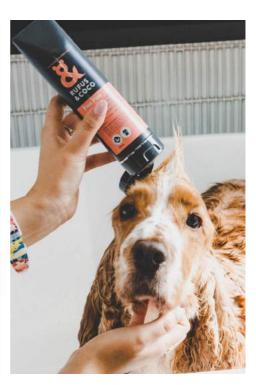
Concentrated rinse to control fleas & adult brown dog ticks for up to 7 days. Contains natural pyrethrins

APVMA Registered

Our Flea Control Range

- Natural pyrethrins (Extract from Chrysanthemum)
- · Petrochemical free
- · Clinically proven as safe for cats
- · APVMA registered





Wee Away 250mL / 8.45 fl. oz Suitable for: Urine, feces & vomit Odour and stain remover for surfaces without scrubbing. Contains enzymatic technology. 100% natural ingredients Apple scented RUFUS RCOCO DOUR & STAIN REMOVER FOR JRFACES WITHOUT SCRUBBING utable for urine, faeces 0mL

Cleaning



Happy Hutch & Cage

250mL / 8.45 fl.oz Suitable for: Hutches, cages & pens

Cleans, freshens and deodorises in one easy application

Apple scented



Litter Tray Mate

250mL / 8.45 fl. oz

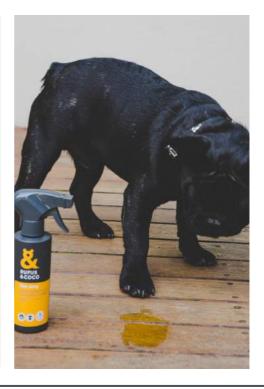
Suitable for: Cat litter trays and surfaces

Cleans, sanitises and deodorises without harmful chemicals. Contains natural enzymatic technology

Apple scented

Our Cleaning Range

- Professionally formulated
- · Scientifically proven ingredients
- Made in Australia
- · Unique fresh apple fragrance
- · GMP manufactured
- · Great shelf appeal







Safety Nail Clippers and File

Stainless steel nail clippers with a safety guard to prevent over-clipping, and a nail file to smooth rough edges

16cm x 16cm



Easy Trim Cordless Clippers

Cordless, battery operated, light weight clippers - simple to use, and perfect for quick trims on ears, face and paws. 3,6,9,12mm combs and cleaning brush included

4.5cm x 15cm

Rufus & Coco Quality Pet Vitamins

Our range of tested and proven vitamin and mineral supplements is professionally formulated to give your pet the care they need to live life to the max.

Powdered vitamins which are easily mixed into food or water¹

- · Professionally formulated
- Scientifically proven ingredients at the right doses
- Palatability tested
- Made in Australia
- Safe & natural
- · Safe with no side effects
- GMP manufactured²
- Great shelf appeal
- Each pack contains a scoop for easy use
- APVMA Registered³ (FDA Registration not required⁴)



References: 1. Varies per product. See pack for more information 2. Good Manufacturing Practice 3. Australian Pesticides and Veterinary Medicines Authority 4. Some label changes may be required.

MOQs Apply



Vitamins & Supplements



Super Skin & Coat

400g / 14.1oz

For healthy skin and a gleaming coat or feathers

Suitable for: Dogs & birds

Contains omega 3 fatty acid, zinc and vitamin A in a highly palatable powder

MOQ 500



Anxiety Aid

100g / 3.53oz

Aids in relieving anxiety

Suitable for: Dogs & cats

Contains tryptophan to maintain emotional balance plus vitamins and minerals to support nervous system and maintain optimal digestion. Great tasting powder

MOQ 2500



Vitality Plus

100g / 3.53oz

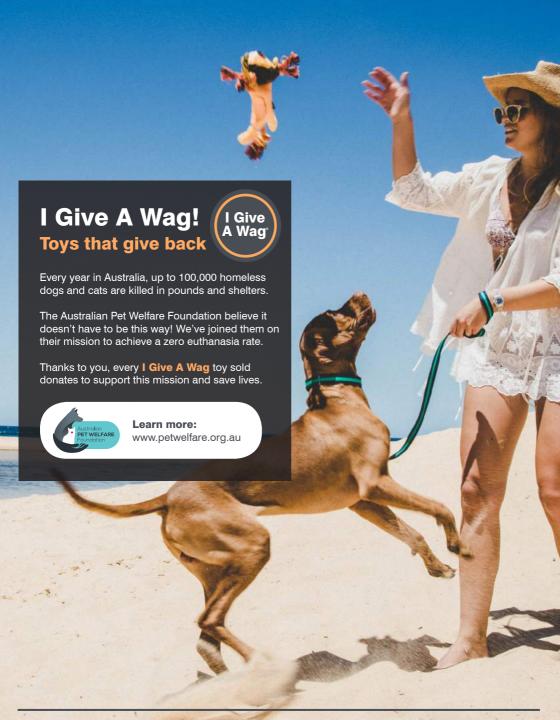
Daily multi vitamin & mineral powder

Suitable for: Kittens, puppies, dogs & cats

Contains 20 vitamins and minerals, including B group vitamins, omega 3 & 6 fatty acids plus antioxidants in a great tasting powder

MOQ 2400











- Dual material Plush and Rope
- Rope is flexible and helps promote healthy teeth and gums
- Squeaks
- Comfort tov



Disc Toys

- Squeaking Disc
- · Perfect for a game of fetch
- Self-amusement squeak keeps your dog occupied
- · Interactive and bond-building between you and your pooch



Rufus Junior & Rufus Mini **Chew Toy**

- Brain Stimulating
- · Hours of play
- · Stores surprise treats
- Squeaks
- Ultimate Chew toy

Every Pet Counts

Every toy sold helps reduce unnecessary euthanasia in shelters and pounds. 5% of sales will be donated to Australian Pet Welfare Foundation. Visit www.petwelfare.org.au







Natural Rubber Treat ball

- Durable plant based rubber ball
- · Fill with treats for extra fun
- Natural rubber
- Jaw exercise
- · Safety tested



Natural Rubber Chew Toy

- Durable plant based rubber chew toy
- Natural rubber
- Jaw exercise
- Safety tested

Every Pet Counts

Every toy sold helps reduce unnecessary euthanasia in shelters and pounds. 5% of sales will be donated to Australian Pet Welfare Foundation. Visit www.petwelfare.org.au







Light Up Chase Toy

- Inner ball lights up with movement or impact
- Durable TPR ball with nylon strap
- Tested for Australia against the European Safety Standard for Children's toys.



Light Up Rocket Dog Toy

- Tail lights up with movement or impact
- Durable rubber blend material

Every Pet Counts

Every toy sold helps reduce unnecessary euthanasia in shelters and pounds. 5% of sales will be donated to Australian Pet Welfare Foundation. Visit www.petwelfare.org.au





Rechargeable Laser Cat Toy

Purrfect entertainment for cats of all ages.

- Rechargeable No batteries required
- Entertainment & Exercise - Get your kitty moving using their natural hunting instincts
- Bonding Time Spend time together as you guide your pet's play



Product Catalogue | Toys 26









Three metre retractable lead with push button length lock and reflective stitching

Holds dogs up to 45kg

3m



Mesh Multi Purpose Lead

Three functions: long, short and parking lead all in one. Handle has clip and can be adjusted to fit around pole or tree. Durable soft nvlon mesh. Matches our stylish soft mesh harness

1.2m



Seat Belt Attachment

Easy to use dog seat belt that clips onto your pet's harness to secure your pet while travelling in the car.

Fits most makes of car including Holden, Toyota, Mazda and Ford.

37cm

Tethering Accessories

Beige

Pink

Red

Black



Air Mesh

Dog Collar

Adjustable, bright and

breathable air mesh

XS/S - 26-34cm

S/M - 31-42cm

M/L - 42-62cm

collars. Sturdy buckle

Bones Dog Collar

Silver bone studded PU dog collars with signature logo buckle

XS - 36cm

S - 45cm

M - 55cm



The Rufus **Dog Collar**

Durable nylon collar with signature logo stamp

XS/S - 26-34cm

S/M -1-42cm

M/L - 42-62cm



Nylon Stripe Dog Collar

Striped nylon adjustable dog collar with grey clip buckle and signature logo patch

XS-S - 23-40cm

S-M - 35-55cm

M-L - 40-66cm



Dog & Cat **ID Tag Sets**

Coloured ID tag set, ideal for engraving your pet's name and address. Cat ID set includes cat shaped safety bell

Dog: 2 tags per pack Cat: Tag and bell per pack MOQ 1400



Soft Mesh Harness

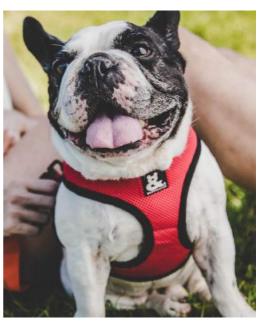
Easy fit soft mesh harness with adjustable straps. Reflective tape for night visibility

XS - Fits Chihuahua size dog

S - Fits Maltese size dog

M - Fits Scottish Terrier size dog

L - Fits Collie size dog







Light Up Collar

Water resistant light up mesh collar with constant or flashing LED light settings.

Battery operated. Spare battery provided.





Light Up Lead

Water resistant light up mesh lead with constant or flashing LED light settings.

Battery operated. Spare battery provided.

120cm

Tethering - Cats

(and very small dogs)



Pink Silver Gold

Pink/Red Blue/Green



Metallic Cat Collar

Metallic Cat collars in three glam colours, with metal logo plate, 2 premium bells & safety elastic

Cat - 23-27cm

Flower **Cat Collar**

Elegant flower diamante collar fits cats, kittens, puppies and miniature dog breeds

Cat - 23-27cm

MOQs apply

Nylon Stripe Cat Collar

Durable sporty look striped collar for cats who lilke an adventure! With safety bell and break buckle

Cat - 23-27cm

Diamanté Bow Cat Collar

Gorgeous velvet cat collars with high quality diamanté bow

Cat - 23-27cm



Diamanté Cat Collar

Stylish high shine cat collars with diamante studs

Cat - 23-27cm



Ribbon Cat Collar

Gorgeous printed ribbon cat collars with feature diamanté bow

Cat - 23-27cm



Small Animal & Bird Range

Our range of tested and proven small animal and bird products is professionally developed to ensure your small friend looks good and feels great!







2in1 Squeaky Clean

125mL / 4.23 fl.oz

Suitable for: Rabbits, guinea pigs, hampsters, chinchillas, ferrets, mice & rats

High shine mild shampoo and conditioner with a fresh scent. 100% natural ingredients



Home Squeak Home

Suitable for: Rabbits. guinea pigs, hampsters, chinchillas, rats, mice. birds & reptiles

Premium pet bedding which is a perfect solution for your pets' home with great odour control. It is soft, absorbent and naturally degradable. Also used in litter trays

MOQ 5000



Elasticised Bird Cage Liners

5 liners per box Suitable for: Most standard sized bird cages - 52cm long x 35cm wide x 8cm high.

Flasticised for the perfect fit. Apple scented degradable plastic



Happy Hutch & Cage

250mL / 8.45 fl.oz Suitable for: Hutches, cages & pens

Cleans, sanitises and deodorises in one easy application. Contains safe antibacterial



Designer Bowl & Bottle Set

Suitable for: Hutches. cages & pens

Adorable designer bowl and bottle set that attach to the side of a cage. BPA free, with steel anti-chew rim on the bowl

MOQ 3000





Litter Trap Mat

Suitable for: Litter Trays

Two layer mat that traps loose litter from your cat's paws

MOQs Apply



Bamboo Litter Tray

Suitable for: Cats

Earth friendly bamboo blend litter tray with high sides to keep mess in

MOQs Apply

Our Values

Everything we do is built around the promise of providing well-bred pet care to ensure that pets around the world look good and feel great.

The values we live by which help us deliver our promise are:

Trusted

As proud Australians, we are friendly, approachable and genuine. We take the care of your family member seriously. After all, your pet's health and happiness is our core purpose. We work hard to be experts in our field and worthy of your trust. We set high standards to ensure that you receive reliable expert advice and quality products. We believe in doing what is right for pet owners, their pets, and for the environment at large.

Passionate

We love animals! We come to work to develop, market and sell products that can make a difference to their wellbeing. We actively participate in the community to spread our passion and help animal causes. We love what we do and prove it – actions speak louder than words!

Aspirational

We avoid being average by putting a little extra into everything that we do. We con-stantly set new standards and stick to them. We don't believe in compromise.

Dynamic

By constantly being relevant, desirable and contemporary, we aim to delight both new and existing customers. We are nimble and not afraid of change. We don't believe in being complacent or reactive.

Award Winning

Rufus & Coco is Australia's Most Awarded Pet Brand. We have expertise in product development has been recognized in Australia Business Awards, such as:





RUFUS & COCO®

Well Bred Petcare

Contact Us

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Go on, pick up the dog n' bone!









