

CatGenie Opens Pop-Up Store in L.A.

Proceeds from some sales of the self-washing, self-flushing cat box will go to a pet rescue group.

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The makers of the CatGenie are trying a new strategy by opening a pop-up store so consumers can see the product first-hand. Photo provided by PetNovations. PetNovations Inc. of Norristown, Pa., has opened a pop-up store at the Hollywood & Highland Center in Los Angeles for its flagship product, the CatGenie. PetNovations president Steven Yampolsky said the company is hoping the pop-up shop (a temporary store) will draw consumers and retailers alike to the self-flushing, self-washing cat box.

The CatGenie is mostly available online, according to Yampolsky, so opening a pop-up store offers consumers the opportunity to see the product in person.

“Some people have no trouble shopping on the web; others need to see (the product) in person,” he said. “Basically this is an opportunity for us to do that.”

And because the CatGenie, which retails for more than \$300, is a departure from a traditional cat box, allowing consumers to experience the product first-hand is especially important, Yampolsky added.

PetNovations is also looking to entice more retailers to carry the product by showcasing it in a retail setting.

“The bottom line is this is a product that consumers want...and this is a good way to show retailers that, in a retail setting, the product does sell,” Yampolsky said.

The CatGenie pop-up store was scheduled to be open until at least Oct. 7. PetNovations has a number of special events planned including live radio broadcasts, cat adoptions and product demonstrations. During the promotion, proceeds from certain CatGenie sales (those made with a special coupon given out on-site) will go to Precious Paws, a pet rescue based in Encino, Calif.

The following are special events planned for the month: Warren Eckstein “The Pet Show” live radio broadcast
Sept 19 and Oct. 3
11 a.m.-3 p.m. Precious Paws cat adoptions
Daily, through Oct. 7
Noon-6 p.m. CatGenie product demonstrations
Daily, through Oct. 7
10 a.m.-8 p.m.