

2022

PRODUCT CATALOGUE

RUFUS & COCO

RUFUS & COCO



Rufus & Coco Story

In 2008, Anneke van den Broek was on a mission. With a passion for animals that runs in her family, she set out to fill the gap in the pet care industry for a lifestyle brand offering innovative, eco-friendly products and experiences that are loved by pets and their humans.

The result was the launch of a business that has grown to become an internationally awarded range of natural high performance cat litter, grooming & cleaning products, vitamins, accessories, treats, toys and more.

Today, Rufus & Coco is proud to be a homegrown Australian brand that is loved by pets and people across North America, Singapore, and New Zealand to name a few! In addition, we also operate 3 luxury pet grooming salons in Sydney.

We're using our voice to advocate for the rights of pets and their parents, and we truly believe that by helping pets live large, our business can make better connections between humans and pets for a better world.

Our Values

Introducing the Rufus & Coco Product Range

At Rufus & Coco, we believe pets deserve the world. Unconditional love, an eco-friendly future and the best quality, paws down.

Delivering environmentally conscious, innovative and inspired solutions for minimal impact and maximum fun.

Our goal is to improve humanity one pet at a time, and to put our best paw forward, every time. We're for the wellbeing of both pets and their parents globally, creating better connections for a better world.

AIM HIGHER

We strive for continuous improvement. A high-performance culture meets a desire to create a better experience with our products and services. We are a team of dynamic go-getters. If we see an opportunity, we seize it. We share an ingrained love of learning and go beyond our area of expertise to succeed.

WE DON'T BELIEVE

In winning at all costs...Making enemies or compromising our values in the name of progress.

FOR THE LOVE OF PETS

By pet lovers, for pet lovers. We are truly passionate and stand up and advocate for animal rights. Everything we do is motivated by our unwavering commitment to pets and the humans that love them.

WE DON'T BELIEVE

That some cats and dogs are more worthy than others. Staying silent when the voiceless need an advocate.

A WONDER-FUR WORLD

We share this world with our furry friends, and are committed to making it a better place for all. That means doing all we can for the environment and contributing to a greener, more sustainable future.
#reduceyourpawprint

WE DON'T BELIEVE

In profit and progress at the sake of others and the earth. That we should stand by while others lead the charge. That we are too small to make a big difference.

TRUST IS EARNED

We take the care of your family member seriously and work tirelessly to be worthy of your trust. We set high standards to ensure you receive reliable, expert advice and quality products and services. We act as a team, taking care of our pack, and always remembering, the world is better shared.

WE DON'T BELIEVE

Customer relationships end after the transaction. In being erroneous, misleading or avoiding accountability.

RUFUS & COCO



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Wee Kitty®

INTRODUCING THE WEE KITTY RANGE

Natural Kitty Litter for cats who care
and the humans who love them



Wee Kitty provides ALL the features cat owners are looking for and independent test results prove it



Vegan & Biodegradable

- Made from sustainable, fast-growing plants
- Biodegradable, free from harsh chemicals or toxins, and can be used as surface mulch
- Environmental footprint is reduced because better performance means you use less litter each time
- Unlike clay and crystal litter which are not made from sustainable ingredients



Concentrated Clumping

- Fast clumping action
- Clump stays firm, retaining 99% of its mass after 16 hours
- Clean up is easy even if you've been out all day
- Unlike paper and wood litter which do not clump



Vegan & Biodegradable

- Easily absorbs 5x its weight in liquid – more than ALL other brands
- Only takes 6 seconds to absorb!

*Independent laboratory results, SGS 2020 & 2021

*Do not flush cat litter or dispose of in drains or waterways in the state of California.

Wee Kitty provides ALL the features cat owners are looking for
and independent test results prove it



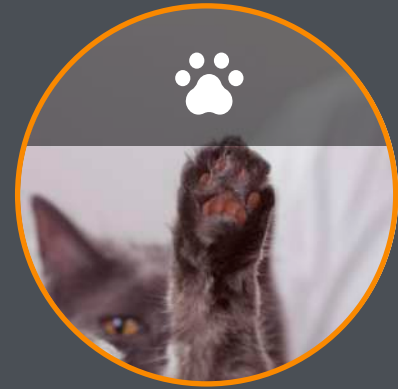
Flushable & Septic Safe*

- Litter completely dissolves within 5 minutes when submerged in liquid
- Unlike paper, clay, wood, walnut and wheat which cannot be flushed



Fast Odour Control

- Within 5 minutes ammonia odour is completely absorbed
- Unlike paper and clay which do not absorb ammonia odour



Paw Friendly

- Soft on delicate paws and low tracking
- Your cat will love it and so will you!
- Unlike other natural litters and clay which are uncomfortably hard on paws

*Independent laboratory results, SGS 2020 & 2021

*Do not flush cat litter or dispose of in drains or waterways in the state of California.



Wee Kitty®

Superior absorbency means less litter is needed each time

Amount of liquid absorbed by 7 oz (100g) of litter in 5 mins**

	Wee Kitty® Corn	Wee Kitty® Bamboo	Wee Kitty® Eco Plant	WOOD	PAPER	COMPETITOR CORN	CLAY	COMPETITOR BAMBOO	CRYSTAL	
	18.2	18.1	17.2	16.1	10.6	9.4	7.7	6.2	5.8	fl oz
	539.2	534.8	507.8	477.5	316.1	277.7	226.9	182.6	170.3	ml

Our litter lasts longer to help customers save money and the environment.

1 bag of Wee Kitty® = up to 4 bags of Clay



4.4lbs (2kg) lasts up to 4 weeks*
8.8lbs (4kg) lasts up to 8 weeks*
20lbs (9kg) lasts up to 18 weeks*

* Based on one standard cat. ** Independent laboratory tests (SGS Australia 2014, 2016 & SGS Hong Kong 2020, 2021)





Wee Kitty®



Natural Clumping Corn Litter

“The business for cats doing their business”

Made with 100% natural corn and clumping technology to outperform all other cat litters on absorption

-  Extra Absorbent + Long Lasting
-  Fast Odour Control
-  Flushable & Biodegradable
-  Single & Multi-Cat Use

Available in
2KG/4.4lb | 4KG/8.8lb | 9KG/20lb



Scan code to watch
the product video

Wee Kitty®

Bamboo Odour Control Litter

“Tough on odour,
kind to the earth”

Made from a blend of sustainably and naturally absorbent bamboo & plant fibers infused with charcoal



Natural Odour Control with Charcoal



Fast Clumping



Flushable & Septic Safe



Single & Multi-Cat Use

Available in
2KG/4.4lb | 4KG/8.8lb | 9KG/20lb



Scan code to watch
the product video



Wee Kitty®

Eco Plant Flushable Litter

“The litter that
doesn’t litter”

A flushable and biodegradable cat litter made from sustainable and naturally absorbent soy and wheat fibers



Flushable & Septic Safe



Fast Odour Control



Concentrated Clumping



Single & Multi-Cat Use

Available in
2KG/4.4lb | 4KG/8.8lb | 9KG/20lb



Scan code to watch
the product video





Posh Potty

55.8 x 40 x 22.8 cm

This stylish cat litter box features high sides, which helps prevent litter being kicked out of the tray (and around the home!). It's easy to clean with snap lock sides.

Pair with our Rufus & Coco Elasticised Litter Tray Liners - Large for no-fuss maintenance.

Wee Kitty Bio Elasticised Litter Tray Liners

Made with 25% corn starch to reduce the use of plastic.

Elasticised edges for the perfect fit

Available in

Large fits trays: 56L X 42W X 13D cm

Jumbo fits trays: 69L x 44Wx16D cm



Foldable Pet Carrier

Suitable for:
Cats and small dogs up to 15kgs.

Assembled: 46 x 31 x 28 cm

Folded: 46 x 28 x 10 cm

This portable pet carrier features a mesh side panel for easy loading, a vented design for maximum airflow, a convenient carrying handle and an adjustable shoulder strap.

Litter Trap Mat

Suitable for: Litter Trays

50 x 44 x 1.5cm

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

Pull the two layers apart to empty the excess litter back into the litter tray or into the rubbish.

RUFUS & COCO

INTRODUCING RUFUS & COCO CAT LITTER





Zero Odour Control Litter

“Zero Odour, litter-ally”

 Charcoal Pellets to Trap Odour

 Fast Clumping

 Super Absorbent

 Earth Friendly

 Safe to Flush

 Single & Multi - Cat Use

Available in
2KG/4.4lb | 3.7KG/8.1lb



Plant Powered Clumping Litter

“Plant Powered, litter-ally”



Green Tea Fresh Scent



Traps Odour Fast



Extra Absorbent



Biodegradable



Flushable



Single & Multi - Cat Use

Available in
2KG/4.4lb | 3.7KG/8.1lb

RUFUS & COCO



WASTE MANAGEMENT & TRAINING

Did you know?
Every year around **1.3 Billion**
plastic dog poo bags go into
landfill!

Rufus & Coco Compostable Poo Bags are made with corn starch so they're 100% biodegradable. They break down naturally in landfill within six months leaving no micro-plastics and no toxic residue.



Compostable Poo Bags

Suitable for: Dogs & Puppies

Bag size: 22cm x 32cm

Compostable bags made from corn starch with stylish holder.

Compostable Bags + Holder

Suitable for: Dogs & Puppies

Stylish holder with compostable waste bags.

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.

Elasticised Litter Tray Liners

Elasticised edges for the perfect fit

Our revolutionary litter tray liners include an elasticised edge to keep the liner in place, making clean up quick and easy - simply lift the whole liner and litter off the tray and tie the ends together!

Standard fits trays:

42 x 32 x 10 cm

Large fits trays:

56 x 42 x 13 cm



Wee & Stain Away

250mL / 8.45 fl. oz

Suitable for: Urine, faeces & vomit

Odour and stain remover for surfaces without scrubbing.

Apple scented.

Contains enzymatic technology.



Chew Stopper

250mL / 8.45 fl. oz

Suitable for: Dogs

Professionally formulated bitter spray to help stop your pet chewing. Suitable for dogs, furniture and household objects.

Contains Bitrex.



Eco Pee Mat

50 x 70 cm

This reusable and washable dog pee mat has you covered whether you're at home, in the car or out and about.

RUFUS & COCO

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!

- 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

References: 1. Applied to all products except for Bug Off, Breath Buddy & Ear & Wound Care. 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.





2in1 Oatmeal & Aloe 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.



2in1 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.



Flea Flea

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.



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.

Contains Selenium sulfide to assist in treating non-specific dermatoses and fungal infections.

APVMA Registered.



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.



4in1 Pamper & Detangler Spray

150mL / 5.07 fl. oz

Suitable for: Dogs, cats, puppies & kittens

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



Breath Buddy

150mL / 5.07 fl. oz

Suitable for: Dogs & cats

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.



Water Free Wash

100g / 3.52 oz

Suitable for: Dogs, cats, puppies & kittens

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

Contains all natural ingredients that are safe if licked off, and a hypoallergenic fragrance.



Antiseptic Aid

75g / 2.6 fl. oz

Suitable for: Dogs & cats

Antiseptic Aid is a nourishing antiseptic cream for dogs and cats that soothes abrasions and bites.

Contains Vitamin E and Aloe Vera.

RUFUS & COCO

GROOMING TOOLS

Bring the pamper experience home with our innovative grooming tools.

Our revolutionary self-cleaning range makes it easy to manage a pet's coat even if they're prone to shedding. With a simple push of a button, you can remove the hair off our brushes and they'll be ready to use again!

Finish off their at-home pamper session with our dog nail clippers and cordless dog clippers for the pawfect salon finish.



Self Cleaning Slicker Brush

Head 9.5 x 5.5cm

Handle 12cm

Self-cleaning brush with a charcoal infused head to inhibit bacteria growth and a push button action to lift fur from the brush.

Features an ergonomic, rubber handle for easy handling.



Self Cleaning Fur Remover

18cm x 4cm diameter

Clean fur off your clothes or any other fabric surface in the flick of a wrist.

Best of all, this fur remover is self cleaning so once the lint trap is full, just press the button to release all the trapped fur into the bin and it'll be ready to use again!



Self Cleaning Deshedder Brush

Length of teeth: 66mm

This dog and cat deshedder tool features stainless steel blades that gently remove loose or dead hair from the undercoat, without damaging the topcoat.

Once you're done, remove any hair from the teeth using the convenient, self-cleaning push button action.



Safety Nail Clippers & File

16x16cm

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



Easy Trim Cordless Clippers

4.5x15cm

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.



Pet Grooming Glove

The soft silicone ridges gently remove loose hair whilst providing a relaxing massage for your furry friend.

This handy dog and cat brush glove is machine washable and can be worn on either hand.



Detangling Comb

This detangling comb features an easy-grip handle and stainless steel teeth - perfect for grooming the curliest of coats!

Suitable for pets with an undercoat, long or curly-haired breeds.

RUFUS
&
COCO

DOG TOYS

Our toys are the ulti-mutt





Jungle Buddy Rope Toys

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

Available in mixed inners for variety on shelf.

Jungle Buddy 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

Available in mixed inners for variety on shelf.

Rufus Junior Chew Toy

- ✓ Brain stimulating
- ✓ Hours of play
- ✓ Stores surprise treats
- ✓ Squeaks
- ✓ Ultimate TPR Chew Toy

Tuff Fluff Snuggle Toy

- ✓ Comfort toy
- ✓ Squeaking tummy
- ✓ Double stitched seams & durable inner mesh layer makes this toy extra tough



Clean & Chew Dental toy

- ✓ Clean your mate's teeth as they chew
- ✓ Promotes healthy teeth & gums
- ✓ Great for jaw exercise

Treat Me Range

- ✓ Stores treats
- ✓ Designed for rewarding, long-lasting play time
- ✓ Floats in water

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 bone
- ✓ Natural rubber
- ✓ Jaw exercise
- ✓ Safety tested

RUFUS & COCO

CAT TOYS

Rufus & Coco's interactive cat toys are designed to keep felines active and engaged!

We have options for guided play to encourage pet and human bonding as well as stimulating toys for independent play.





Laser Mouse Toy

- ✓ Entertainment & Exercise
Get your kitty moving using their natural hunting instincts
- ✓ Bonding Time - Spend time together as you guide your pet's play



Rechargeable Laser Cat Toy

- ✓ 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



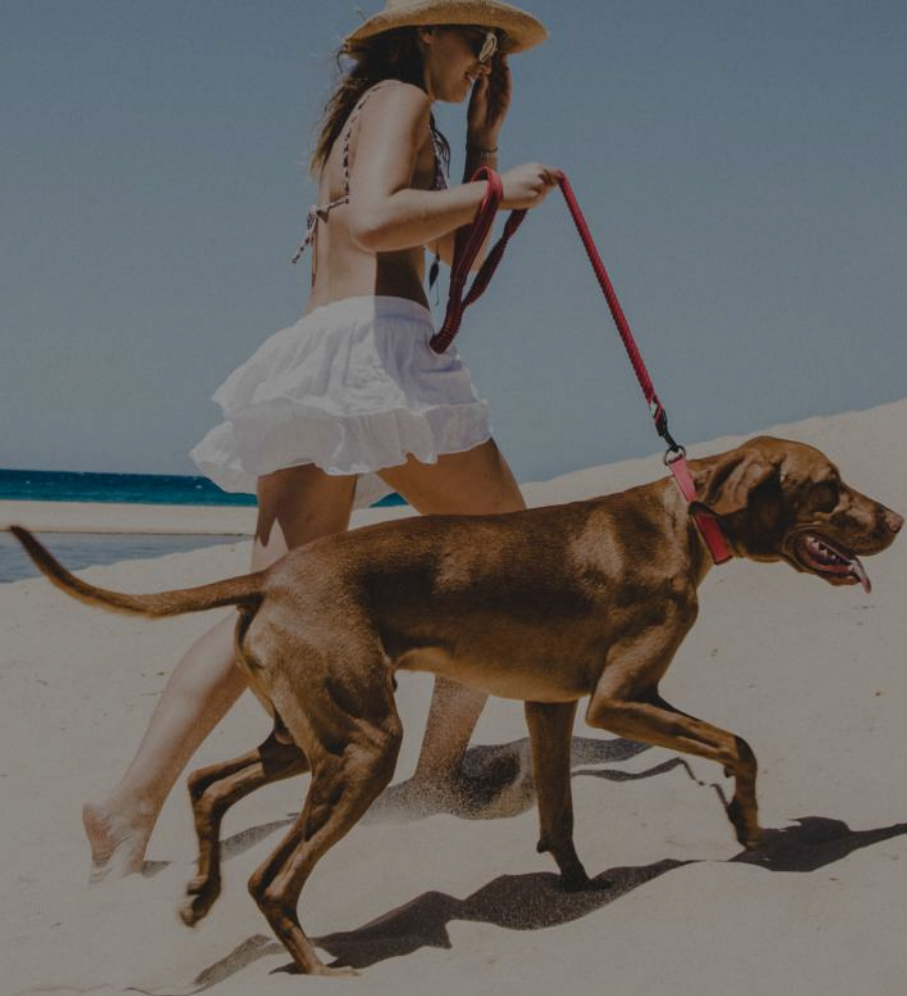
Fling & Chase Cat Toy

- ✓ Multisensory design, combining all the things cats love in one toy!
- ✓ Lightweight enough for independant play
- ✓ Unique & quirky design

RUFUS
&
COCO

TETHERING

Put more swag in their wag.





Berlin Leather Dog Collar

XS – 36cm

S – 45cm

M – 55cm

Made with high quality leather, adorned with premium gold hardware and studs for style and durability - this leather dog collar is the ultimate in style and class done well.

Berlin Leather Dog Lead

120cm

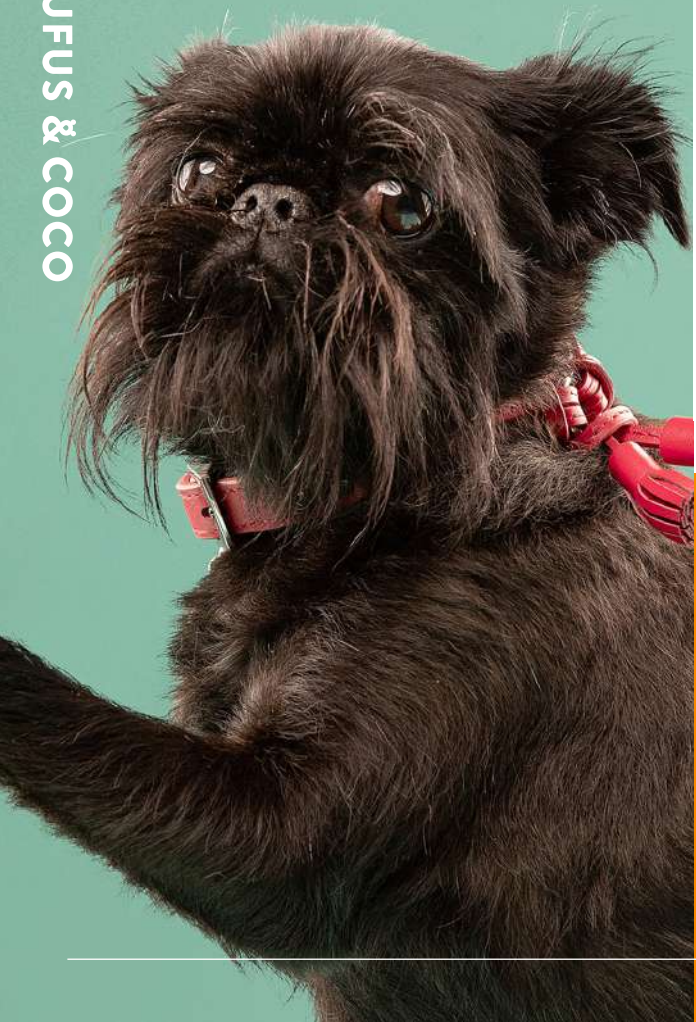
Each sold separately

Available in

Rose

Navy





Paris Leather Dog Collar

XS – 36cm

S – 45cm

M – 55cm

Made with high quality leather, adorned with silver hardware and finished with gorgeous red leather tassels, this dog collar is the ultimate in style and class done well.

Paris Leather Dog Lead

120cm

Each sold separately

Available in Red
 Powder Blue



Multi Purpose Lead

1.2m

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 nylon mesh. Matches our stylish soft mesh harness.



Retractable Lead

3m

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

Holds dogs up to 45kg.



Shock Ease Lead

1.25m

Unique high quality lead with stretch design to absorb sudden shocks and pulling.

Includes traffic stop handle for safety and neoprene lined handle for comfort.

Holds dogs up to 35kg.



Bone Dog Collar

XS – 36cm

S – 45cm

M – 55cm

Silver bone studded PU dog collars with signature logo buckle.

Air Mesh Dog Collars

XS/S – 26-34cm

S/M – 31-42cm

M/L – 42-62cm

Adjustable, bright and breathable air mesh collars. Sturdy buckle.

Seatbelt Attachment

37cm

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.



Soft Mesh Harness

- XS – Fits Chihuahua size dog
- S – Fits Maltese size dog
- M – Fits Scottish Terrier size dog
- L – Fits Collie size dog

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

Sportflex Harness

- XS – Fits Chihuahua size dog
- S – Fits Maltese size dog
- M – Fits Scottish Terrier size dog
- L – Fits Collie size dog

Made from a durable neoprene fabrication which is both soft and quick-dry. The reflective straps simply clip on, and are adjustable for the perfect fit.

Duramax Collar

- XS/S 26 - 34cm adjustable
- M/L 51 - 62cm adjustable

This all-weather collar is made with a durable, flexible strap, making it comfortable and functional.

It is also water-proof, dirt and odour resistant - simply wipe clean with a damp cloth!

Also available in

- Blue
- Red
- Black



Bronte Dog Collar

XS-S – 23-40cm

S-M – 35-55cm

M-L – 40-66cm

The premium striped nylon collar has a signature R&C silver etched clip, and makes a bold colour statement.

Matches harness and lead.

Also available in

Pink/Red 

Navy/Green 

Bronte Dog Lead

1.2m

The Bronte dog lead is a premium striped dog leash made from sturdy nylon and comes in multiple colours.

Designed in Australia to attach comfortably and securely to your dog's collar.

Matches collar and harness.

Also available in

Pink/Red 

Navy/Green 

Bronte Dog Harness

XS-S – 23-40cm

S-M – 35-55cm

M-L – 40-66cm

A comfortable and secure harness with reflective nylon stripes & engraved R&C signature silver etched clip.

Matches collar and lead.

Also available in

Pink/Red 

Navy/Green 



Metallic Cat Collar

Cat – 23-27cm

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

Flower Cat Collar

Cat – 23-27cm

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

Features safety elastic and premium bell.



Studded Cat Collar

Cat – 23-27cm

Unique studded design with a classic pin buckle.

Features safety elastic and premium bell.



Diamanté Bow Cat Collar

Cat – 23-27cm

Gorgeous velvet cat collars with high quality diamanté bow.

Features safety elastic and premium bell.

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