

Bavarian Cat Toys will launch at Superzoo 2015, providing North America with an alternative to traditional catnip toys

Las Vegas, NV (July 2015) - Expanding its global reach into the North American pet market, Aumueller Korbwaren will introduce its line of German cat toys at Superzoo 2015, to be held July 21-23. The toys will sell under the brand name "Bavarian Cat Toys" in proud tribute to the Bavarian-grown ingredients featuring valerian, lavender, and anise. The appeal of valerian is a well-kept secret among cat lovers here, but these valerian-filled toys are widely distributed throughout Europe, earning 4 & 5-star reviews in the most popular pet store chains and online at e-commerce sites.

Most Americans know of valerian as a sleep aid or tension reducer for people. In contrast, valerian has an invigorating effect on cats. Stacey Gelkopf, Project Manager coordinating the product launch, acknowledges that Americans are unfamiliar with the valerian effect on cats. "In our market, most cat lovers only know about catnip toys," Gelkopf said. "They don't realize there's an alternative for encouraging cats to play." With valerian toys, cats become euphoric from the smell and they'll play intensely – rolling, licking, kicking and nuzzling the toy.

More than 25-30% of adult cats have no response to catnip. Similarly, kittens under the age of 12 weeks have no reaction to it. Yet many cats love valerian regardless of whether or not they're attracted to catnip. In the book *Herbal Cat Care*, Dr. Kidd, D.V.M., Ph.D. compared catnip to valerian and noted: "Some cats go even crazier for valerian." With more than 75 million cats owned in the United States, that's a large market for valerian-filled cat toys.

The family-owned company of Aumueller Korbwaren believes in using ecological and sustainable raw materials that put the pet's safety first. Ingredients are the highest grade available, certified to meet the same standards as those used in pharmaceuticals. The toys are handcrafted in Germany, not mass-produced in China, and no glues are used.



The toys are available in a variety of shapes and sizes, colors and styles. New varieties are created throughout the year, and holiday styles are offered on a seasonal basis. This year's Christmas Collection includes plush toys in the shapes of Santa and a Christmas tree, plus large cushions decorated in holiday motif.

"The most exciting item I'm introducing to this market," Markus Aumueller said, "is the extra-large cat-sized pillow that contains valerian *and* catnip. There's no other cat toy of its size. And, like all our toys, the pillows are filled with natural spelt to ensure long-lasting quality and appeal."



To learn more about Bavarian Cat Toys, view our [video](#) on YouTube, visit Superzoo Booth #1125 or visit BavarianCatToys.com. For more information, photos, and/or product samples contact Stacey Gelkopf via email at Sgelkopf@BavarianCatToys.com or cell phone 973-487-7811. Connect with the company on Twitter ([@ValerianCatToys](#)) or Facebook.

About Aumueller Korbwaren GmbH & Co. KG

Aumueller Korbwaren is a privately held German manufacturer of household and pet products featuring wicker and textiles. Founded in 1951, the company is currently operated by its third generation of family members. With more than 2500 items in its catalogue, the company is regarded as a European specialist in basketry, wood products, and high-quality textile products. For more information, contact: info@aumuesser-korbwaren.com or visit Aumueller-Korbwaren.com. Representatives will be available during Superzoo 2015 in Booth #1125.