

# Finnish SME specialized in design cat furniture is looking for retailers in Europe, North America and Japan

## Summary

Profile type

**Business Offer**

Company's country

**Finland**

POD reference

**BOFI20240411002**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

- **Hungary**
- **Canada**
- **France**
- **Greece**
- **Belgium**
- **Iceland**
- **Germany**
- **Estonia**
- **Austria**
- **Czechia**
- **Luxembourg**
- **Latvia**
- **Norway**
- **Ireland**
- **Denmark**
- **Lithuania**
- **United States**
- **Japan**
- **Netherlands**
- **Italy**
- **Slovakia**
- **United Kingdom**

- **Switzerland**
- **Malta**
- **Sweden**
- **Poland**

Contact Person

[Noriko MITA](#)

Term of validity

**11 Apr 2024****11 Apr 2025**

Last update

**22 Apr 2024**

## General Information

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### Short summary

The Finnish SME specialized in manufacturing design cat furniture, e.g. climbing and scratching trees, is looking for retailers in Europe, North America and Japan. Products represent timeless Scandinavian style and are made of high quality ecological and durable materials. They fit both modern and rustic homes, occupy small space, but enable climbing, sleeping in heights, scratching and stretching. All products can be tailored according to customer needs.

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### Full description

The Finnish SME manufactures and sells furniture-like design cat furniture, including design cat climbing and scratching trees that fit to both modern and rustic homes.

The cat tree represents timeless Scandinavian style and is made of high quality ecological and durable materials. Worn parts can be replaced and fabric parts are machine washable. It occupies only a small floor space, but enables climbing, sleeping in heights, scratching and stretching – vital to a cat's well-being.

The cat tree is customizable, a customer can choose color and material options that fit the interior decoration, including the length of the tree. The number of platforms and their position in the pole can be adjusted. The installation doesn't require drilling.

Wall shelves and ladders are aimed for small spaces providing a chance for an adventure and napping at higher room heights. Shelves and ladders are designed for displaying books, flowers or decorative items, too. Modern functional design.

Food stands are made for cats and also dogs who prefer to eat from an upper level than floor, especially senior cats suffering from osteoarthritis. All kinds of bowls can be used at these feeding stands. They can also be used for agility and decorative purposes.

All products are manufactured to last 10-15 years. Spare parts, like felt and rope, are available for customers to prolong the life-cycle of a product.

The SME is looking for retailers in Europe, North America and Japan.

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#### Advantages and innovations

- Scandinavian design cat tree and wall shelves - like a design furniture.
- Ecological materials - made to last. No plastic or cardboard. Pole of metal and wooden parts are all recyclable. Worn parts can be upholstered.
- Customizable - color, material, length of the tree, number of platform and their positions in the pole can be tailored to fit the cat home interior decor.
- Requires only a little floor or wall space
- Easy installation - no need of drilling. Can be relocated easily.

#### Technical specification or expertise sought

#### Stage of development

**Already on the market**

#### IPR Status

**IPR granted**

#### Sustainable Development goals

- **Goal 13: Climate Action**
- **Goal 8: Decent Work and Economic Growth**

## Partner Sought

#### Expected role of the partner

The SME is looking for a retailer to market the products locally or nationally, display and sell products for customers. No investment in storage is required, in addition to a show-room cat tree and wall shelves.

#### Model of co-operation:

1. Retailer sells the product to a customer and charges the consumer price + delivery costs.
2. Retailer makes an order to SME's web shop using a discount code of 20 % (no discount for the delivery cost) on behalf of the customer.
3. SME delivers the order directly to consumer customer.

#### Type of partnership

**Commercial agreement**

#### Type and size of the partner

- **SME 50 - 249**
- **SME 11-49**
- **SME <=10**

## Dissemination

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### Technology keywords

### Market keywords

- **07004003 - Home furnishing and housewares**
- **07004005 - Furnishing and Furniture**
- **07004008 - Other consumer products**

Targeted countries

- Hungary
- Canada
- France
- Greece
- Belgium
- Iceland
- Germany
- Estonia
- Austria
- Czechia
- Luxembourg
- Latvia
- Norway
- Ireland
- Denmark
- Lithuania
- United States
- Japan
- Netherlands
- Italy
- Slovakia
- United Kingdom
- Switzerland
- Malta
- Sweden
- Poland

Sector groups involved

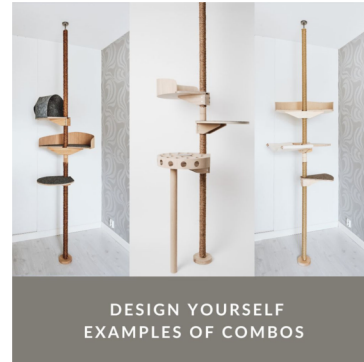
## Media

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Images



[Design from Finland](#)



[Customizable platforms](#)



[Wall shelves](#)



[Happy cats](#)



[Interior](#)

## Videos

[Kissapuu cat tree - Design from Finland](#)