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World's Best Cat Litter gets makeover

August 3, 2009

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After realizing its packaging wasn't reflecting the premium cat litter it was selling, World's Best Cat Litter decided to change things up, redesigning its logo, packaging, website and even introducing new product line names. The new logo features a metallic cat face design, while the new packaging calls out the brand's odor control, instant clumping and all-natural attributes with bold colors. Black and white images of cats, set on a black background, also convey the product's premium aspect. The litter is made from renewable whole-kernel corn, making it 100 percent biodegradable. (Package design: MicroArts Creative Agency, www.microarts.com)



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