



NATURAL CAT LITTER

Always
the **GOLDEN**
Choice

pet-earth



NATURAL CAT LITTER FROM GERMANY

pet-earth GmbH began its journey in 2003. At first, we imported ready-made cat litter from other countries. But it wasn't long before we started manufacturing our own cat litter line, **GOLDEN**, in Germany.

What makes our products special is that they are made exclusively from natural raw materials.

This allows us to assure you that you'll feel good using our litter for your beloved pets. After more than 20 years, **GOLDEN** has become one of the most trusted premium cat litter brands in Europe. Pet owners, breeders, and veterinarians rely on it and recommend it to others.



THE IDEAL LITTER FOR EVERY NEED

Today, the **GOLDEN Originals** range is one of the best-known brands on the European market and is highly regarded by pet owners, breeders, and veterinarians alike. Over the years, we have steadily expanded our product line: The original bentonite-based **GOLDEN grey Original** has been joined by **GOLDEN grey Master**, **GOLDEN odour Natural**, and **GOLDEN white Hygienic**.

The bentonite range was also expanded in 2025 to include **GOLDEN light**.

Our product range is rounded out by the **GOLDEN Nature** line, which has stood for eco-friendly, biodegradable cat litter since 2024 and is available in three varieties: **GOLDEN Nature Wheat**, **GOLDEN Nature Pine**, and **GOLDEN Nature Cassava**.



Always the **GOLDEN** Choice

GOLDEN originals

GOLDEN grey Original, **GOLDEN grey Master**, and **GOLDEN odour Natural** are made from high-quality raw materials and natural sodium bentonite. For the hygienic cat litter **GOLDEN white Hygienic**, we use calcium bentonite activated with soda. We deliberately avoid the use of adhesives, gel binders, or synthetic dust binders.



Approx. 390 % absorbency



Anti-tracking formula



Very low dust



GOLDEN light

GOLDEN light complements the line – a litter that combines natural and bentonite components.

GOLDEN grey *Master*

GOLDEN grey Master is made from high-quality bentonite, which produces minimal dust and is extremely versatile. Its fine granules, high absorbency, and strong clumping properties deliver excellent results.

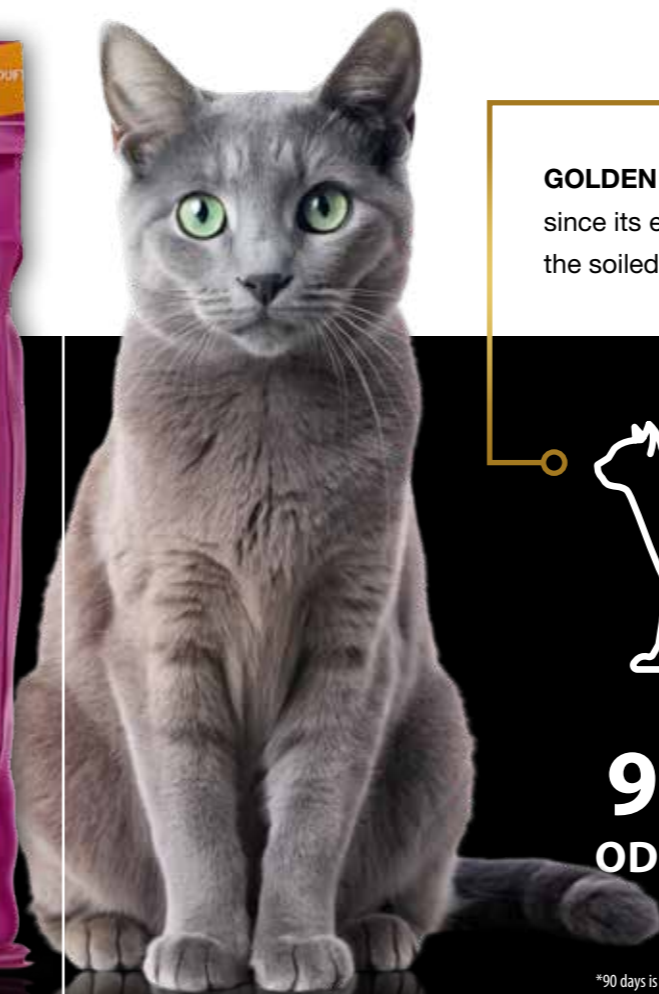
The added hygiene minerals trap odors before they even develop, and the delicate scent of baby powder provides a luxurious experience in every cat's daily life.

7 kg

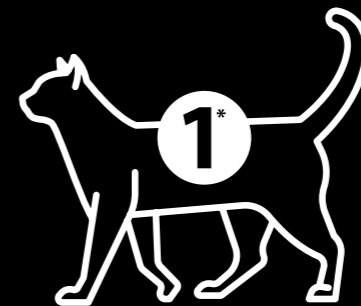
Art.-Nr.: 120028
RRP: 10,50 €

14 kg

Art.-Nr.: 120001
RRP: 18,55 €



GOLDEN grey Master is extremely economical to use, since its extra-strong clumping action means that only the soiled litter needs to be removed.



≈

90 Days
ODOUR CONTROL

*90 days is a theoretical estimate based on usage with one cat living in the household. This assumes that the litter box has been completely filled beforehand.





Produces very little dust, is gentle on sensitive respiratory systems, and ensures extra cleanliness, as almost no litter is tracked out of the litter box (anti-tracking).

With the delicate scent of baby powder



POWER X3 Hygiene Minerals

The unique, fine-pored structure of silicate allows for particularly rapid moisture absorption.

The result:

Litter that stays dry all day long and reliable odor neutralization.



POWER X3 HYGIENE MINERALS

THE
ORIGINAL
PREMIUM
QUALITY
★★★
est. 2003

GOLDEN grey *Original*

GOLDEN grey Original Cat Litter is made from high-quality bentonite. Thanks to its fine texture, the litter is pleasantly soft on your cat's sensitive paws.

Bentonite is a pure natural product—one of the reasons why cats accept the litter so readily and without any issues.

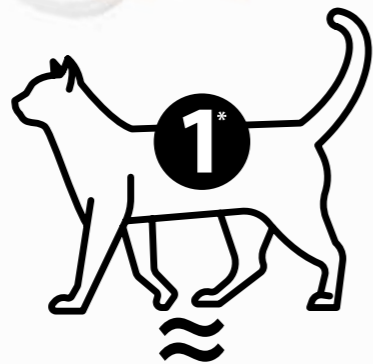
7 kg
Art.-Nr.: 120029
RRP: 9,95 €

14 kg
Art.-Nr.: 120000
RRP: 17,50 €



Thanks to its high absorbency, **GOLDEN grey Original** instantly locks in moisture and unpleasant odors while releasing a subtle baby powder scent.





90 Days ODOUR CONTROL

Since daily cleaning requires only the removal of the extremely solid clumps—rather than replacing the entire litter—**GOLDEN grey Original** is extremely economical and efficient.

Very economical:

14 kg of this product is equivalent to approximately 42 kg of conventional cat litter.

*90 days is a theoretical estimate based on usage with one cat living in the household. This assumes that the litter box has been completely filled beforehand.



Clean paws thanks to anti-tracking



This low-dust cat litter consists of super-clumping granules that don't stick to the cat's paws and therefore stay mostly where they belong: in the litter box.

Because the wet litter clumps immediately and firmly, it is clearly distinguishable from the dry litter.



GOLDEN odour *Natural*

GOLDEN odour Natural is a super-clumping cat litter made from high-quality bentonite and infused with a natural odor absorber. The absorber doesn't simply mask unpleasant odors – it absorbs them. The result is an odor-free litter box without any artificial fragrances.

7 kg Art.-Nr.: 120030 RRP: 9,95 €	14 kg Art.-Nr.: 120002 RRP: 17,50 €
--	--



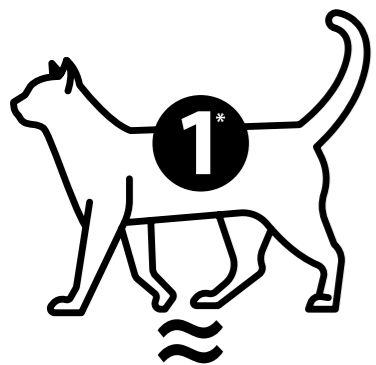
NATURAL ODOUR ABSORBER



GOOD TO KNOW

Absorbing Instead of Masking

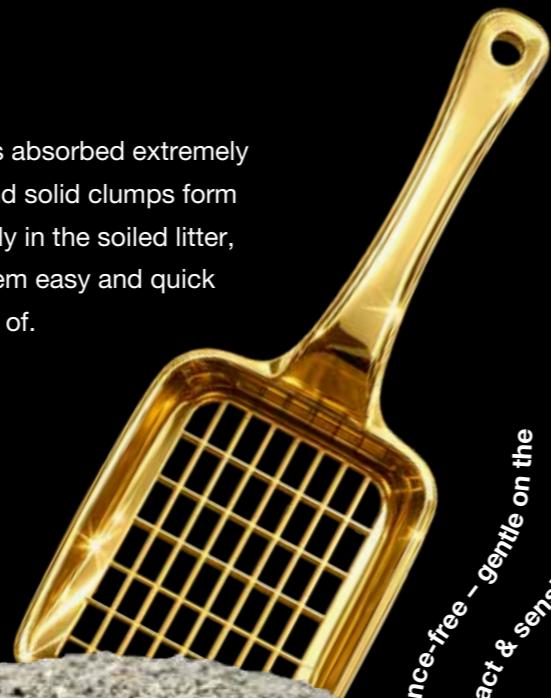
Our **Natural Odour Absorber** is a natural odor neutralizer in cat litter that effectively binds odors instead of masking them.



90 Days ODOUR CONTROL

The combination of 350 %
absorbency and the Natural
Odour Absorber ensures
a consistently clean and
low-odor litter box –
for up to 90 days.

Moisture is absorbed extremely quickly, and solid clumps form immediately in the soiled litter, making them easy and quick to dispose of.



*Fragrance-free – gentle on the
respiratory tract & sensitive cat noses*

Clean litter stays in the
litter box, and you simply
top it off with fresh litter.
This makes cleaning
the litter box not only
quick and effective,
but also economical.





GOLDEN white *Hygienic*

GOLDEN white Hygienic Cat Litter is made of fine, extremely light-colored bentonite granules. The hygienic minerals it contains neutralize odors before they even develop, while a subtle lavender scent and the exceptionally fine bentonite granules create a particularly pleasant and high-quality environment for your cat's daily life.

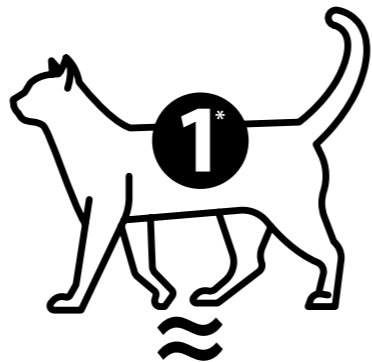
7 kg
Art.-Nr.: 120031
RRP: 9,95 €

14 kg
Art.-Nr.: 120003
RRP: 17,50 €





The litter's exceptionally light color not only looks elegant but also helps you spot changes in your cat's urine more quickly, allowing you to detect potential health issues right away. Thanks to the super-clumping granules, the litter box is a breeze to clean.

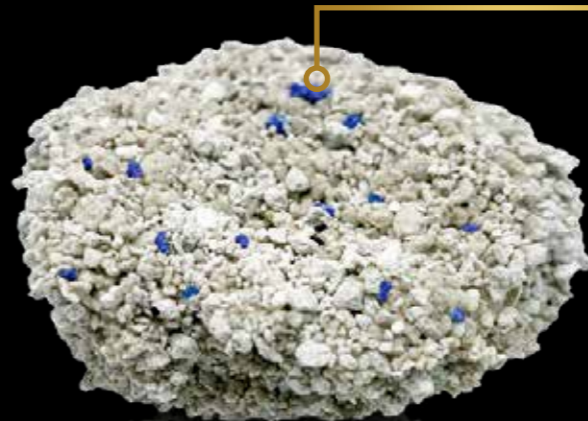


80 Days ODOUR CONTROL

320% absorbency,
POWER X3 Hygiene Minerals,
and a subtle scent ensure
a consistently clean and
low-odor litter box —
for up to 80 days.



The solid clumps can be easily separated from the clean litter, which makes daily cleaning easier and keeps things cleaner.



POWER X3 HYGIENE MINERALS



GOLDEN light

GOLDEN light combines the best features of two innovative components. Our advanced technology forms rock-hard clumps that instantly lock in moisture, ensuring fast and efficient cleaning.

This keeps your home fresh and inviting while your cat feels comfortable in its environment.



14 L
Art.-Nr.: 120165
RRP: 16,99 €





With a gentle aloe vera scent



Natürliche Geruchsbindung

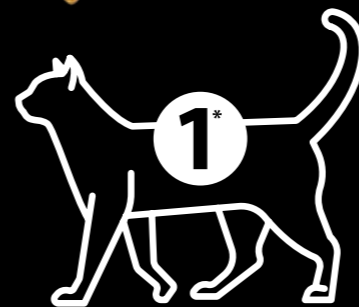


400 % Saugkraft



Anti-Tracking Formel

This unique cat litter combines mineral ingredients with modern technology to create exceptionally strong clumps. This makes the litter box easier to clean and reduces the amount of litter tracked out of the box.



≈
100 Days
ODOUR CONTROL

The plant-based component not only makes handling exceptionally easy, but also makes the litter significantly lighter—weighing 35% less than conventional bentonite litters.

At the same time, it ensures superior odor control: Our “Don’t Smell” formula neutralizes odors on contact and dries out clumps to minimize bacterial growth.

EASY TO CLEAN

35%
leichter | lighter

*100 days is a theoretical estimate based on usage with one cat living in the household. This assumes that the litter box has been completely filled beforehand.



Lightweight



Maximum odor control



Compostable / Flushable

GOLDEN nature

GOLDEN Nature is our product line made from natural and biodegradable raw materials. It was important to us to develop a line of cat litter that is gentle on both your cats' health and the environment. That's why all products in this line are 100% compostable and can even be flushed down the toilet, subject to approval from your local waste management authority.

Many cats prefer the natural texture of the litter, which can lead to better acceptance of the litter box. The eco-friendly natural litter **GOLDEN Nature** is a thoughtful and responsible choice for anyone who wants to promote their cats' health while also contributing to environmental protection.



GOLDEN cassava *Nature*

The combination of cassava and cornstarch provides superior odor control in your cat litter box. Super-fast clumping ensures that the common problem—especially with long-haired cats—of litter sticking to their fur and tail is prevented.

9 L
Art.-Nr.: 120031
RRP: 32,95 €

Ideal for long-haired cats



GOLDEN cassava - Nature is a pure natural product made from the root of the cassava plant. Natural comfort for cats of all breeds and ages.

For a cat living in a household, one bag of GOLDEN cassava - Nature lasts for about three months.



Extrahelle Färbung hilft Krankheiten im Urin zu entdecken



The litter has the ideal particle size to minimize the spread of individual particles. Maximum absorbency, dry and hygienic—that's the performance of **GOLDEN cassava - Nature**. Clumps can be easily disposed of in the toilet or compost*. Lightweight and eco-friendly to dispose of—hygiene has never been so easy.

*Subject to consultation with your local waste management company.



Strong
Clump formation



Maximum
odor control



Compostable /
Flushable

Ideal for
electric toilets



GOLDEN wheat *Nature*

GOLDEN wheat – Nature is a revolutionary cat litter that combines environmental friendliness with high performance. Using natural plant fibers derived from wheat byproducts, a patented process creates a product that relies exclusively on sustainable raw materials and is completely free of harmful additives such as gelling agents or fragrances.

18 L
Art.-Nr.: 120161
RRP: 27,79 €



This dust-free litter stands out for its ease of use, its high acceptance among cats, and its convenience, as well as a pleasant user experience in everyday life.

Its exceptional odor-neutralizing properties and optimal odor-binding capabilities ensure a consistently fresh environment.

GOLDEN wheat – Nature forms flexible, stable clumps that reliably absorb liquids, helping to maintain a high level of hygiene in the litter box.



Lightweight



100 %
dust free



Compostable /
Flushable

*Subject to consultation with your local waste management company.



It's particularly economical and long-lasting, so it's not only easy on your wallet but also on the environment. For a single cat in the household, one bag of **GOLDEN wheat - Nature** lasts about three months.

It's also 100% compostable* and thus perfectly combines efficiency and sustainability.





GOLDEN pine *Nature*

GOLDEN pine – Nature is a sustainable cat litter made from fast-growing wood and stands for the responsible use of natural resources. The wood is processed without chemical additives and offers an eco-friendly alternative for anyone who values natural products.

18 L
Art.-Nr.: 120160
RRP: 21,59 €



Natural clumping litter
GOLDEN
pine



Nature



18 Liter

pet-earth



Sparen im Verbrauch
Economicity in consumption



100% natürlich
Biodegradierbar



Renewable /
Nachwachsende Rohstoffe
Compostable /
Flussfähig



Using advanced technology, 100% wood is processed into a litter with exceptionally low dust levels. Wood shavings are first compressed into pellets and then ground into an optimal size. This creates an efficient surface structure that naturally supports reliable odor control while ensuring high yield.

The litter stands out for its ease of use and simple disposal, as it is compostable. At the same time, it is efficient to use and particularly economical – one bag lasts about 45 days for a single cat. In this way, **GOLDEN pine – Nature** combines sustainability with cost-effectiveness in everyday life.



The specially designed shape feels comfortable on the paws and is also suitable for sensitive cats, kittens, and cats with allergies. With no added fragrances, **GOLDEN pine – Nature** offers a particularly natural experience and is well-accepted by cats.



Economically in consumption



Biodegradable



Compostable / Flushable

*Nach Absprache mit Ihrem regionalen Entsorgungsbetrieb.



pet-earth.de



pet-earth.com/Shop

pet-earth GmbH

Oberfeldstraße 3 · 32457 Porta Westfalica

☎ +49 (0) 5731 868310-0 ✉ info@pet-earth.de

