

# Interactive Cat Toys Sell Out Within One Hour

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Friends Forever Pets, a business in Fremont, CA, had recently launched its latest product, the Friends Forever Cat Laser Tower. This product is considered to be 2018's most popular automatic cat toy, particularly for indoor cats, as it sold out within one hour of Prime Day on Amazon, as can be seen at <http://zonly.io/XEsz1>. Because it is important to keep indoor cats active to avoid obesity and depression, cat lovers all over the country have purchased the new interactive cat toy. It has also been found to help reduce cat aggressiveness, which is generally down to lack of proper exercise.

Richard Xu from Friends Forever Pets says: "To our own surprise, our cat laser tower was sold out within one hour on Prime Day 2018, with over 3,000 people signing up to the waiting list."

In response to the tremendous demand for the cat toy, the company has immediately gone to work to replenish their stocks as soon as possible. Richard Xu declares: "Our stock levels will be back up on the 1st of September around noon time."

Those who did manage to purchase the toy before it sold out have been full of praise of how much they and their cats have enjoyed it. They have been particularly impressed with the automatic features of the laser toy, including the randomly changing pattern. "... Very well designed. It runs for about 15 minutes and automatically stops. I have had this toy for several days and my cats still go crazy about it. It's super fun to watch your cats chase the laser point without moving a finger," says an Amazon customer. The full review can be read at [https://www.amazon.com/gp/customer-reviews/R2OK692DW0ND0B/ref=cm\\_cr\\_dp\\_d\\_rvw\\_ttl?ie=UTF8&ASIN=B072WCZQ4V](https://www.amazon.com/gp/customer-reviews/R2OK692DW0ND0B/ref=cm_cr_dp_d_rvw_ttl?ie=UTF8&ASIN=B072WCZQ4V).

The interactive cat toy makes use of a specialized design. It has a diamond shaped pointer that allows it to appear unique and to be really stylish as well. While it has been designed to entertain cats, particularly indoor cats, its design ensures that it won't look out of place in any home. Richard Xu explains: "We wanted to develop a toy that ticked all the boxes. The most important thing was that it would be entertaining for cats and also enhance their health. Furthermore, we also wanted to make sure that the people who own the cats

would be pleased with their purchase and won't feel like putting the cat toy away."

This cat toy was designed based on scientific research on cat behavior and the need for indoor cats, in particular, to be properly entertained at all times. To achieve this, the toy's laser uses a rotating pattern with different speeds, randomly moving across walls and floors. This triggers a cat's natural hunting instinct. Lasers have been a favorite toy for cats for some time now, but this laser tower is one of the first that can run without direct human interaction. According to Richard Xu: "By creating a toy that people can simply switch on and then leave, we feel we have increased the chances of indoor cats getting plenty of exercise. Some of our customers have said that they switch it on when they leave the house in the morning, for instance. Since it comes with an automatic timer that switches it off after 15 minutes, they know the cat won't get too tired either."

This cat toy has the advantage of being battery operated. The benefit is that there is no plug or wire that people can trip over or for the cats to claw and bite. This is one more feature that some of the people who have been able to purchase the cat toy before it ran out have positively commented on. For instance, another Amazon customer says, "... This toy does the job. It attracted her interest and kept her busy for a while. I plan to turn it on once or twice every day to give my cats a good daily exercise. One more thing I like about this toy is its auto shut off function. And I also like that It uses AA batteries, the most common one."

The product is Designed in the California and Friends Forever Pets stands behind the quality of all their products. Richard Xu says: "If you - or your cats - aren't 100% satisfied with the toy, we will give you your money back, no questions asked."

The product is expected to be back in stock shortly and Friends Forever Pets has also decided to increase its stock level to be able to cope with upcoming sales events, including Black Friday. While still some time away, they want to make sure that no customer, or cat, would be left disappointed again.

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For more information about Friends Forever Pets, contact the company here: Friends Forever Pets Richard Xu 510-490-9788 info@friendsforeverpets.com 45875 Northport Loop E Fremont, CA 94538

## **Friends Forever Pets**

*Friends Forever was founded in 2009 in beautiful coastal Northern California. Our mission is simple: style your life with the best products and best value.*

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