

## Results

The impact of the Mason Cat Tower has been profound. In the first three months of use, cat adoptions at NACC increased 20 percent while euthanasia of cats decreased 25 percent. Roos believes this is a function of the cats spending more time up at the public's eye level where they can catch a prospective customers attention.

"The single most important reason adoption customers choose an adult cat is the cat's behavior with people. The first thing we noticed after moving the cats into the new towers was their preference for lounging on the top shelf of the tower, right at a customer's eye level. This height preference also resulted in the cats becoming more interactive with passing customers."

"In 2012 we adopted out more than 1,000 cats for the first time in our facility's history. So far in 2013, we are on pace to adopt nearly 1,200 cats. A huge part of this success is owed to the Mason Cat Tower. The Tower provides a more natural living environment, which allows cats to behave more like cats. It's relatively easy for an adoption customer to choose a new pet when that cat is displaying his or her true behavior."

Roos said the units receive a significant amount of positive feedback from customers and have enable NACC to successfully showcase the cats available for adoption.

"The Mason Cat Tower is truly a versatile solution that our cats and customers love," said Roos. "With the Mason Cat Tower, the cats spend their time right at customer eye level. The visibility of the cats is significantly improved over a stacked housing unit and adoptions have soared."

Roos also said the Mason Cat Tower is easy to clean. "Functionally speaking, the Mason Cat Tower is just as easy to clean as the stacked units we had previously. The litter pan in the bottom, or 'basement' as we call it, means that the litter is kept out of the living space. This shortens the overall time our staff has to spend on cleaning even though the units are bigger and the cats have more space."

Roos highly recommends working with Mason Company.

"Working with Mason Company was amazing," said Roos. "Their ability to customize means that I never heard them say 'that's not going to work' or 'you can't do that.' When we brought them ideas they researched any engineering and material issues and helped formulate a solution. The entire process was extremely collaborative and about making us happy."



With more than 120 years of experience in designing the finest animal enclosures in the world, Mason Company has more experience in animal enclosure design than anyone else in the industry. We are known for our ability to customize products and solve design and manufacturing challenges. Mason Company offers the broadest product line in the industry - many with patented, innovative features - and customizes solutions to meet your specific needs.

Mason Company's experienced staff provides design advice, price quotations and computerized layout drawings free of charge. Contact us today to learn more about how we can help you!



## Custom Cat Towers Help Increase Cat Adoptions

*Norfolk Animal Care Center*



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## Background

*Norfolk Animal Care Center (NACC) shelter is open-admission, providing a safe haven for animals in Norfolk, Virginia. Animals are never turned away, regardless of species, age, health, or temperament. The Norfolk Animal Care and Adoption Center cares for 600 - 700 animals each month, and more than 6,000 animals each year. The facility has 160 animal enclosures, including about 80 kennels for dogs and 80 for cats.*

## Challenge

The Norfolk Animal Care Center (NACC) had housed cats using a stacked cage made of particle board with laminate coating. Virginia state law mandated that the materials for cat housing could not be constructed of anything porous and prohibited laminate coating, requiring NACC to find a new cat enclosure solution.

Jake Roos, director of operations for NACC, had noticed that the cats in the lower units of their previous stacked cage system were less visible than the cats in the top units. What's more, when the divider between the top and bottom units was opened, both cats spent their time on the top shelves.

Roos had a vision for customizable cat housing that combine the versatile and long-lasting materials of NACC's dog runs with amenities that meet the unique needs of cats. However, because NACC is an animal control facility, the solution couldn't take up much space nor could it cost a fortune. The units needed to have the same width dimensions as the previous units with an additional five or six feet of vertical space.

"In addition to new cat units designed with a non-organic material accepted by state law, we also wanted a vertical orientation of the enclosures given the obvious health benefits that would provide for cats," said Roos. "There were plenty of standard box cage options but we didn't want traditional stacked housing."



## Solution

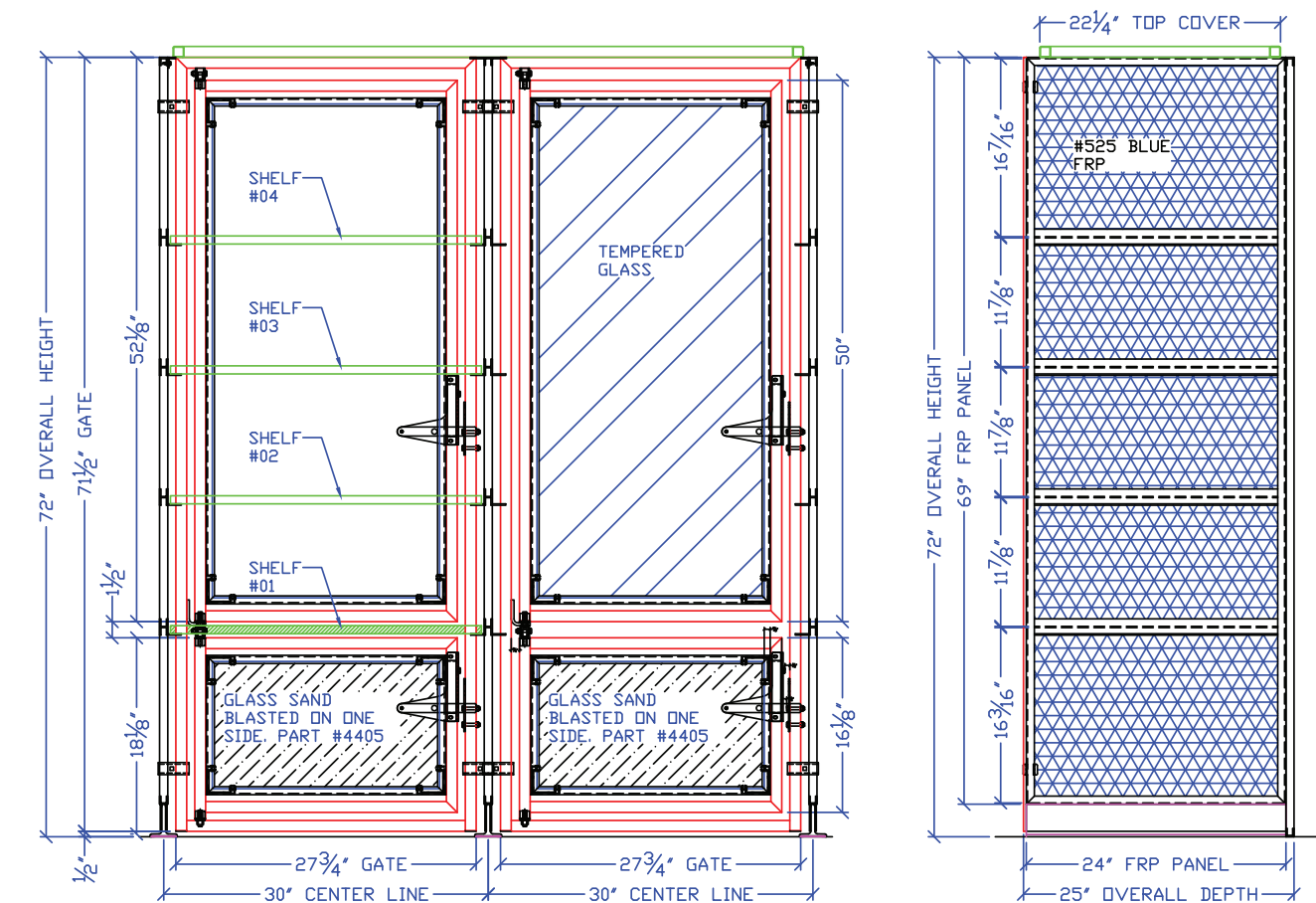
Through a competitive procurement process, Mason Company was the sole vendor that satisfied NACC's need for customization within a strict budget. Because these new cat towers were the first of their kind, Mason Company manufactured a prototype for NACC to beta test on-site.

"The level of collaboration from Mason engineers was perfect. In designing these cat enclosures, we realized that we had to meet several diverse needs. The enclosures needed to meet State animal housing codes, they needed to be easy to clean, and they needed to provide a living space that would enhance feline behavioral health. I can't even begin to count the number of emails and phone calls I made to Mason, wondering about this or confirming that. The Mason engineers were very patient with me; in fact, they seemed as excited as we were to be fashioning a new cat housing system."

The Cat Tower provides a completely customizable long-term or short-term living space for cats built around the *Association of Shelter Veterinarians* guidelines for minimum living space and separation of litter from food and living areas. Instead of a box or a cage, the Cat Tower is a multi-level tower that can be tailored with different shelves to create a unique living quarters with the various levels of height that cats love. The Mason Cat Tower is constructed with the same strong, non-organic materials as its dog runs: stainless steel tubing, tempered glass, FRP and colorful Wilsonart panels. The Cat Towers are not only incredibly durable, but they are also beautiful, easy to clean and non-organic.



*"The single most important reason adoption customers choose an adult cat is the cat's behavior with people. The first thing we noticed after moving the cats into the new towers was their preference for lounging on the top shelf of the tower, right at a customer's eye level. This height preference also resulted in the cats becoming more interactive with passing customers."* – JAKE ROOS



"After Mason Company was awarded the project and the collaboration began, we quickly realized that we were working with the right company. It's hard to imagine another company offering broader range of customization options."

Mason Company's Cat Tower features larger, more open areas as well as multiple levels of play area and living space, including hiding areas and spaces to allow cats to climb. The litter area is down at the bottom of the tower, and hidden behind frosted glass. The height of the litter area also allows cats to eliminate in their normal posture. The Cat Tower can be designed with options for use with one cat, a family of cats or a room of cats depending on specific needs. Portals are available between units to open up more space if required. The units can also be used with other small animals, such as rabbits.