

For over twenty-four years we have tried to educate pet supply buyers about animal urine. Those that listen to our information and accept that we are truthful bring our products into their warehouses. The consumer has the final word and have grown our business with their love of our products. We proudly know our dog and cat products are in a category by themselves. We will never be able to get the big guys products that sell millions and make huge profits off store shelves that actually do not work. We know this because buyers keep buying these products and promoting them as the best solutions for urine removal. Since the 1980's, the best selling products are based on an enzyme formula for drain cleaning. Our products are based on a blend of digesters that are scientifically formulated to digest all the components in urine. The only manufacturer using this process.

Before we created Dumb Cat Anti-Marking and Cat Spray remover the only way to remove pet marking scent from carpet or flooring was to move. Buying new carpet or flooring does not remove urine. Dumb Cat is the only liquid product formulated to remove all the substances found in cat urine. Unlike the other name brands for cat urine, Dumb Cat removes the inorganic substances along with the organic factors in urine.

Urine is an aqueous solution of greater than 95% water, with the remaining constituents, in order of decreasing concentration urea 9.3 g/L, chloride 1.87 g/L, sodium 1.17 g/L, potassium 0.750 g/L, Creatinine 0.670 g/L and other dissolved ions, inorganic and organic compounds.

Nearly all pet urine removing formulas are only removing some of the organic compounds in urine. None of these best selling products contain ingredients to combat inorganic compounds in urine. It is these compounds that create the strong urine odors and marking scents. Once the liquids are evaporated all the compounds dry and bond to where they land. A very huge mess.

Our business credo has always been to educate pet supply buyers and pet owners to understand urine is water soluble. This is the problem with nearly all products manufactured to remove urine. Human smell cells become accustomed to urine odors after two to three days. Pets never lose the scent as they have millions more smell cells. We always get a laugh reading reviews of products that have no possible ingredients to remove urine. Yet, pet owner purchasers give these products five stars and say, "This stuff works!" What they do not see is what's under their carpet. Five stars for "mold" that is growing and creating a very, very unhealthy environment in the home. Since the homeowner does not see the mold or smell urine, they five star these products. With our products available, at least a homeowner has a chance of getting their urine issues solved.

Our company was the first to develop a liquid bird dropping remover. Before Poop-Off removing dried bird poop meant using a metal scrapper. This caused micro dust into the air, onto the user and was considered the only way to clean bird habitats. With Poop-Off bird droppings dissolve instantly when used with our flow-thru plastic brush.