**Sifting Litter Box**

Using the traditional scooping method to clean litter boxes takes time, effort, and wastes litter. With 1/8 of the market being new pet parents, consumers are willing to look for a change that makes this process easier. By using gravity to sift through litter, parents can use a simpler, more efficient process to clean their litter box that’s as easy as 1-2-3, A-B-C.