



# The Paintainer® pail is perfect for picky cats

**Cats like their food tasty and fresh, and it certainly is when it comes from the pet food company Petzeba in Switzerland. Now, in a Paintainer® storage pail from RPC Superfos, the cat food is always ready at hand for the next serving – and it stays fresh for longer.**

In Switzerland, a thriving family owned pet food company, Petzeba, is now introducing a handy 5 litre storage pail for cat food; a Paintainer® solution with convenient handles and beautiful artwork showing playful and adorable cats on a black background.

## Cats are picky – fresh pet food is key

A key quality of the pail is that it keeps the oxygen out and so safeguards the freshness and the taste of the cat food, which is tossed into the pail from a big bag at the cat owner's home. 2.5 kg of cat food fits into the pail.

Founder and Managing Director Markus Zemp of Petzeba says:

“Cats are very picky eaters and ever so sensitive to freshness. That’s why it is so important to keep out the oxygen. Our emphasis is very much on best quality ingredients and we appreciate that our cat food can remain intact in the Paintainer® pail.”

“Another advantage of the storage pail is the durable quality. It can be re-filled multiple times and stays as new. Sustainability is important to us, also in respect of packaging, and we appreciate the fact that the Paintainer® pail can be used over and over again,” he adds. ▶

” We appreciate that our cat food can remain intact in the durable Paintainer® pail

### FACTS ABOUT THIS CASE

**Segment:**  
Pet food

**Market:**  
Switzerland

**Customer:**  
Petzeba

**Trademarks:**  
Kyli, Josera

**Product:**  
Cat food pellets

**Packaging solution:**  
Paintainer®

### WANT TO KNOW MORE?

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**Packaging key points:**  
Durability, multiple re-use, oxygen barrier protection



#### ◀ Collaborative artwork creation

Further, Markus Zemp points out that the Paintainer® storage pail makes it easy to serve fresh cat food. It is easy to open and re-close; it has a practical size and can be placed in an easily accessible spot in a flat for instance, where quite a few cats live. With this in mind, much attention was given to creating an attractive visual appearance. The artwork decoration stems from all 23 employees at Petzeba who shared ideas and then involved a specialist from RPC Superfos to refine the layout and colours.

#### Great personal advice

On a general note, Petzeba is pleased with the collaboration with RPC Superfos.

“We have experienced high quality personal advice and have been introduced to a number of possible options before making our final decision. We are more than pleased with our collaboration with RPC Superfos and plan to launch a similar storage solution for dry dog food,” Markus Zemp concludes.

Already, Petzeba has opted for measuring cups (from the RPC Superfos product line UniPak), which are helpful for serving the right quantity of cat or dog food.

Petzeba both produces and sells own brand pet food for cats and dogs, and also acts as distributor of pet food from other producers.

## Paintainer®

### Key benefits

- Easy filling
- Easy stacking
- Easy to open, close, pour from and empty
- No noise in the production
- Straight sided design
- Photographic In-Mould-Labeling
- Premium quality image

### Diameters

Ø98 – Ø108 – Ø157 – Ø180

### Volumes ranging from

400ml to 5,3 litre

