

Success Story: Precious Cat, Inc.

From a Feline-Only Clinic to a Global Brand: Expanding Internationally with EXIM

Intro

Precious Cat, Inc. was founded in 1987 by veterinarian Dr. Bruce Elsey and his wife, Kathy, who were the owners of the first feline-only veterinary practice in the Denver Metro area. Through years of hands-on experience, Dr. Elsey noticed a recurring challenge among cat owners: in-home elimination problems caused by litter boxes cats refused to use. Determined to find a solution, he set out to develop a cat litter that addressed the most common pain points—paw sensitivity, respiratory concerns, and litter box aversion. That innovation led to the creation of Dr. Elsey's Ultra Cat Litter®, a product designed by a veterinarian and trusted by cat owners worldwide.

Scaling Exports with EXIM

As demand for Precious Cat, Inc.'s products grew abroad, the company focused on expanding its international footprint. Thanks to the long-standing relationship between their Export Manager and one of EXIM's Regional Directors, Precious Cat, Inc. was already familiar with EXIM's financial solutions. When the opportunity arose to scale exports, the Export Manager recommended EXIM's Export Credit Insurance to safeguard international transactions and confidently extend credit to overseas buyers.

With an EXIM insurance policy in place, Precious Cat, Inc. was able to reduce risk, strengthen relationships with international distributors, and pursue new markets without hesitation.

After Working With EXIM

"Because of EXIM, we have been able to effectively increase order sizes and frequency and expand into additional markets with ease."

David Deslauriers,
International Sales & Export Manager

Make Your Own Success Story:

[Learn more](#) or [request a free consultation with an EXIM specialist.](#)

This is a descriptive summary to be used only as a general introductory reference tool. The complete terms & conditions of the policy are set forth in the policy text, applications, and endorsements.



Cheyenne, WY



Exports to Asia, the Middle East, Europe, and Latin America



Uses Export Credit Insurance

Results



Increased recurring international orders at higher volumes



Established Ultra Cat Litter® as a top-selling product with major retailers (Amazon, Chewy, PetSmart, and Petco)



Enabled confident entry into new international markets with greater financial certainty

