

CatsOnDeck Introduces New instaClamp!

Assembling the CatsOnDeck modular cat enclosure kit is truly a snap!

Tallahassee, FL – January 31, 2012 – CatsOnDeck, today announced instaCLAMP , a unique proprietary component that significantly speeds up assembly without diminishing the incredible strength and sturdiness that the company cat enclosures are known for.

“It took about seven months of design effort and tests in order for us to develop something that improves the customer assembly experience!” said Jim Montgomery, Chief Operations Officer. “The instaCLAMP not only makes it even faster to assemble, but it is also far easier. Simply put, these new clamps hold it all together as you keep incorporating more panels with instaClamps until you have fully assembled your enclosure. It literally is a ‘snap’ to put together”

The instaClamp is designed to instantly and firmly grab the frames of the wire mesh panels that become the walls and ceiling of the CatsOnDeck. “We were confident that this concept would deliver on speed, as well as the structural strength and integrity, but were absolutely blown away once we assembled the first enclosure using these new clamps. It surpassed all expectations” declares Montgomery “A good side benefit is that many of our customers periodically remove a portion of their enclosure to use on a small scale to give their cat periodic outdoor time for things like recreational vehicle traveling, or while visiting distant friends or relatives.”

CatsOnDeck has grown significantly since startup in 2008 due to the popularity of it’s unique clamp and panel assembly design, making it an easy task to set up a safe outdoor or indoor containment area for cats or small dogs in homes, apartments or condos.

Kit sales have been increasing substantially each year, but the presentation of a newly released ‘Tower of Meows’ enclosure kit on a national television network last September significantly increased sales. For more information about the company and it products, please visit <http://www.catsondeck.com>

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