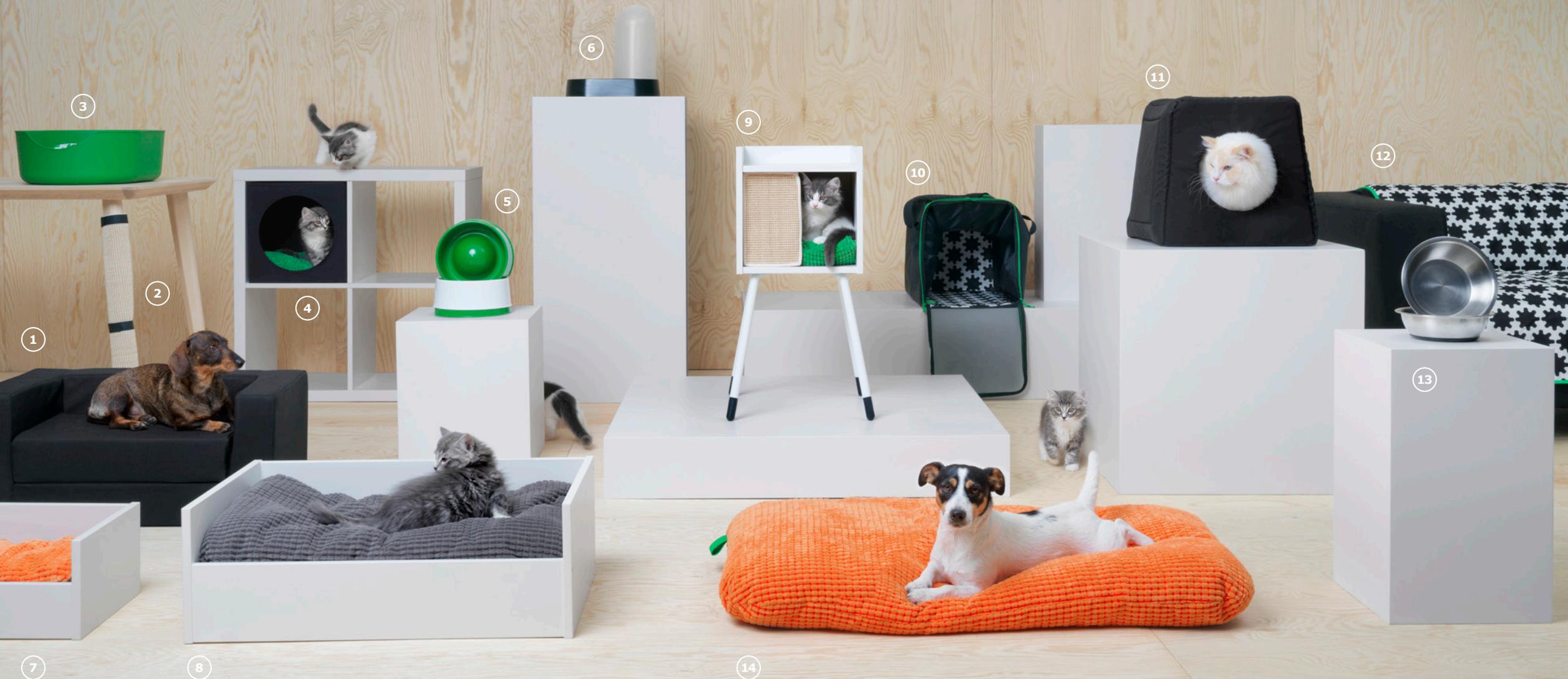




IKEA
For cats and dogs

Finally for cats and dogs too

Have you ever felt like your cat or dog wasn't just a pet but a member of the family? It's exactly that focus that led IKEA to make the comprehensive LURVIG pet product range. Created by pet-loving designers with support from trained veterinarians, the range covers all the bases of our shared life with pets indoors and out, so you and your pet can enjoy your home together.



1. LURVIG cat/dog bed 68x70 black **€49.99/each** 603.766.13 **2. LURVIG scratch mat** 25x63 natural **€5.99/each** 303.777.94 **3. LURVIG Litter tray** 37x51 green **€6.99/each** 503.777.12 **4. LURVIG cat house** 33x38x33 black **€4.99/each** 803.765.51 **5. LURVIG bowl slow food** 1.2 l green **€4.49/each** 403.777.22 **6. LURVIG water dispenser** transparent/black **€5.49/each** 303.775.72 **7. LURVIG frame pet bed** 31x46 white **€19.99/each** 003.766.25 **8. LURVIG frame pet bed** 45x69 white **€29.99/each** 803.766.31 **9. LURVIG Cat house on legs** white **€49.99/each** 003.765.45 **10. LURVIG Travel bag** **€22.99/each** 003.756.83 **11. LURVIG cat bed/house** 38x38x37 black **€19.99/each** 803.782.96 **12. LURVIG Blanket** 100x150 black/white **€19.99/each** 003.765.74 **13. LURVIG Bowl** 1.6 l stainless steel **€4.99/each** 103.770.78 **14. LURVIG cushion** 62x100 orange **€22.99/each** 603.777.59

Made for our four-legged family members

"I feel that my pets are the ones who can really take me to the present moment. When we share our time together, my head is more free, and other worries and stress fall away. They teach us respect, and their unconditional love is priceless."

If you're a pet owner, designer Inma Bermudéz's words might be something that rings true to you too. After all, our pets give us a lot, from that wagging tail that welcomes us home, to that calm company next to us on the sofa, or that unconditional love at every other time. If you ask us, we reckon it's time to give them something back.

That's why we brought in Inma to work on the LURVIG range, which is designed to help out all aspects of life with our dogs and cats. Not to mention be long lasting and affordable, while fitting in with your existing home furnishings.

As Inma says:

"Our pets have their own personalities but they have five things in common: they love sleeping, eating, playing and exercising, and being close to us. So these behaviors have been the first thing on our minds when designing these products."

DESIGNING FROM A PET'S PERSPECTIVE

Of course designing products for pets, rather than humans, has its own set of rules and things to consider. To help out, the LURVIG range was developed with the assistance of trained veterinarian Dr. Barbara Schäfer, who also works with product risk assessment at IKEA.

Barbara has an extensive background working with pets – from hamsters and rats all the way up to dogs and cats. She says the biggest challenge is not to "humanise" pet products.



PH148018

Inma Bermudéz's



"Our pets have their own personalities but they have five things in common: they love sleeping, eating, playing and exercising, and being close to us. So these behaviours have been the first thing on our minds when designing these products."

"It's really important to use an animal's natural needs and behaviours (like how they sleep, eat or play) as a starting point. Then we can design a product that fits in with our human needs, such as style and form."

The first thing to consider was safety:

"Dogs will definitely chew on their toys and bring in dirt from their daily walks. Cats will definitely scratch on most surfaces and are sensitive to smell and texture. So safe, durable materials are very important."

As well as looking at animal behaviours like eating.

"Cats are generally good at regulating how much food they eat, however a number of dog breeds still retain the desire to over-eat. That's how the 'slow feed' bowl became part of the LURVIG range. By using a design that breaks up a bowl's internal surface area, it prevents the dog from being able to inhale their food in one or two gulps."

MATCHING HUMAN DESIGN WITH PET DESIGN

When watching your pet, how often do they go for the same toy or blanket, and return to a cozy spot to chew or maybe just have nearby as a comfort?

Rounding out the LURVIG design process was the focus that our pets live with us at home as part of the family — even if they do take the odd shoe or two.

For Inma, that led to a friendly-smelling bed.

"The piece that I'm most proud of is a pet cushion: we encourage owners to fill it with their old clothes, blankets or towels. The idea is that pets get a comfortable cushion with comfortable, familiar smells too."

The LURVIG range also matches with some IKEA classics, like a cat bed that fits perfectly into a KALLAX shelving unit and a pet sized version of a sofa bed that matches our human sized ones.

Final words though go to Inma to sum up their ambition of the range.

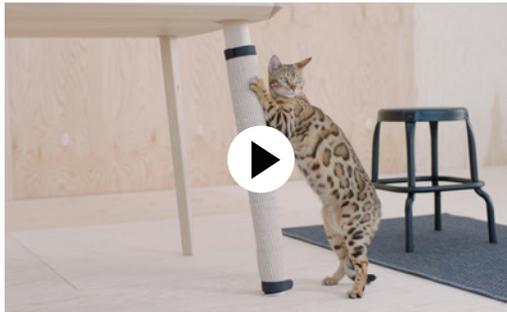
"I share my life with three dogs and I've always missed nice pet products at an affordable price. As an animal lover I'm proud and happy to be part of this project. I would love it if it inspired people to spend more quality time with their pets."

CAT SCRATCH MAT

With this cat scratching mat, you quickly and easily transform an ordinary table leg into a scratching tree, where your cat can both sharpen their claws and stretch.

You easily attach the cat scratching mat using the sewn-in straps.

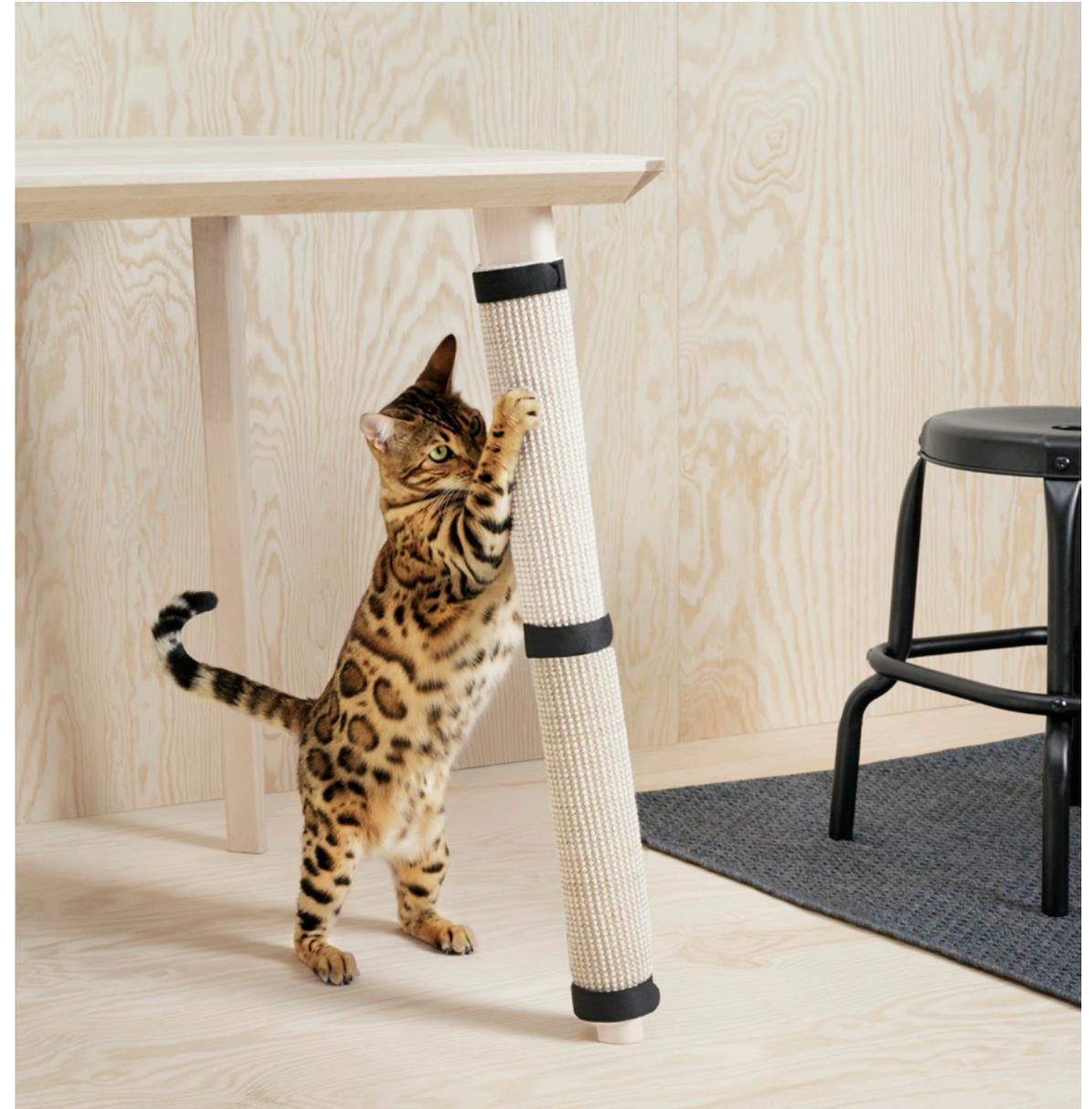
PLAY AND EDUCATE



CAT SCRATCHER.mov



PE655868
LURVIG scratch mat
25x63 natural
C5.99/each
303.777.94



PH147904

CAT HOUSE ON LEGS

You can place the cat house on legs, hang it on the wall or slide the house into a KALLAX shelving unit.

The cat house can also be used as a practical bedside table where the cat can crawl in and you can have small things close at hand on top.

On the front side there's a scratching wall where your cat can sharpen their claws.

The opening is designed small to make your cat feel safe.

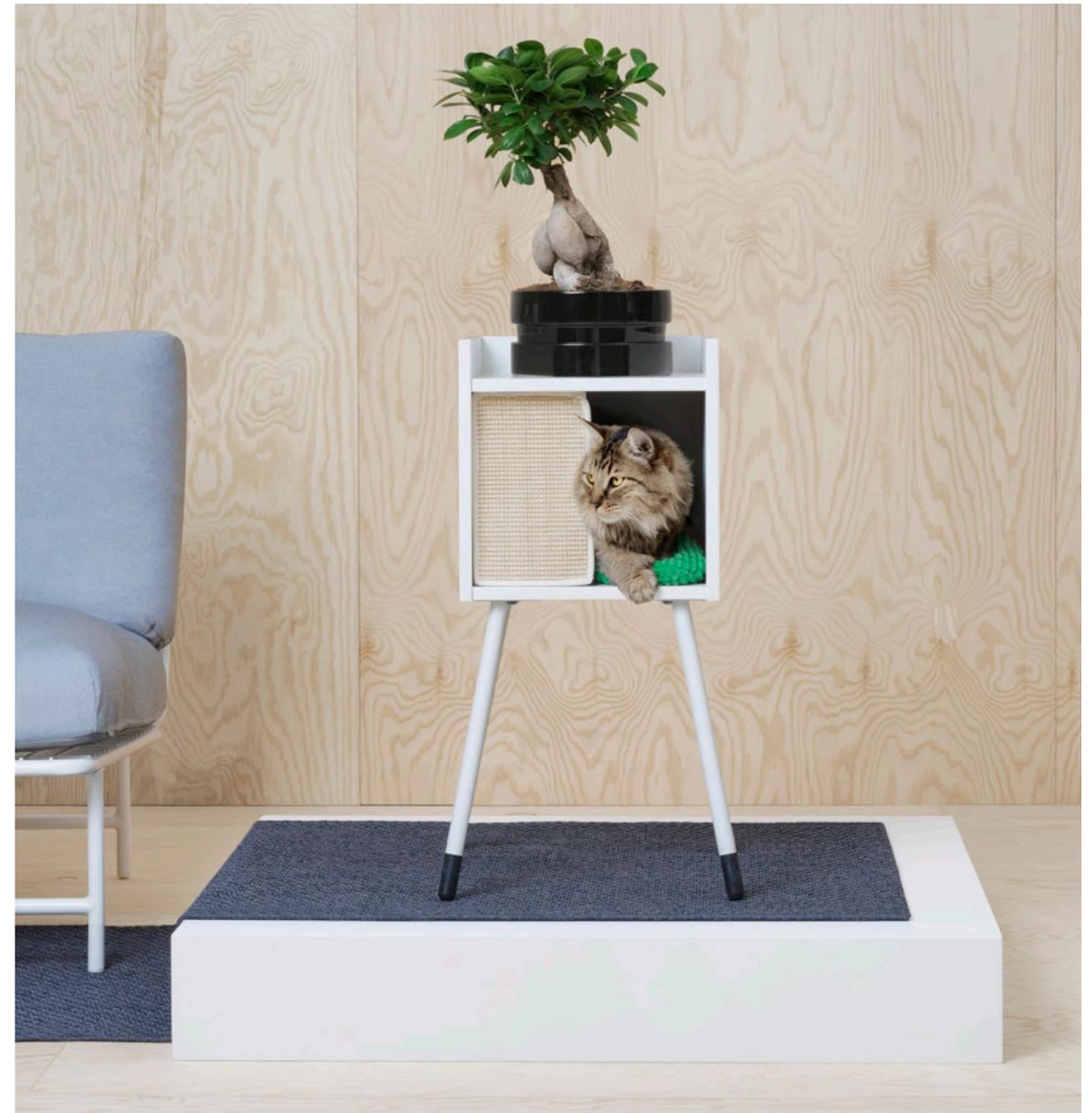
SLEEP



CAT HOUSE ON LEGS.mov



PE644097
LURVIG Cat house on legs
white
€49,99/each
003.765.45

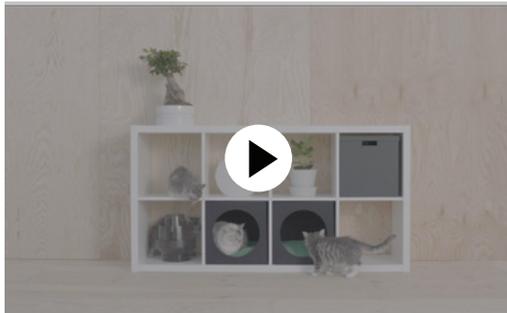


PH147899

KALLAX INSERT

A cosy, safe and comfortable sleeping space that you can place on the floor or slide into a KALLAX shelving unit.

When you don't need the box and want to save space, simply open the zipper in the bottom and fold it flat.

SLEEP

KALLAX.mov



PE650972
LURVIG cat house
33x38x33 black
€4,99/each
803.765.51

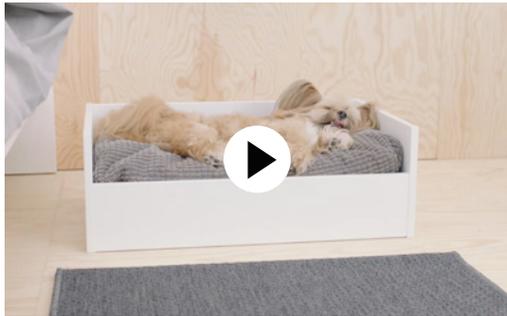


PH147900

PET BEDFRAME

You can use the frame in 2 different ways: as a cosy nook with medium-high walls or put it upside down to give your pet a clear view in all directions.

SLEEP



BEDFRAME AND CUSHION.mov



PE644301
LURVIG frame pet bed
45x69 white
€29,99/each
803.766.31

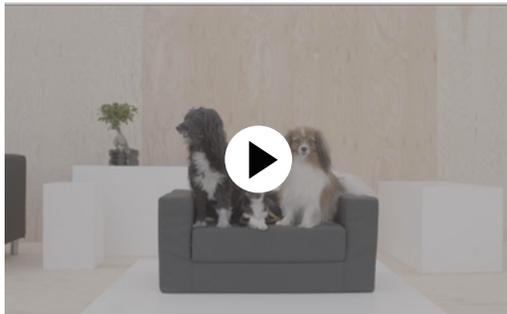


PH147905

KLIPPAN PET BED

You can quickly and easily create an even larger sleeping space by folding out the seat cushion.

The cover is easy to keep clean since it's removable and can be machine washed.

SLEEP

KLIPPAN SOFA.mov



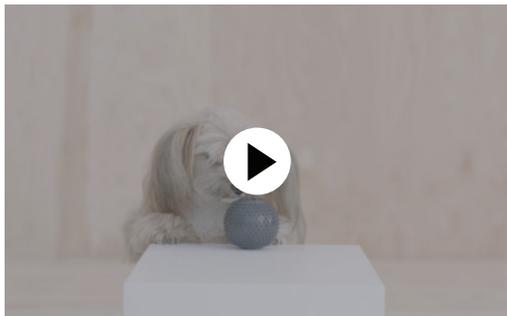
PE644102
LURVIG cat/dog bed
68x70 black
€49,99each
603.766.13



PH147914

BALL

If you hide a small piece of candy inside the ball, your dog gets a fun and healthy mental exercise in their hunt for the reward. Easy for your dog to bite and hold since the ball has an uneven surface. The ball's uneven surface also helps to clean your dog's teeth.

**PLAY AND
EDUCATE**

BALL.mov



PE644314
LURVIG dog toy
black
€2,99/each
403.767.46



PH147908

SLOW FEED BOWL

The bowl stays in place since it has an anti-slip material on the underside.

The elevated part in the middle of the bowl ensures that your dog takes smaller bites, which reduces the risk of stomach pain.

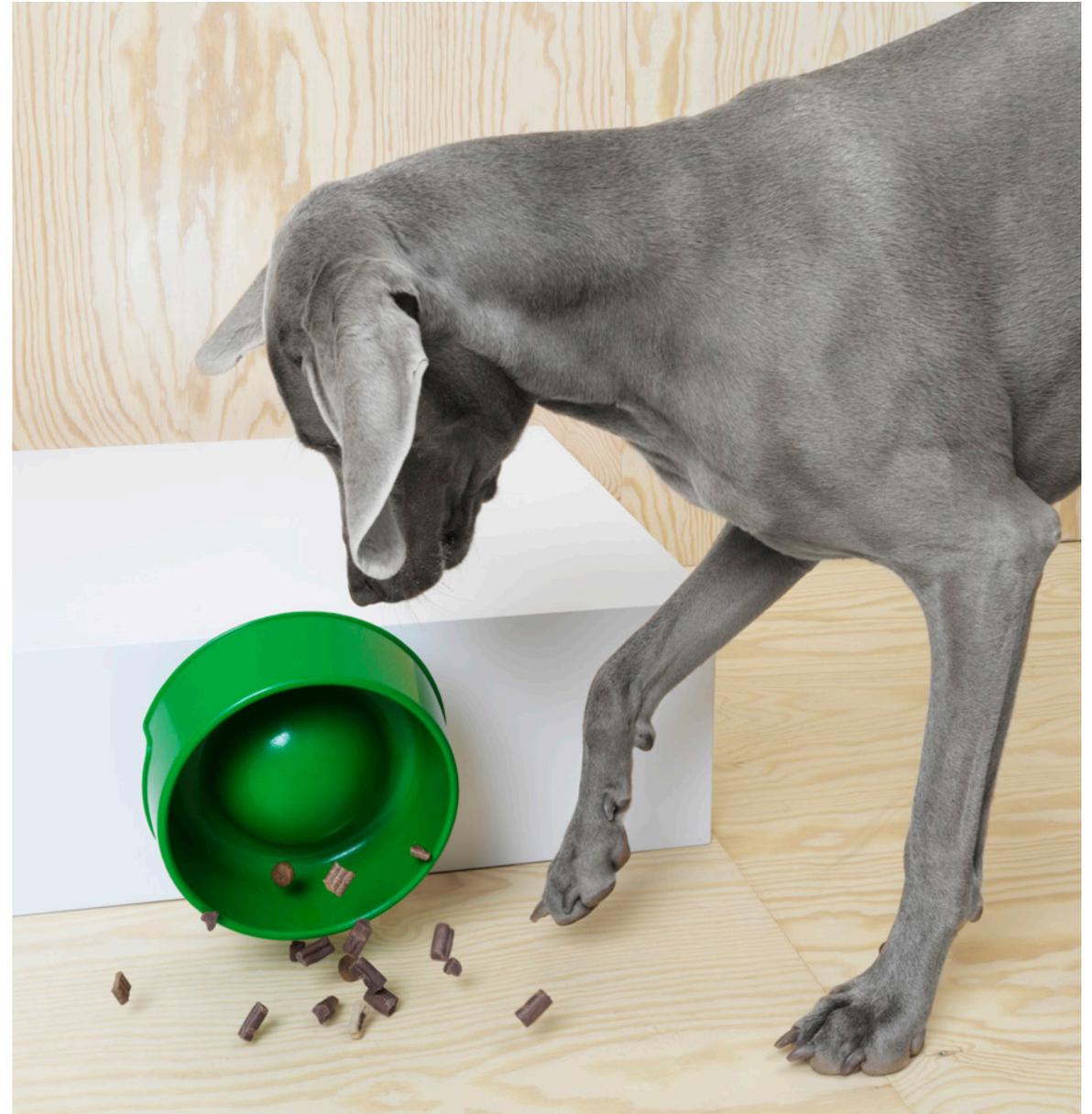
EAT



FOOD BOWL.mov



PE644083
LURVIG bowl slow feed
1.2 l green
€4,49/each
403.777.22



PH147907



Walk

Leashes and collars are provided with reflex, so the dog will show in traffic also when it's dark. The elasticity of the extendable leash reduces the strain on both the dog's back and yours.

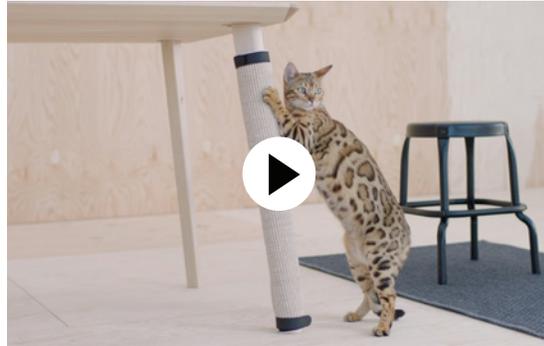
LURVIG reflective leash 2.5x123 cm/32 kg green **€6.99/each** 103.699.74
LURVIG reflective harness 34-52x38-58 green **€9.99/each** 703.699.90
LURVIG reflective collar 16-28 cm/5 kg black **€2.99/each** 903.605.78
LURVIG reflective collar 28-42 cm/23 kg black **€4.49/each** 303.605.76
LURVIG collar for cat 20-30 cm/4 kg black **€1.49/each** 603.607.11
LURVIG ext leash 40 kg black **€10.99/each** 503.545.22
LURVIG anti-shock leash 85 cm/32 kg green **€9.99/each** 703.699.52



Travel

You can easily get your cat out since both short ends of the bag can be opened. Your cat feels safe since the bag's long sides and one of the short sides is covered. When you don't need the box and want to save space, simply open the zipper in the bottom and fold it flat. The bag has two windows: one at the top – so you can see how your cat is doing –, and one on the short side – so your cat can look out. If you travel, your cat can sleep in the bag.

MOVING MEDIA



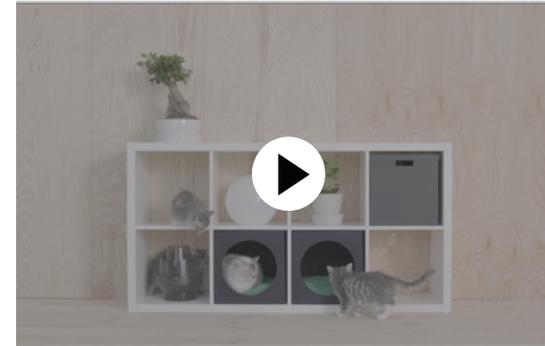
CAT SCRATCHER.mov
LURVIG scratch mat
€5.99/each
303.777.94

00:00



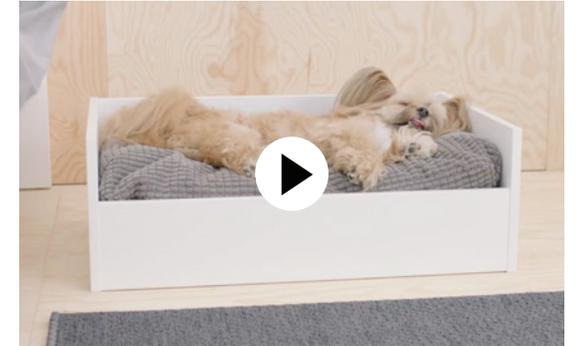
CAT HOUSE ON LEGS.mov
LURVIG cat house on legs
€49.99/each
003.765.45

00:00



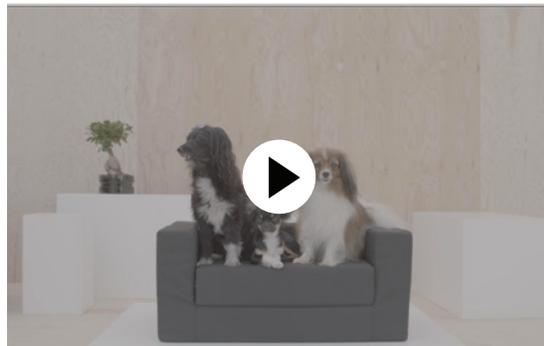
CAT HOUSE.mov
LURVIG cat house
€4.99/each
803.765.51

00:00



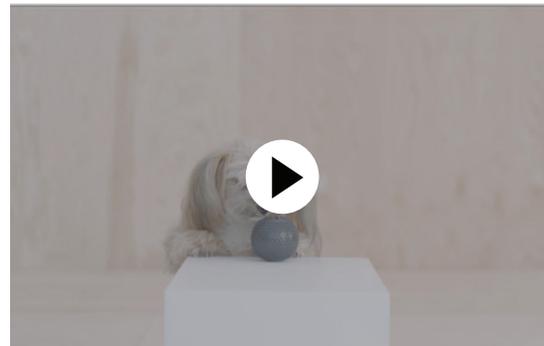
BED FRAME AND CUSION.mov
LURVIG frame pet bed
€19.99/each
003.766.25

00:00



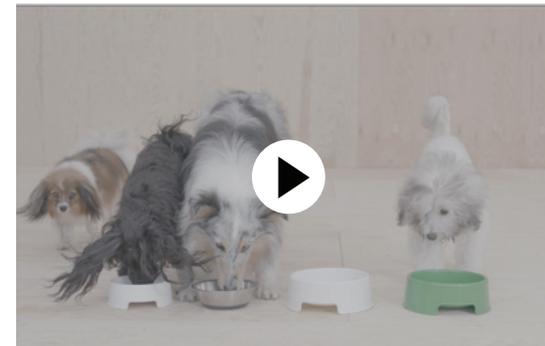
KLIPPAN SOFA.mov
LURVIG cat/dog bed
€49.99/each
603.766.13

00:00



BALL.mov
LURVIG dog toy
€2.99/each
403.767.46

00:00



FOOD BOWL.mov
LURVIG bowl 0,3 l white
€1,49/each
603.752.65

00:00



THE IKEA PETS MOVIE.mov

00:00

ALL PRODUCTS



PE644239
LURVIG place mat for food bowl
 Black 33x33
€0,99/each
 803.767.54



PE644245
LURVIG place mat for food bowl with rim
 black 33x33
€1,99/each
 503.782.07



PE644251
LURVIG place mat food bowl with rim
 33x33 white
€1,99/each
 103.782.09



PE644242
LURVIG place mat for food bowl
 White 33x33
€0,99/each
 203.767.52



PE644248
LURVIG place mat for food bowl
 green 33x33
€1,99/each
 703.782.11



PE644254
LURVIG water dispenser
€5,49/each
 303.775.72



PE644080
LURVIG bowl slow feed
 1.2 l black
€4,49/each
 003.777.24



PE644083
LURVIG bowl slow feed
 1.2 l green
€4,49/each
 003.777.24



PE644086
LURVIG bowl slow feed
 1.2 l white
€4,49/each 003.777.24



PE644056
LURVIG bowl
 0.3 l green
€1,49/each
 203.752.67



PE644053
LURVIG bowl
 0.3 l black
€1,49/each
 103.752.63



PE644061
LURVIG bowl
 0.3 l white
€1,49/each
 603.752.65



PE644090
LURVIG Bowl
 0.3 l stainless steel
€2,49/each
 003.770.74



PE644132
LURVIG Travel bag
 black and green
€22,99/each
 003.756.83



PE650962
LURVIG cat bed/house
38x38x37 black
€19,99/each
 803.782.96



PE644102
LURVIG cat/dog bed
 black 68x70
€49,99/each
 603.766.13



PE644038
LURVIG Blanket
 100x150 black/white
€19,99/each
 003.765.74



PE644180
LURVIG cushion
€4,99/each
 33x38 green
 303.765.58

ALL PRODUCTS



PE643993
LURVIG anti-shock leash
 63 cm /32 kg green
€8,99/leach
 903.705.15



PE643984
LURVIG anti-shock leash
 170 cm/32 kg green
€14,99/each
 103.699.50



PE644217
LURVIG reflective leash
 2.5x123 cm/32 kg green
€6,99/each
 103.699.74



PE644220
LURVIG reflective leash
 2.5x123 cm/32 kg orange
€6,99/each
 303.699.68



PE644214
LURVIG reflective leash
 2x123 cm/32 kg black
€5,49/each
 303.605.81



PE652322
LURVIG reflective harness
 25-34x26-38 black
€7,99/each
 503.606.98



PE643990
LURVIG anti-shock leash
 63 cm / 32 kg black
€8,99/leach
 403.705.13



PE643982
LURVIG anti-shock leash
 170 cm/32 kg black
€14,99/each
 403.543.39



PE652132
LURVIG reflective collar
 28-42 cm/23 kg black
€4,49/each
 303.605.76



PE652133
LURVIG reflective collar
 28-42 cm/23 kg orange
€4,49/each
 803.699.56



PE652134
LURVIG reflective collar
 28-42 cm/23 kg green
€4,49/each
 803.699.61



PE652324
LURVIG reflective harness
 25-34x26-38 green
€7,99/each
 303.699.92



PE643996
LURVIG anti-shock leash
 63 cm / 32 kg orange
€8,99/leach
 503.705.17



PE643987
LURVIG anti-shock leash
 170 cm/32 kg orange
€14,99/each
 903.699.46



PE644206
LURVIG ext leash
 40 kg black
€10,99/each
 503.545.22



PE644303
LURVIG poop bag dispenser
 black
€1,49/each
 103.770.64



PE652323
LURVIG reflective harness
 25-34x26-38 orange
€7,99/each
 703.699.85

ALL PRODUCTS



PE644314
LURVIG dog toy
black
2,99/each
403.767.46



PE644305
LURVIG flying disc
black
€0,99/each
403.753.13



PE644040
LURVIG brush
€3,99/each
303.770.58



PE644302
LURVIG poop bag 60-pack
multicolour
€0,99/each
503.770.62



PE644306
LURVIG wall cabinet with sliding door 40x18 white
€24,99/each
503.765.62



PE663874
LURVIG cushion
grey 30x48
€5,99/each
503.766.42



PE644104
LURVIG cushion
orange/white 30x48
€5,99each
503.645.40



PE644294
LURVIG Cushion
10x28 black
€2,49/each
603.765.66



PE644103
LURVIG cushion
black/white 30x48
€5,99/each
803.645.29



PE644176
LURVIG cushion
white 30x48
€5,99/each
303.766.38



PE644172
LURVIG cushion
orange 30x48
€5,99/each
203.766.34



PE644298
LURVIG Cover for petbed
35x51 black and white
€3,99/each
903.766.21

ALL PRODUCTS



PE644098
LURVIG litter tray
 black 37x51
€6,99/each
 703.777.11



PE644325
LURVIG scoop for litter tray
 black
€0,99/each
 703.770.56



PE644261
LURVIG collar for cat
 20-30 cm 4 kg black
€1,49/each
 603.607.11



PE655868
LURVIG scratch mat
 25x63 natural
€5,99/each
 303.777.94



PE650972
LURVIG cat house
 33x38x33 black
€4,99/each
 803.765.51



PE644097
LURVIG Cat house on legs white
€49,99/each
 003.765.45



PE643952
LURVIG litter tray
 37x51 white
€6,99/each
 303.777.13



PE644207
LURVIG leash for cat
€2,99/each
 703.607.15



PE644312
LURVIG cat toy
€2,49/each
 603.767.50



PE650960
LURVIG frame pet bed
 45x69 white
€29,99/each
 803.766.31



PE644301
LURVIG frame pet bed
 31x46 white
€19,99/each
 003.766.25



PE643950
LURVIG litter tray
 37x51 white
€6,99/each
 503.777.12



PE644317
LURVIG play tunnel for cats
€4,99/each
 503.520.71

ALL IMAGES



PH147905
LURVIG frame pet bed
 45x69 white
€29.99/each 803.766.31



PH147899
LURVIG Cat house on legs white
€49.99/each
 003.765.45



PH147902
LURVIG Travel bag
 black and green
€22.99/each
 003.756.83



PH147904
LURVIG scratch mat
 25x63 natural
€5.99/each
 303.777.94



PH147907
LURVIG bowl slow food
 1.2 l green
€4.49/each
 403.777.22



PH147908
LURVIG dog toy
 black
€2.99/each
 403.767.46



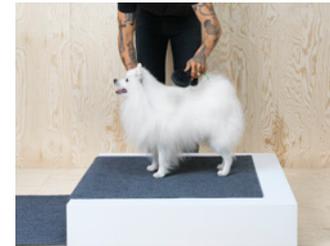
PH147909
LURVIG bowl slow food
 1.2 l green
€4.49/each
 403.777.22



PH147911
LURVIG cat/dog bed
 black 68x70
€49.99/each
 60376613



PH147912
LURVIG Blanket
 100x150 black/white
€19,99/each
 003.765.74



PH147913
LURVIG brush
€3.99/each
 303.770.58



PH147914
LURVIG cat/dog bed
 black 68x70
€49.99/each
 60376613



PH147900
LURVIG cat house
 33x38x33 black
€4.99/each
 803.765.51



PH147915
LURVIG cat/dog bed
 black 68x70
€49.99/each
 603.766.13



PH147910
LURVIG bowl
 0.3 l Stainless steel
€2.49/each
 003.770.74



PH147901
LURVIG litter tray
 37x51 white
€6.99/each
 303.777.13



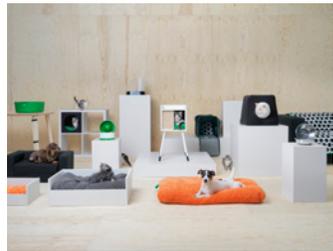
PH147903
LURVIG cat bed/house
 38x38x37 black
€19,99/each
 803.782.96



PH147906
LURVIG Cushion
 46x74 grey
€9.99/each
 403.766.47



ALL IMAGES



PH147918



PH147917



PH148028



PH147924



PH147920



PH147919



PH148018



Thank you!

