

SUREFLAP KEEPS CATS AND OWNERS HAPPY

Multi-format microchip cat flap on show at BSAVA Congress keeps intruders out

Intruder cats that enter homes and terrify the resident pet or eat its food can lead to distressed behaviour such as spraying. This is one of the many reasons cited by owners for purchasing SureFlap, the multi-format microchip operated cat flap, and now the company is making the product available direct to veterinary practices.

Judith Bank, Marketing Manager for SureFlap, said,

“Many of our customers have changed from an ordinary or magnetic operated cat flap because they have had some cause for concern. This may have been unacceptable behaviour from a neighbour’s cat, the cost of feeding interlopers or a stressful situation for a timid pet. Restricting access to the home is the best way to tackle all these problems and we have many testimonies from satisfied owners.

“At the BSAVA Congress we will be launching a new ordering process for vets to enable them to purchase directly from SureFlap. This will be available from 1st April and has been designed to meet the needs of busy vets. It will help us to deliver fantastic service to both our vet customers and end-consumers.

“There is no minimum order quantity and we offer free shipping and next weekday delivery on all orders place before 13:30. We provide free demonstration kits to all our vet customers and our stockist locator is an excellent way to direct cat owners to a local vet where they can see the product in action.

“Vets can either order by phone or directly from our website using a secure log-in. After sales service is managed via our customer support line with people that are friendly and helpful, especially with older customers who appreciate a bit more time on the phone.”

SureFlap uses sophisticated low-power technology that recognises all common types of microchip, including 15, 10 and 9-digit chips. As it is battery operated, it doesn’t need

mains electricity and the associated cables. This allows an elegant design and makes it easy to fit even in a glass door.

A special 'claw proof' frame with a smooth angled surface prevents even the most dexterous of intruder cats from gaining entry. A manual lock can be used to keep the pet in at night. SureFlap does not require a special tag or collar that may be dangerous if it becomes caught.

SureFlap is presented in attractive and robust packaging, and a range of accessories, including a tunnel extender and mounting adaptor, is available.

At the BSAVA Congress SureFlap will be running a promotion on the stand. Vets will be asked to pick one of SureFlap's fluffy toy cat mascots to see if its microchip will open the latest model of the microchip cat flap. The winner will be acknowledged by a rendition of the Tom Jones classic 'What's new pussy cat?' and win more than £200 of free product. All runners up will be offered a special show discount.

The SureFlap Microchip Cat Flap was initially launched via the veterinary channel, as it is an ideal product to promote alongside a microchipping service. To date SureFlap's sales in the veterinary channel have been strong and it is a strategic priority for the company to build on these further.

SureFlap will be demonstrating the product on stand 203 at the BSAVA Congress and at the London Vet Show. For more information see www.sureflap.co.uk/trade.

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Notes for Editors

For further information, please contact:

Claire Lynn/ Rachel Holdsworth, PR consultants

Holdsworth Associates

Tel: 01954 202789 Email: claire@holdsworth-associates.co.uk

About SureFlap

The SureFlap microchip cat flap can recognise a cat's individual microchip, and will only open for cats whose identity is stored. It uses patented low-power RFID technology developed in Cambridge (UK) by Dr Nick Hill, and runs on 4xAA batteries.

Recommended by vets, SureFlap works with 9, 10 and 15 digit microchips and can be programmed to recognise up to 32 cats. For more information visit www.sureflap.co.uk/trade.