

## **RETAILERS VOTE SUREFLAP 'BEST PRODUCT' TWICE AT PATS**

Independent pet retailers have voted SureFlap, the world's *only* multi-format microchip operated cat flap, 'PPRA Best Product of the Year' and 'Best Cat Product' at the PATS Retailers' Choice Awards it was announced at pet trade show PATS Harrogate on 6<sup>th</sup> April 2011.

Diana Truman, Executive Secretary/Branch Administrator of the Pet Product Retail Association (PPRA), presented Judith Bank, SureFlap Marketing Manager, with the Best Product of the Year award at the show. She said:

"I am delighted your innovative cat flap has been chosen for Best Product 2011. For over five years our members have been asked to nominate a product each year that in their view offers excellence in design, durability, innovation and presentation. SureFlap came out with flying colours. Retailers think it is a wonderful product."

And then came a further accolade, visitors to the PATS show had also voted SureFlap 'Best Cat Product' in the Retailers' Choice Products of the Year Awards.

Judith Bank was thrilled to accept the awards on behalf of the SureFlap team.

"It is great to have such a resounding industry endorsement," she says. "We have all worked hard to produce a product that gives a high level of customer satisfaction and getting this acknowledgement makes it all worthwhile."

"Retailers and their feedback are very important to us. We have invested in facilities that make it as easy as possible for trade customers to work with us and provide a telephone, email and online after sales service so they can be sure that their customers will be well looked after."

The SureFlap Microchip Cat Flap uses the cat's unique identifier in its microchip as a door key and allows only permitted cats entry to the home. As SureFlap works with all

brands of microchip, customers can be confident that it will operate for their pet. Vets recommend SureFlap, as unlike magnetic cat flaps, it doesn't require a collar, which can easily get tangled in branches or lost when the cat explores.

SureFlap is presented in attractive and robust packaging, and a range of accessories, including a tunnel extender and mounting adaptor, is available. A free counter-top display stand and a microchipped plush cat (called Newton) are provided to all SureFlap stockists, so that customers can see the device in action prior to purchase.

SureFlap uses patented low-power technology so it doesn't require mains electricity. This means it runs on batteries and can be fitted easily, even in a glass door. It can now also run on environmentally friendly RAMcell batteries, which are rechargeable and recyclable. A warning light is illuminated when it's time to change the batteries, which last over 12 months with normal use.

- ENDS -

### **Notes for Editors**

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### **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](http://www.sureflap.co.uk/trade)