

***WHAT'S NEW (AT PATS) PUSSYCAT?
Winning retailers serenaded with SureFlap show offer***

Newton, the SureFlap mascot, will be demonstrating to retailers how the latest innovation by the microchip cat flap company is the key to prosperity. Retailers have reported good sales and increased footfall from the current SureFlap and the new product has some popular additional features.

According to Dr Nick Hill, creator of SureFlap, the first multi-format microchip operated cat flap, Sir Isaac Newton invented the cat flap. Like his great hero, Dr Hill believes in using an elegant solution to solve down-to-earth problems, such as 'how to stop your neighbours cats stealing your cat food and invading your space'.

SureFlap uses sophisticated low-power technology that recognises a pet's (unique ID number) on its microchip. 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.

Dr Hill says, "We enjoy getting feedback from customers and where possible we incorporate these suggestions into the next release of SureFlap. In the new product we have redesigned the door with a 'claw proof' frame around the outside edge and an integral draught excluder on the inside. The smooth angled surface of the frame will prevent even the most dexterous of intruder cats from gaining entry."

"Modifications to the catch enable the lock to open and close quietly and a manual lock can be used to keep the pet in at night."

Newton is a microchipped cuddly toy cat provided to retailers as part of a point-of-sale kit to help demonstrate SureFlap in-store.

At PATS SureFlap will invite retailers to pick a Newton from the 32 on offer and see if it will open the latest model of SureFlap. 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.

To make it easy for retailers, the company has created an online trade web shop. This is a password-protected portal to provide easy anytime, anywhere access for retail customers.

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

SureFlap is recommended by vets as it does not require a special tag or collar that may be dangerous if it becomes caught. The product has been available through vets' practices, the Internet and retail outlets and has been selling well.

SureFlap will be demonstrating the product on their stand at PATS Sandown (H1) and PATS Harrogate (D12). For more information see www.sureflap.co.uk/trade.

- ENDS -

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