

SUREFLAP WINS THE HEARTS OF FRANCO BRITISH JUDGES

SureFlap multi-format microchip operated cat flap wins 'Coup de Coeur' Award

SureFlap – the first multi-format microchip cat flap – has been awarded the prestigious 'Coup de Coeur' prize at the Franco British Business Awards. It was picked out by judges from all shortlisted entries as the one with the most technological flair and design. The ingenious product has attracted a growing list of French retail customers and a new French language telephone customer service is to be launched on 6th December to support them. These contributions to cross border trade had led to SureFlap being short-listed for the innovation awards – but the 'Coup de Coeur Award' was an unexpected accolade.

One of the judges, Barbara Habberjam, Director for Trade & Investment, British Embassy (Paris), said, "SureFlap is a well-deserved winner of the Coup de Coeur award, for its technological flair and innovation, and its targeted and determined approach to the French market. There is real scope for the product in a nation of pet lovers like France."

Microchipping is designed to help reunite lost pets with their owners, but Cambridge physicist Dr Nick Hill saw the potential to use this unique identifier within a cat flap that only opens for a specified animal.

SureFlap has been developed using Dr Hill's sophisticated OnTune™ technology which recognises all the commonly used microchip formats that are used to identify pets throughout Europe. SureFlap has seen strong sales in key European markets including France, Germany and the Netherlands.

The French market has been particularly receptive to the new product, which has a clean, sleek design. Online retailer Vanessa Drew-Fugler of www.kitty-co.com explains,

"The French appreciate good design and advances in technology that offer genuine advantages in terms of quality, price and functionality. This is what our 'tech savvy' and

'style aware' customers have come to expect and by offering innovative products such as SureFlap our company has kept ahead of the market.”

In most countries the pet industry has been affected by the recession but Vanessa believes that products, which have a beneficial impact on day-to-day living will always find a way on to the shopping list.

“SureFlap has far more benefits than the standard, magnetic or infra-red cat flaps. The steady increase in sales we have experienced in the past year speaks for itself, obviously word is getting around!”

Judith Bank, Marketing Manager for SureFlap is delighted to have won the ‘Coup de Coeur’ Award,

“The French market has been particularly receptive to the design features of SureFlap and to be recognised in this way is a valuable endorsement. We are looking forward to supporting retailers with the new French language after-sales customer service and improved website (www.sureflap.fr).”

The Franco British Business Awards recognise and reward success in cross-border trade. SureFlap was awarded the prize on 23rd November.

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For further information, please contact:

Claire Lynn/Rachel Holdsworth, PR consultants
Holdsworth Associates

Tel: 01954 202789

Notes for Editors

See www.sureflap.fr - and www.kitty-ko.com

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.fr.

SureFlap is a member of trade association, PetQuip. See www.petquip.com for more details.

www.kitty-ko.com

Kitty-Ko.com is the new online boutique designed to provide a unique selection of luxurious, innovative and high quality products for both cats and their owners.