

SureFlap stand L15 (note change of number)  
Glee/PetIndex 19-21 September 2010, NEC

## **SUREFLAP DESIGNED TO PURRFECTION**

### **PetIndex promotion helps retailers sell benefits of microchip cat flap**

SureFlap, the innovative microchip cat flap, has been selected as part of the 'Creative Britain' trail at GLEE/PetIndex, which recognises great contemporary British design.

SureFlap will be exhibiting on stand L15 and will be running a fun competition for retailers, with the chance to win a starter pack of SureFlap stock worth almost £200. SureFlap will also be showing its latest range of product videos which include tips on how to set up and install the SureFlap microchip cat flap.

To help retailers encourage their customers to upgrade to SureFlap the company is also running a special promotion to provide a free point-of-sale display stand and microchipped toy cat to every new retail customer who orders 4 cat flaps or more.

The first cat flap was created by Sir Isaac Newton and now cutting-edge RFID technology has enabled the latest development in a long history of cat flap design: the potential of using an implanted microchip as a cat's 'personal door key'. SureFlap uses sophisticated low-power recognition technology to identify the pet's unique microchip, only opening for 'approved' animals. The technology also enables it to be battery-powered creating a cat flap that can be fitted nearly anywhere.

Judith Bank, Marketing Manager, explains that the company is keen to support retailers.

"Many cat owners may already have an existing 'Newtonian' style cat flap or believe that because they have a glass door they can't have a cat flap fitted. The demonstration stand shows how easy it is for a cat to use SureFlap and the videos explain in simple terms how it can be fitted. Also available are special mounting accessories for glass and wall installation.

“We know that there is a huge market for SureFlap and feel confident that when people see it demonstrated in store that it will create significant interest. For this reason we are offering a free POS kit for new trade customers who order 4 products at PetIndex.”

For more information see [www.sureflap.co.uk/trade](http://www.sureflap.co.uk/trade) or visit us on stand L15 (note change of number).