



PETCARE INNOVATION

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

***SUREFLAP WINS AWARD FOR MOST INNOVATIVE PRODUCT  
New model of microchip cat flap triumphs at Petindex***

SureFlap, a microchip operated cat flap, has been awarded first prize in the Pet Innovation category of the 2010 Glee New Products Awards. Glee is a major industry event that features the latest garden, leisure and pet care products, more than 250 products were entered for the awards.

Judge for the Pet Innovation category, Steve Fowler, Managing Director of Pampurred Pets, said:

*“The SureFlap multiformat microchip cat flap is the first of its kind on the market. The idea of linking with the cat’s microchip is a simple yet innovative idea. There is a big potential market for products like this, and for retailers it offers a great profit building opportunity. For me, this product really ticked all the boxes – a clear winner!”*

The SureFlap cat flap uses the cat’s unique identifier in its microchip as a door key and allows only permitted cats entry to the home. SureFlap works with 9,10 and 15 digit microchips and is recommended by vets as, unlike magnetic cat flaps, it doesn’t require a collar which can easily get tangled in branches or lost when the cat explores.

Judith Bank, Marketing Manager of Cambridge-based company, SureFlap comments:

*“We are delighted to win the prestigious Pet Innovation award. Feedback from the pet care industry and our customers is very important to us and has helped to direct our innovation. Many customers have reported how their nervous pets feel more secure with a SureFlap, as it prevents intruders from following them into the house. So some of the features of the new SureFlap, such as the silent closing, draught excluder and claw proof frame are designed to further improve their experience.”*

SureFlap uses OnTune, a sophisticated new type of RFID technology that offers outstanding range and ultra low power consumption so doesn't require mains electricity. This allows an elegant design and makes it easy to fit even in a glass door. A further development announced at the show is that SureFlap can now run on environmentally friendly RAMcell batteries, which are rechargeable and recyclable.

SureFlap was announced as a winner for the Pet Innovation category at the Pet Industry Awards dinner, held on 19 September, organised by the Pet Care Trade Association. More than 250 products were entered across eleven categories for this year's Glee New Product Awards. The products were reviewed by independent judges and judging criteria included: innovation; design and originality; how well consumer needs are met; unique features or technologies; quality; fitness for purpose; environmental impact; value for money and a range of packaging factors.

SureFlap is previewing the new product on their Petindex stand L15. For more information see [www.sureflap.co.uk/trade](http://www.sureflap.co.uk/trade).

- 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](http://www.sureflap.co.uk)