

THE MOST ADVANCED CAT FLAP EVER

SureFlap Microchip Cat Flap Connect joins the Sure Petcare range of connected products

Pet product specialist Sure Petcare today announced the availability of the most advanced cat flap ever, the Microchip Cat Flap Connect. Used with the Sure Petcare app and hub, the product allows pet owners to control the cat flap remotely from a smartphone or tablet, as well as monitor their pet's activity and habits.

Its standard size makes it a drop-in replacement for many existing cat flaps, including the SureFlap Microchip Cat Flap and DualScan Microchip Cat Flap.

Owners of multiple cats can also set exit permissions per pet, to allow one or more cats outside, while keeping others indoors. These permissions can be updated easily at any time using the Sure Petcare app. If an indoor-only pet slips out through an open window, they will be able to re-enter the house safely through the cat flap.

Key features of the Sure Petcare app include:

- DualScan™ technology - Set exit permissions for each pet to allow authorised cats outside whilst keeping other cats indoors
- Indoor-only cat mode - indoor-only pets can gain entry if they escape through an open door or window
- Receive notifications via the app when a pet leaves or enters the house
- Log and track a pet's activity throughout the day. Historic data is displayed in the app, which can reveal changes in a pet's behaviour or wellbeing.
- Remotely lock or unlock the cat flap anytime, anywhere. Owners can also set a curfew to keep their pets indoors at specified times during the day; ideal for keeping a pet safely indoors overnight.
- Share access to the app with friends, family or pet sitters and manage their permissions from anywhere



The Microchip Cat Flap Connect utilises microchip-reading technology which responds only to the unique microchip number or RFID collar tag of the resident pet(s), ensuring unwanted animals are kept out of the home.

Dr Nick Hill, founder and CEO of Sure Petcare said: “We have built upon the technology used in our larger Microchip Pet Door Connect to develop a product that makes life simpler for pets and owners, particularly in multi-pet households, and is the most advanced cat flap available in the market,” he said.

“Since the launch of the Microchip Pet Door Connect in 2017, we have over 4000 registered pets and 2500 homes using the Sure Petcare app. Feedback from our customers has confirmed that this type of connected product helps owners to feel closer to their pet, even when they are away from home.”

Jon Bowen, Royal Veterinary College vet and animal behaviourist said: “The more freedom you give your pet cat, the happier it will be, but that freedom can cause stress for us as owners and there sometimes have to be limits. Products like the Microchip Cat Flap Connect enable us to give cats their freedom, whilst still being able to have some control over what they do. For example, setting a short nightly curfew can reduce the risk of a road traffic injury or to cut down the number of roosting birds a cat catches. Our daily schedules often change, and it is reassuring to be able to check that our cat has come home and is safe, even though we may have been delayed.”

“Things really get interesting when we use technology like this to monitor our pets over the longer term. It is easy to see that our dog isn’t feeling well from his behaviour; he might become reluctant to go for a walk, or can’t manage to go as far. Cats are harder to keep track of and technology like the Microchip Cat Flap Connect enable us to see patterns in behaviour that could be an early warning of health problems such as arthritis.” He said.



Pet tech continues to be a growing industry, with the global market expected to increase to \$2.36bn (£1.84bn) by 2022, according to Grand View Research. Additionally, total spending on pets in the UK has increased by 25% since 2010, indicating a trend for owners to treat their pets as members of the family.

Nick Hill continued: “With the increasing humanisation of cats and dogs, owners are more concerned for their animals’ wellbeing than ever before. Technology in this sense is about empowering pet owners – giving them the tools to enable them to make more informed decisions about their pets’ health and wellbeing. That has to be a good thing!

The Microchip Cat Flap Connect and Hub are available to purchase online today across Europe and UK, (10th July 2018) at surepetcare.com, and in the coming weeks from leading pet retailers* for an RRP of £109.99, with the hub sold separately at £49.99.

It will be available in USA, Australia and New Zealand later in the year.

* Available in retail stores in Europe from July onwards.

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Notes to editors

Pricing and Product Information

Microchip Cat Flap Connect

Box contains Microchip Cat Flap and user manual. RRP: £109.99.

- Set entry and exit permissions per pet
- Set curfews to keep pets indoors for specific times of the day
- Works with all common microchips - reads microchip on entry and exit
- The cat flap is powered by 4 x AA batteries — with typical battery life being more than six months in most cases
- The cat flap measures:
 - hole size – 165mm (W) x 171mm (H)
 - flap opening – 142mm (W) x 120mm (H)
- Stores up to 32 pet identities in memory. Remembers all registered cats, even when the batteries have been changed.
- 3-year warranty included

The Hub: can be purchased separately. RRP: £49.99.

Also included in the Connected Range:

Microchip Pet Door Connect

Box contains Microchip Pet Door, SureFlap RFID collar tags and user manual. RRP: £119.99.

- Larger size is suitable for large cats and small dogs
- Curfew mode – set the times that the door locks and unlocks automatically
- Works with all common microchips - reads microchip on entry and any animal can exit
- The pet door is powered by 4 x C batteries — with typical battery life being more than six months in most cases
- The pet door measures:
 - hole size – 207mm (W) x 234mm (H)
 - flap opening - 178mm (W) x 170mm (H)
- Stores up to 32 pet identities in memory. Remembers all registered pets even when the batteries have been changed.
- 3-year warranty included

Sure Petcare app:

The Sure Petcare app is available for *free* download on the App Store (iOS 9 or later) and Google Play (Android 4.4 or later). Desktop requirements: latest version of Safari, Chrome, Firefox or Internet Explorer on Mac OS X v10.9 or later and Windows 7 or later.

Accessories:

- Additional RFID collar tags for non-microchipped pets
- Mounting adaptor for glass installation
- Tunnel extender for wall installations



Company Information

Sure Petcare is a trading name of SureFlap Ltd.

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About Sure Petcare:

Sure Petcare, the pet technology specialist, provides pet products that empower owners to care for their pets in entirely new ways.

Founded in 2008, Sure Petcare has developed an award-winning range of microchip-operated pet doors and feeders including the Microchip Cat Door, the Microchip Pet Door, Microchip Pet Feeder and Sealed Pet Bowl, which solve many problems commonly experienced by pet owners.

Through continuous innovation, Sure Petcare launched its first connected product - the Microchip Pet Door Connect in 2017, which enables pet owners to control the pet door using an app.

The company's near-term product roadmap features a portfolio of connected products designed to provide proactive pet care by giving owners data and insight into their pets' day-to-day behaviors, activities and routines. Over time, this information provides a greater understanding of their pets' health and wellbeing.

Sure Petcare products have been used by pet owners across the globe for ten years. The company sells direct, through retail stores and veterinary clinics in 35 countries.

For further information visit www.surepetcare.com.

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