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SureFlap's Electronic Cat Door Provides Peace of Mind to Cat Owners

Innovative Door Allows Only Recognized Cats to Enter a Home

CLEARWATER, Fla., (Aug. __, 2011) – Cat owners tired of the endless inside/outside/inside/outside game gratefully welcome the SureFlap Microchip Cat Door to America.

SureFlap, a popular electronic cat door from the United Kingdom, is now available stateside. What makes SureFlap unique is its ability to read a cat's existing veterinarian-inserted microchip to allow a cat to enter a home. This is accomplished through SureFlap's integrated microchip reader, which can recognize the unique identities of up to 32 cats.

SureFlap inventor and President Nick Hill believes his product will add a new level of convenience for U.S.-cat owners.

"Many pet owners enjoy letting their cats explore the outdoors but can't always be around to let their cat in or out," Hill said. "SureFlap allows cats to enter and leave a home at their leisure, while keeping stray animals out."

Hill said it's extremely easy to set SureFlap up with a cat's microchip. Simply set the product to the "learn" mode and allow the cat to pass through the door. This will automatically store the embedded microchip's number within SureFlap, guaranteeing access only to the cats that go through this process.

Microchipping has become a standard practice in the United States, making SureFlap the perfect cat door choice, Hill said. Veterinarians insert identification microchips into cats and dogs via a simple injection between the shoulder blades. Pet owners register their pet's unique microchip number with their contact details on a microchipping database. Should their pet ever run away or get injured away from home, a simple scan of the pet's microchip will allow them to be reunited with their owner.

But, how can pet owners make sure their cat's microchip will work with SureFlap? Hill said the product is compatible with the most common microchips: FDXA, FDXB and Avid Secure/Encrypted Chip. A new version of SureFlap will be released in fall 2011 that will also work with the Trovan Unique Microchip.

Another unique feature of SureFlap is it's the only cat door to use patented low-power radio frequency identification (RFID) technology, which enables it to run exclusively on 4 AA batteries, so there's no need for electrical wiring access. In fact, SureFlap's microchip reader only turns on when a cat uses the door, so its batteries generally last for an entire year (low battery light included).

SureFlap is easy to [install](#) indoors, windows or walls; glass mounting and [wall installation kits are available](#). SureFlap is also compact and suitable for most cat breeds with its 5.59" wide by 5.39" tall entry portal. A larger model appropriate for large-cat breeds and small dogs will be available in fall 2011.

SureFlap may be purchased for \$149.99 plus shipping & handling at www.sureflap.com. For more information, please visit the website.

About SureFlap

The SureFlap Microchip Cat Door was created in the United Kingdom by physicist and company President Nick Hill. Hill's cat, Flipper, loved to explore the outdoors by way of his non-selective, typical cat door, but Hill found that other animals would enter his home, spray and even fight with Flipper. This is when Hill sprang into action and developed SureFlap, providing safety, peace of mind and a high-tech solution for cat owners around the world. For more information, please visit www.sureflap.com.

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