Sure Petcare was started by Cambridge physicist Dr Nick Hill in his spare bedroom, to solve the problem of unwanted neighborhood cats getting into his house. Our first product, the Microchip Cat Door, was launched in 2008.

We are now a dedicated team of people operating all over the world committed to delivering the best products supported by the best service.

We solve problems with great design and clever thinking.

When a pet owner buys a Sure Petcare product it quickly becomes an essential part of their animal’s care. This means we don’t settle for delivering anything less than the best and most reliable products.

Whether you are an existing trade partner or are considering stocking Sure Petcare products for the first time, we want you to have the confidence that we are here to support your customers.

I want our products to look great, be the best at what they do and be loved by the people who buy them.

Nick Hill – Founder

Sure Petcare products have won European pet industry awards for design and innovation.

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Why a microchip pet door?

- 51% of cat owners with non-selective cat doors experienced intruder cats in their home.
- 39% of cat owners with non-selective cat doors have experienced an intruder cat coming into the home and stealing food.
- 25% of cats living in these households have been attacked in their home by an intruder cat.

Injuries from cat fights are 2.5 times more likely to occur than road traffic accidents.

Pets who have been in fights are more prone to stress-related illnesses and have more frequent visits to the vets to resolve these problems.

SureFlap pet doors stop intruder animals entering the home by recognizing the existing identification microchip of the resident pet and unlocking only for them.

How do SureFlap doors work?

1. Program the cat door with one press of a button. The resident cat’s unique microchip ID is then permanently stored in the cat door’s memory.

2. Install the cat door in a door, window or wall. Accessories are available for window and wall installations.

3. The cat door unlocks when the resident pet approaches. It reads the unique code on a pet’s existing microchip or collar tag.

4. Intruder animals can’t get in. The cat door remains locked for unwelcome cats and wildlife.

WHY A SUREFLAP?

<table>
<thead>
<tr>
<th>WHY A SUREFLAP?</th>
<th>SUREFLAP DOORS</th>
<th>MAGNETIC DOORS</th>
<th>NON-SELECTIVE DOORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access control</td>
<td>Only let your pet(s) into your home</td>
<td>Let any animal with a magnetic collar tag into your home</td>
<td>Let any animal into your home</td>
</tr>
<tr>
<td>What does your pet need to make it work?</td>
<td>Pet(s) should be microchipped</td>
<td>Non-microchipped pets can wear a safety collar and a SurePetcare RFID collar tag</td>
<td>Pet(s) must wear a collar and tag</td>
</tr>
<tr>
<td>Does it provide a safe environment?</td>
<td>Yes</td>
<td>Only if your neighbors do not have the same type of pet door</td>
<td>No</td>
</tr>
<tr>
<td>Ongoing cost of ownership</td>
<td>New batteries every year</td>
<td>Collar &amp; key replacement (required frequently for some cats)</td>
<td>Extra food, damaged furnishings etc.</td>
</tr>
</tbody>
</table>

Compatible with all common microchips.
Help your customer to choose the right door

Establish your customer’s needs
Understanding your customer and their pets’ needs will enable you to assist them in choosing the best SureFlap product for their home. Here are some questions you should use to engage with them:

- **Tell me about your pets.**
- **Have you had problems with intruder animals?**
- **Are there animals in your neighborhood that come into your garden?**
- **Would you like to restrict some of your pets from using the door?**
- **Where will the pet door be installed - a door, a window or a wall?**
- **Do you want to lock the door at certain times of day or night?**
- **Do you want to keep your cats in at certain times?**
- **Do you have more than one cat?**

Product comparison chart

<table>
<thead>
<tr>
<th>Pets</th>
<th>Microchip Cat Door</th>
<th>Microchip Cat Door</th>
<th>Microchip Pet Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>cats</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>cats and small dogs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>just cat(s)</td>
<td>✓</td>
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<td>microchip cat door</td>
<td>✓</td>
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</tr>
<tr>
<td>START</td>
<td>What type of pets will be using the door?</td>
<td></td>
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</tr>
<tr>
<td>small dog(s)</td>
<td></td>
<td></td>
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<tr>
<td>NO</td>
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<tr>
<td>N/A</td>
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Compatible with all common microchips: ✓
Compatible with RFID collar tag: ✓
Scans on entry: ✓
Scans on exit: ✗
Curfew timer control: ✗
Manual lock: ✓
Batteries required: 4 x AA (not included)
Door opening W x H: 5 ¾” x 4 ¼”
Door/wall - hole size W x H: 6 1/8” x 9 ¾”
Glass - hole diameter: 8 ⅞” - 10 ⅜”

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- Do you want to keep your cats in at certain times?
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Compatible with all common microchips: ✓
Compatible with RFID collar tag: ✓
Scans on entry: ✓
Scans on exit: ✗
Curfew timer control: ✗
Manual lock: ✓
Batteries required: 4 x AA (not included)
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Compatible with all common microchips: ✓
Compatible with RFID collar tag: ✓
Scans on entry: ✓
Scans on exit: ✗
Curfew timer control: ✗
Manual lock: ✓
Batteries required: 4 x AA (not included)
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Door/wall - hole size W x H: 6 1/8” x 9 ¾”
Glass - hole diameter: 8 ⅞” - 10 ⅜”
PRODUCT FEATURES

- **Product Code:** SUR001
- **Product Code:** SUR001BR

**PRODUCT FEATURES**

- **Prevent intruder animals entering the home.**
- **Selective entry – any animal can exit.** Microchip reader is located on the outside of the cat door only.
- **Battery life - 12 months (4xAA batteries – not included).**

**PRODUCT SPECIFICATIONS**

- **Door opening:** 5 ⅝" (W) x 4 ¾" (H)
- **Hole dimensions:** 6 ⅜" (W) x 6 ⅜" (H)
- **Exterior frame dimensions:** 8 ¼" (W) x 8 ¼" (H)
- **Tunnel depth:** 2 ¾"
- **Batteries:** 4 x AA (not included)
- **Low battery indicator light**

**WHAT’S IN THE BOX?**

1. Cat door
2. External frame
3. 2 x screw caps
4. 2 x 1 ¾" screws
5. 2 x 1 " screws
6. 2 x 2 ½" screws

**IDEAL FOR SINGLE CAT HOUSEHOLDS**

Territory invasion or perceived threat to their home from another animal is a major cause of stress in cats. Installing a secure pet door can reduce this. The microchip reader only scans the microchip on the way into the house. If a customer has multiple cats and some need to be kept indoors the DualScan™ Microchip Cat Door is an ideal option (see page 10).

If the customer would like to keep their pets in overnight they might consider the SureFlap Microchip Pet Door, which has an electronic lock timer (page 12).

**PRODUCT CODE:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>SUR001</td>
<td>Internal frame</td>
</tr>
<tr>
<td>SUR001BR</td>
<td>External frame</td>
</tr>
</tbody>
</table>
PRODUCT FEATURES

- **DualScan™ Technology** - set exit permissions for each pet, keep specific pets indoors
- **Safety mode** - indoor-only pets can gain entry if they escape
- **Prevents intruder animals entering the home**
- **Compatible with all common identification microchips & RFID collar tags (not included)**
- **Battery life** - 12 months (4xAA batteries – not included)
- **Simple one-button programming** - change permissions at any time
- **Manual lock to stop pets leaving or entering the house**
- **Can be installed into doors, windows and walls**

IDEAL FOR HOUSEHOLDS WITH MULTIPLE CATS

The DualScan Microchip Cat Door has a microchip reader on the inside, as well as the outside. Using DualScan technology, owners are able to set exit permissions for each pet to keep specific pets indoors, making it ideal for households with more than one cat.

WHAT’S IN THE BOX?

1. DualScan Cat Door
2. External frame
3. 2 x screw caps
4. 2 x 1 3/16” screws
5. 2 x 2 15/16” screws
6. 2 x 1 15/16” screws
7. 4 x AA (not included)

PRODUCT SPECIFICATIONS

- **Door opening** 5 5/8” (W) x 4 3/4” (H)
- **Tunnel depth** 2 3/4”
- **Hole dimensions** 6 1/2” (W) x 6 1/4” (H)
- **Batteries** 4 x AA (not included)
- **Exterior frame dimensions** 8 1/4” (W) x 8 1/4” (H)
The SureFlap Microchip Pet Door offers convenience and control for the owner. Any pet can leave the house, but the Curfew Mode allows owners to control at which times of day. The door’s larger size makes it ideal for bigger breeds of cat and small dogs.

**PRODUCT FEATURES**
- Designed for large cats and small dogs
- Curfew mode - program the door to lock and unlock at specified times
- Prevents intruder animals entering the home
- Compatible with all identification microchips worldwide & Sure Petcare RFID collar tags
- Includes 1 RFID collar tag (additional tags sold separately)
- Selective entry – any animal can exit
- Battery life - 12 months (4xC cell batteries – not included)
- LCD display with low battery indicator
- Can be installed into doors, windows and walls

**PRODUCT SPECIFICATIONS**
- **Door opening**: 6 11/16” (W) x 7” (H)
- **Hole dimensions**: 8 1/4” (W) x 9 3/16” (H)
- **Exterior frame dimensions**: 10 5/16” (W) x 11 1/16” (H)
- **Tunnel depth**: 2 3/4”
- **Batteries**: 4 x C (not included)

**WHAT’S IN THE BOX?**
1. Pet door
2. External frame
3. 2 x screw caps
4. 2 x 1 ¾” screws
5. 2 x 1 5/16” screws
6. 2 x 2 1/16” screws
7. 1 x collar tag
8. 2 x 1 15/16” screws
9. 2 x 2 1 5/16” screws

**PRODUCT CODE:**
- SUR101
- SUR101BR
All SureFlap pet doors can be installed in doors, glass or walls.

Door installations
The simple two-part construction makes SureFlap products quick and easy to install. A mounting adaptor may be required depending on the type of door.

Wall installations
Tunnel extenders are available to install products into a wall of any depth. A mounting adaptor may be required for the Microchip Cat Door and DualScan\textsuperscript{TM} Microchip Cat Door.

Glass installations
Customers will need to contact a qualified glazier to help them with installation, as a circular hole is required. Mounting adaptors are essential.

There are two installation accessories for each product in the pet door range. As the Microchip Cat Door and DualScan Microchip Cat Door are the same size, these accessories are common to both. Understanding whether your customer needs accessories and supplying them at the time of purchase will improve their buying experience.

<table>
<thead>
<tr>
<th></th>
<th>Microchip Cat Door</th>
<th>Microchip Cat Door</th>
<th>Microchip Pet Door</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Door installation</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Door hole size W x H</td>
<td>6 1/2” (W) x 6 3/4” (H)</td>
<td>8 1/8” (W) x 9 3/16” (H)</td>
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</tr>
<tr>
<td>Glass - hole diameter</td>
<td>8 3/8” (min) - 10 1/4” (max)</td>
<td>11 9/16” (min) - 12 5/8” (max)</td>
<td></td>
</tr>
<tr>
<td>Recommended mounting accessory (white or brown (BR))</td>
<td>Mounting Adaptor GMA001 / GMA001BR</td>
<td>Mounting Adaptor GMA101 / GMA101BR</td>
<td></td>
</tr>
<tr>
<td><strong>Wall installation</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Wall hole size W x H</td>
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<td>207 x 234</td>
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<tr>
<td>Recommended mounting accessory (white or brown (BR))</td>
<td>Mounting Adaptor GMA001 / GMA001BR</td>
<td>Tunnel Extender TUN001 / TUN001BR</td>
<td></td>
</tr>
</tbody>
</table>

Recommended Mounting Accessories:
- Mounting Adaptor - GMA001 / GMA001BR
- Tunnel Extender - TUN001 / TUN001BR

15
1. Do SureFlap microchip pet doors work with my pet's existing microchip?
   Yes. SureFlap microchip pet doors are compatible with all common microchip types.
   - 15-digit microchips (also known as FDXB, standard in Europe)
   - 10-digit microchips* (also known as FDXA, most commonly used in the USA)
   - 9-digit microchips (also known as Avid Secure/Encrypted Chip)

   In order to ensure operation with your pet we do advise testing BEFORE installation.
   (*The SureFlap Microchip Cat Door and DualScan Microchip Cat Door are not compatible with microchip codes
   starting 000…, 010…, 020…)

2. How do SureFlap microchip pet doors know my pet's microchip number?
   When SureFlap microchip pet doors are put into 'Add a pet' mode, the door unlocks. The pet door reads the
   microchip of the next animal to put its head into the tunnel and its unique ID number is permanently stored in the
   memory. That pet will now be recognized by the pet door.

   Using this 'Add a pet' mode you don't have to force an uncooperative pet through the door. Just leave the product
   in 'Add a pet' mode and let them go through in their own good time. In multi-pet households repeat the process for
   each pet.

3. Can another cat have the same microchip number and get in?
   No. Each microchip has a unique ID number, so intruder animals have no chance of opening the pet door.

4. I have more than one pet. Can SureFlap microchip pet doors recognize all of them?
   Yes, SureFlap microchip pet doors can recognize up to 32 different pet identities.

5. My pet isn't microchipped, can it use a SureFlap microchip pet door?
   Yes, SureFlap products can also be used with a SurePetcare RFID Collar Tag which should be attached to a safety
   collar. Each collar tag has a unique number like a microchip. Note: Collar tags are not supplied with the SureFlap
   Microchip Cat Door or the DualScan Microchip Cat Door.

6. How do I know when the batteries need changing?
   The LED on the product will flash red every 4-5 seconds when the batteries need changing. The LED will flash for
   several days/weeks before the batteries run down and the door stops operating.
7. Are the microchip numbers stored when I change the batteries?
Yes, once a pet’s microchip number is stored it stays in the memory even if the batteries are removed.

8. What kind of batteries do you recommend using with SureFlap pet doors?
The SureFlap Microchip Cat Door and DualScan™ Microchip Cat Door operate using 4 AA (1.5V) batteries. The SureFlap Microchip Pet Door operates using 4 C cell (1.5V) batteries. We recommend the use of good quality, alkaline batteries in order to give the longest lifetime. We do not recommend the use of rechargeable batteries.

9. My pet wears a collar with a metallic bell/tag. Can it still use SureFlap pet doors?
Yes, pets wearing collars (metallic or not) can use SureFlap pet doors without any problems.

10. We have an invisible fence for our pets’ protection. Will this interfere with the operation of SureFlap microchip pet doors and vice versa?
We have had a number of customers using SureFlap microchip pet doors in conjunction with an invisible fence with no problems reported.

11. How should I clean my SureFlap microchip pet door?
An optical sensor on the roof of the tunnel just behind the door detects the presence of a pet in the tunnel. If the two clear lenses become obscured by dirt or pet fur, unreliable operation and/or shortened battery life may result. Every couple of months wipe these lenses with a damp cloth and remove any fur that may be stuck to the draft excluder on the top of the door. Operation of the sensor relies on a reflection from the base of the tunnel, which should also be kept reasonably clean. After cleaning, leave your SureFlap pet door for approximately 10 seconds for the unit to settle.

Note: On the DualScan Microchip Cat Door there are sensors on both sides of the door that will need to be cleaned.
## Detailed product information

<table>
<thead>
<tr>
<th>PRODUCT INFORMATION</th>
<th>SINGLE PRODUCT DETAILS</th>
<th>MASTER CARTON INFORMATION</th>
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<td><strong>PRODUCT NAME</strong></td>
<td><strong>COLOUR</strong></td>
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<tr>
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<td>DSCF001</td>
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<td></td>
<td>Brown</td>
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<td>Cat Door Tunnel Extender</td>
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<td>SKT001</td>
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</tbody>
</table>
How to order

surepetcare.com
Click trade at the top right of the page

1-855-461-4740

retail@surepetcare.com

Customer service & warranties

Sure Petcare has a dedicated customer service team. If your client has a question about a Sure Petcare product please direct them to our toll-free number.

Toll-free: 1-855-461-4740 Mon - Fri: 8am - 5pm EST

All Sure Petcare products come with a comprehensive, no-quibble warranty. The pet doors all hold a 3-year warranty.

Free point of sale demonstration kit*
Free promotional posters and leaflets for your store

*Subject to agreed account type

DELIvery
2-5 days depending on state

Help with setup and installations
Troubleshooting and problem diagnosis
Dispatch of replacement parts

Also available from Sure Petcare:
the next generation of pet feeding

see more at surepetcare.com
it’s not just a pet door...

it’s their freedom and security.

Order stock now!
surepetcare.com 1-855-461-4740 retail@surepetcare.com

Customer Care: 1-855-461-4740 Mon - Fri: 8am - 5pm EST
SURE FEED®
the next generation of pet feeding
SureFeed products are designed by Sure Petcare, the award-winning microchip pet product company. We are a dedicated team of people operating all over the world committed to delivering the best products supported by the best service.

We solve problems with great design and clever thinking.

When a pet owner buys a Sure Petcare product, it quickly becomes an essential part of their animal’s care. This means we don’t settle for delivering anything less than the best and most reliable products.

Whether you are an existing trade partner or are considering stocking Sure Petcare products for the first time, we want you to have the confidence that we are here to support your customers.

"I want our products to look great, be the best at what they do and be loved by the people who buy them.

Nick Hill – Sure Petcare Founder"

Our products have won European pet industry awards for design and innovation. The Microchip Pet Feeder has won the prestigious International Cat Care Cat Friendly Award.

Meet Nick

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Help your customer to choose the right product

Establish your customer’s needs
Understanding your customer and their pets’ needs will enable you to assist them in choosing the best SureFeed product for their home. Below are some questions you should use to engage with them:

- Do other pets or children access/steal the pet’s food?
- Are any of the pets on special diets? Overweight? Underweight?
- Do other pets or children access/steal the pet’s food?
- Would you like to reduce pet food smells in your home?
- Do you have pets on different diets?
- Do you have small children who access the food?
- Is food wasted because it is no longer fresh and/or flies have landed on it?

Product comparison chart

<table>
<thead>
<tr>
<th>START</th>
<th>ONE</th>
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<tbody>
<tr>
<td>Number of pets?</td>
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<tr>
<td>Are any of the pets on special diets? Overweight? Underweight?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>sealed pet bowl</td>
<td>microchip pet feeder</td>
<td></td>
</tr>
<tr>
<td>Pet Bowl</td>
<td>Pet Feeder</td>
<td></td>
</tr>
</tbody>
</table>

Ideal for
- single pet households
- multi-pet households

Suitable for
- cats and small dogs
- cats and small dogs

Automatic lid
- motion activated
- microchip or collar tag controlled

Keeps food fresher for longer
- ✔
- ✔

Stops pets stealing each other’s food
- ✔
- ★

Keeps flies off food
- ✔
- ✔

Batteries required
- 4 x c cell (not included)
- 4 x c cell (not included)

Bowl size
- 13.5 fl oz
- 13.5 fl oz

Compatible accessories
- single bowl
- single & split bowl, mat, collar tag

Would you like to reduce pet food smells in your home?
- YES
- YES

Establish your customer’s needs
PRODUCT FEATURES

- Sealed bowl keeps food fresher and prevents wet food drying out
- Keeps flies away from food
- Keeps pet food smells locked away
- Reduces food waste and saves money
- Suitable for both wet and dry food
- 6 months typical battery life (4xC cell batteries – not included)

HOW IT WORKS

1. The motion-activated lid opens when a pet approaches the bowl
2. The lid of the bowl remains open while the pet eats
3. A short time after the pet has finished eating and moved away, the lid closes onto the sealed bowl

WHAT ELSE IS IN THE BOX?

- Grey SureFeed bowl with integrated flexible seal works with the lid to keep the food fresh
- Power switch - slide to turn off. When the product is switched off the lid closes
- Battery light - this light flashes red when the batteries are running low
- Training button - used to teach a pet how to use the pet bowl
- Manual open / close button - allows override of the sensors to keep the lid open

Sealed pet bowl

PRODUCT CODE: SPBWT
Why recommend the Sealed Pet Bowl?

On average pet owners waste…*

33% of wet cat food
19% of dry cat food
25% of wet dog food
16% of dry dog food

In as little as 8-12 hours pet food can **lose over 20% of its moisture*** making it unappealing to many pets.

With a **Sealed Pet Bowl**, food retains 99.8% of its moisture, meaning only 0.2% is lost over 12 hours**. Food is kept fresher for longer and free of flies, making it more palatable for the pet.

… because it’s no longer fresh and their pet won’t eat it. 27% of cat owners waste more than 50% of wet food!

“We...
**PRODUCT FEATURES**

- **Sealed bowl keeps food fresher and free of flies**
- **Designed for multi-pet homes to stop pets stealing each other's food**
- **Great for pets on weight management diets**
- **Compatible with all identification microchips worldwide**
- **Suitable for both wet and dry food**
- **Works with the Sure Petcare RFID collar tag (one tag included)**
- **Battery life - 6 months (4xC cell batteries – not included)**

**HOW IT WORKS**

1. Sensors recognise when a pet approaches
2. Microchip reader scans the pet’s microchip, the lid lifts to reveal food for authorised pets
3. After the pet has finished eating and moved away, the lid closes onto the sealed bowl so no other pets can access it

**WHAT ELSE IS IN THE BOX?**

1. Single grey bowl
2. Split grey bowl
3. Grey mat
4. Sure Petcare RFID collar tag
5. Batteries
6. Microchip reader
7. Sensors
8. Lid
9. Slider unlocks/locks lid to allow removal for cleaning
10. Feeder mat catches split food

**PRODUCT CODE:** MPF001

**Sensors**

- **Microchip reader**
- **Lid**
- **Slider unlocks/locks lid to allow removal for cleaning**
- **Open / close lid - allows access to the bowl for refill or cleaning**
- **Add a Pet button - used to input a pet’s microchip number into the feeder**
- **Training function button - used to teach a pet to use the feeder**

**Microchip pet feeder**
Cats are solitary creatures by nature, yet many cats live in multi-cat households. While many cats may manage to live together quite happily, tension can still arise, particularly where a cat does not have free access to key resources, such as food. Over time, competition for food can contribute to chronic stress, which may in turn lead to behavioral and health problems.

A Sure Petcare survey* found that the majority of cats in multi-cat households have their own food bowl, but the same survey revealed that 86% of these cats have had their food stolen by other pets in the house. In households where one or more cats live alongside a dog, almost 40% of owners confirmed that their dog ate the cat’s food.

It is important to ensure that each cat within a multi-pet household is able to consume the right amount of food each day, but this becomes even more critical when an animal is following a specialist diet or weight management program. The SureFeed Microchip Pet Feeder enables owners to segregate feeding within these households to be sure that the correct food is consumed by the correct pet. As each animal within the home learns that they have their own secure food bowl, levels of stress and confrontation between pets are reduced.

* Sure Petcare Cat Nutrition Report, March 2014, UK

Multi-cat statistics:

- 78% of cats have their own food bowl
- 86% have food stolen by other pets
- 25% are fed different diets to other pets in the house

Why recommend the Microchip Pet Feeder?

Customer testimonials

---

**Customer Profile: The Milmine Family**

The Milmine family uses SureFeed Microchip Pet Feeders for their two cats, Booey and Vinnie. Booey suffers with chronic kidney disease and hyperthyroidism. This means that she is fed a prescription food that is quite different to Vinnie’s dietary requirements.

Recently Buddy, a lively German Shepherd cross, joined the family and much to Booey’s dismay, started eating her food. The family were using 4-5 packets of food every day as Peter, Booey’s owner, explains: “I knew I couldn’t keep spending £4-5 a day on prescription food and after researching solutions I decided to give SureFeed a try. Booey figured out how it worked almost immediately and since then I’ve had no issues with Buddy stealing the cat food.”

---

**Customer Profile: The Howson Family**

As a veterinary surgeon, I always liked the idea of these feeders but am always a bit reluctant to recommend gadgets if I’ve not personally tried them. Having bought two SureFeed microchip pet feeders for our cats, I would definitely recommend these feeders to clients - the initial outlay is much more than normal bowls, but they are priceless in terms of pet satisfaction! It has definitely made the furry members of our household happier not to try to compete for food. I was impressed with how quickly even our very cautious adult cat learned to use the feeder - the training mode function is invaluable.

Emma Howson, vet and owner of two cats, Lincoln, UK

**Customer Profile: The Milmine Family**

The SureFeed Microchip Pet Feeder has been a godsend to our house. Booey can now eat at any time of day and I have noticed that she is much calmer and happier. Her condition and weight are both improving too.

Ludmila, owner of two dogs, Texas, USA

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Clients can personalize each **Microchip Pet Feeder** or **Sealed Pet Bowl** with a colorful range of accessories.

**BOWLS**

- Single portion and split portion bowls are suitable for wet and dry food.
- Both bowls hold roughly two standard cans of wet food and can be used in both products.

**MATS**

- For the Microchip Pet Feeder, flexible mats can easily be removed and wiped clean.
- Bowls and mats are available in grey, green, pink and blue.

**RFID COLLAR TAG**

- For pets that do not have an existing identification microchip. One tag is included in the box with the Microchip Pet Feeder (tag not required for the Sealed Pet Bowl).

**BOWLS**

- All also sold as individual items

**NEW MAT AND BOWL SETS NOW AVAILABLE FOR MICROCHIP PET FEEDER**
1. How much food does it hold? Both products use the same sized bowl. The single bowl holds 13.5 fl oz, that’s enough for two standard 3 oz food cans. The split bowl has two compartments each holding 5.7 fl oz, which is 1 x 3 oz food cans each.

2. Are the bowls dishwasher-safe? The bowl, mat and lid are hand wash only. The main feeder unit should be wiped clean with a damp cloth and never submerged in water.

3. Are SureFeed products battery or mains powered? Both products are battery powered and require 4 C cell (1.5V) batteries, which are not included with the product.

4. How long will the batteries last? The batteries should last at least 6 months with normal use.

5. How do I know when the batteries need changing? An LED on the product flashes red every 4-5 seconds when the batteries need changing. The LED will flash for several days/weeks before the batteries run down and the lid stops operating. However, for optimum use we recommend changing the batteries as soon as the indicator flashes.

6. What kind of batteries do you recommend using with SureFeed products? The products operate using 4 C cell (1.5V) batteries. We recommend the use of good quality, alkaline batteries in order to give the longest lifetime. We do not recommend the use of rechargeable batteries or batteries for low power products.

7. Can SureFeed products be used outside? No. We do not recommend using either the SureFeed Microchip Pet Feeder or the Sealed Pet Bowl outside.

8. Are SureFeed products available in different colors? The SureFeed Microchip Pet Feeder and Sealed Pet Bowl are both available in white only. Each product comes with the relevant accessories in grey. You can add some personality and a splash of color with additional bowls and mats available to purchase in grey, green, pink and blue.

9. Do SureFeed products have a timer? No, the products do not include a timer. They will open each time your pet approaches.

10. What type of food can be used in the bowl? The products can be used with wet or dry food.

11. What type of pets can use SureFeed products? SureFeed products have been designed for use by cats but can also be used by small or medium sized dogs, house rabbits and even ferrets!
Sealed Pet Bowl FAQs

1. Does the lid close when my pet walks away from the bowl?
   Yes. The lid closes when your pet walks away, keeping the food covered when not in use. (Note - the Sealed Pet Bowl is not selective and will open for any pet or person which approaches.)

2. Does the Sealed Pet Bowl come with a warranty?
   Yes, the Sealed Pet Bowl carries a two year warranty.

3. Is the Sealed Pet Bowl microchip or collar tag operated?
   No. The Sealed Pet Bowl is motion-activated and will open for any animal that approaches it.

Microchip Pet Feeder FAQs

1. Does the SureFeed Microchip Pet Feeder close when the registered pet moves away?
   Yes. The lid of the feeder will close automatically when the pet moves away, preventing all other animals accessing their food.

2. My pet isn’t microchipped, can it use the SureFeed Microchip Pet Feeder?
   Yes, SureFeed products can also be used with a SurePetcare RFID Collar Tag (which should be attached to a safety collar for cats). Each collar tag has a unique number, like a microchip. One collar tag is included with the product.

3. How does the SureFeed Microchip Pet Feeder know a pet’s microchip number?
   Press the Add a Pet button on the back of the feeder. The next time a pet feeds from the bowl the product reads their microchip and its unique ID number is stored in the memory permanently. That pet will now be recognized by the feeder whenever they approach it.
   (Note: it is possible to wipe the memory to remove a pet if necessary. This procedure will remove all pets from the memory.)

4. I have more than one pet. Can all of them use the SureFeed Microchip Pet Feeder?
   Yes, the feeder can recognize up to 32 different pets. However, sharing food bowls can be stressful for some pets.

5. Are the microchip numbers stored when I change the batteries?
   Yes, once a pet’s microchip number is stored it stays in the memory even if the batteries are removed.

6. Does the Microchip Pet Feeder come with a warranty?
   Yes, the Microchip Pet Feeder carries a three year warranty.
<table>
<thead>
<tr>
<th>PRODUCT NAME</th>
<th>COLOUR</th>
<th>PRODUCT CODE</th>
<th>RRP ($)</th>
<th>WIDTH (in)</th>
<th>HEIGHT (in)</th>
<th>LENGTH (in)</th>
<th>WEIGHT (lb)</th>
<th>PIECES</th>
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**ACCESSORIES FOR THE MICROCHIP PET FEEDER ONLY**

| Mat and Bowl Set | Grey   | MB001        | 23.99  | 8 1/8      | 12 7/8      | 1 3/8       | 0.56        |        |
| RFID Collar Tags | Grey   | COL001       | 15.99  | 4 3/4      | 4 3/4       | 7/16        | 0.04        |        |

**PRODUCT INFORMATION**

- **PRODUCT NAME**: Name of the product.
- **COLOUR**: Color of the product.
- **PRODUCT CODE**: Code of the product.
- **RRP ($)**: Retail Ready Price in dollars.
- **WIDTH (in)**: Width of the product in inches.
- **HEIGHT (in)**: Height of the product in inches.
- **LENGTH (in)**: Length of the product in inches.
- **WEIGHT (lb)**: Weight of the product in pounds.

**SINGLE PRODUCT DETAILS**

- **PIECES**: Number of pieces in the product.

**MASTER CARTON INFORMATION**

- **WIDTH (in)**: Width of the master carton in inches.
- **HEIGHT (in)**: Height of the master carton in inches.
- **LENGTH (in)**: Length of the master carton in inches.
- **WEIGHT (lb)**: Weight of the master carton in pounds.

**ACCESSORIES FOR THE MICROCHIP PET FEEDER ONLY**

- **SUREFEED MAT**
- **SUREFEED SPLIT BOWL**
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microchip pet doors

see more at surepetcare.com

DElIVERY
2 - 5 days depending on state
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SureFlap Ltd. trading as Sure Petcare
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Suite 101
Clearwater FL 33762, USA