

SURE FLAP[®]
PETCARE INNOVATION



sureflap.co.nz



0800 787 335



microchip pet doors



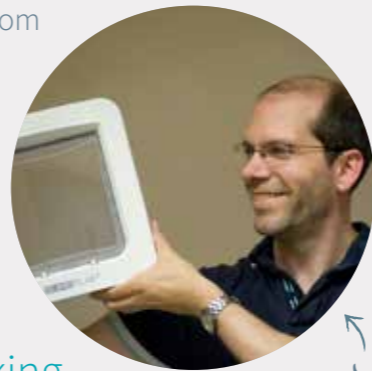
“ I want our products to look great, be the best at what they do and be loved by the people who buy them.

Nick Hill – Inventor



SureFlap was started by Cambridge physicist Dr Nick Hill in his spare bedroom to solve the problem of unwanted neighbourhood animals 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.



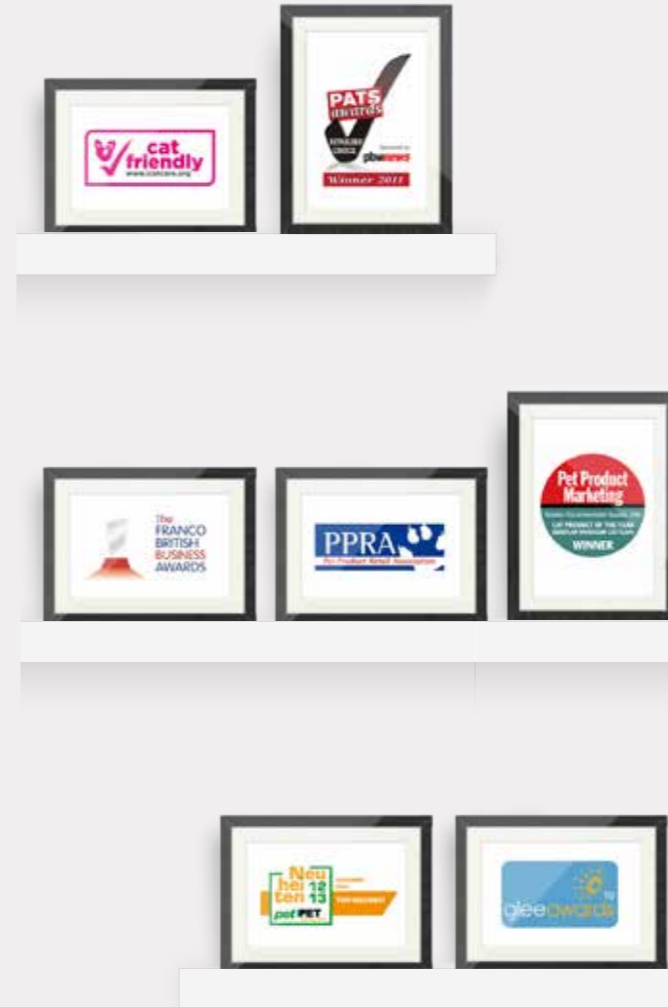
Meet Nick

We solve problems with great design and clever thinking.

When a pet owner buys a SureFlap 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 considering stocking SureFlap products for the first time, we want you to have the confidence that we are here to support your customers.

Our pet doors have all won European pet industry awards for design & innovation.



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We know that sourcing the right products needs to be hassle free. SureFlap supplies direct to your business and you can place your orders when it suits you.



sureflap.co.nz

Visit: www.sureflap.co.nz

Click **trade** at the top right of the page

Login to your trade account using your email address and password

Select the products you would like to order

Pay via card or invoice



0800 787 335 (Mon-Fri: 9am-5pm)



orders@sureflap.co.nz

We have a range of benefits that you can take advantage of:



Free point of sale demonstration kit*



Free promotional posters and leaflets for your store



Outstanding customer service



No minimum order quantities*



Inclusion in our online stockist locator

SureFlap's dedicated customer service team is available to answer queries about product functionality, installation and general fault diagnosis. If your customer has a question about a SureFlap product please direct them to our freephone number so you can concentrate on your business.

Monday - Friday (9am - 5pm)

Freephone: **0800 787 335**

(0800 - SUREFLAP)



Help with setup and installations



Troubleshooting and diagnose problems



Send out replacement parts



Warranty replacements

WARRANTY COMPETITION



All SureFlap products come with a comprehensive 3 year warranty. Once a month we choose a winning customer from those that have registered their warranty on our website. The winning customer gets the price of their product back from SureFlap and the business they purchased it from gets \$100.

“ A product that really does do what it says on the box and is exceptional value for money - thank you!! ”

Bronwyn Rogerson, Tuakau, NZ

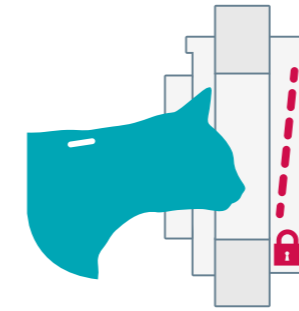
*Subject to agreed account type



DELIVERY

North Island -
Next working day
South Island -
2 working days

For orders placed before 2pm



The microchip reader is activated once a pet puts its head in the tunnel and breaks an infra-red beam of light



The microchip reader scans the pet's existing identification microchip



The microchip number is checked against those stored in the memory. If the microchip number of the pet matches one of those stored, the door unlocks

The SureFlap pet doors are all designed to make unwanted intruders a thing of the past. We have a programme of continuous product development meaning that many of the features that our customers request are incorporated into our latest products.

Some of the benefits your customers and their pets may experience include:

- ✓ Pets are visibly more relaxed when their home is not being invaded
- ✓ Owners have direct control of each pet's access to the outdoors
- ✓ Pets have access to the outdoors, with the freedom to come and go as they please
- ✓ Owners can now spend more time with their pets and less time worrying about what's going to come through their cat door next
- ✓ Use of a SureFlap product confirms a pet's microchip is functioning normally, giving owners the peace of mind that they can be re-united with a lost pet

PROGRAMMING



The memory button performs two primary functions:

Adding a new pet - One press of the button puts the pet door in learn mode. The next cat to put its head in the tunnel will have its microchip number permanently stored to the memory. Each product can store 32 microchips or collar tags in memory.

Factory reset - If you need to wipe all the microchip numbers from the memory, press and hold the button for 10 seconds - the catch opens and closes when the process is complete.

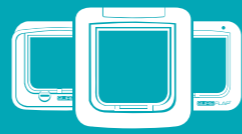


Low battery status light

The light flashes once every 4-5 seconds to indicate the batteries need changing (several days/weeks before the batteries run down and the door stops operating.)



Selling the right pet door



Understanding your customer and their pets' needs will help you assist them in choosing the best SureFlap product for their home. Below are some questions you should be using to engage with them:

ESTABLISH YOUR CUSTOMER'S NEEDS

1. Tell me about your pets.
2. Have you had problems with intruder animals?
3. Are there animals in your neighbourhood that come into your garden?
4. Would you like to restrict some of your pets from using the door?
5. Do you want to lock the door at certain times of day or night?
6. Where will the pet door be installed - a door, a window or a wall?

Talking through your range of pet doors and their benefits

Once you have established your customer's needs you can talk about how a product will solve their particular problem. SureFlap do not produce non-selective pet doors, nor those that rely on a common collar key that is magnetic or infra-red. If you sell these other types of product in your business, the table below details the key differences to the owner and their pets.

	SUREFLAP DOORS	MAGNETIC DOOR	NON-SELECTIVE DOOR
Access control	Only lets your pet(s) into your home	Lets any animal with a magnetic collar tag into your home	Lets any animal into your home
What does your pet need to make it work?	Pet(s) should be microchipped Non-microchipped pets can wear a safety collar and a SureFlap RFID collar tag	Pet(s) must wear a collar and tag	-
Does it provide a safe environment?	Yes	Only if your neighbours do not have the same type of pet door	No
Ongoing cost of ownership	New batteries every year	Collar & key replacement (can be monthly)	Extra food, damaged furnishings etc

Here is some additional information which may help you to encourage your customer to buy a microchip pet door:

For cat owners:

A major cause of stress in cats is a territory invasion or perceived threat to their home from another animal. Installing a secure pet door can reduce this. If the customer has multiple cats and some need to be kept indoors the DualScan™ Cat Door is an ideal option.

- 51% of cat owners with non-selective doors have had problems with intruder cats.
- 39% of cat owners with non-selective pet 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.

For small dog owners:

The SureFlap Microchip Pet Door offers convenience and control for the owner as the dog can let themselves outside for toileting needs. They can also enjoy time outdoors while the owner is away.

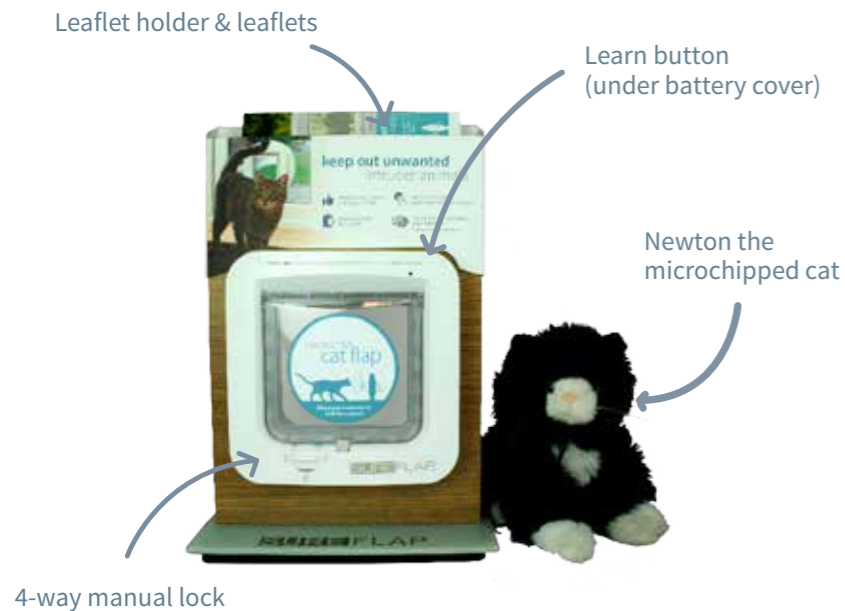
For both:

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.

If your customer has decided they would like a microchip operated pet door then you will need to establish which of our products is most appropriate and if accessories are required.

	microchip cat door	microchip cat door <small>(*) DualScan™</small>	microchip pet door
Timer control		✗	✓
Selective exit	✗	✓	✗
Flap opening dimensions	142mm (W) x 120mm (H)		178mm (W) x 170mm (H)
Required hole size - door/wall	165mm (W) x 171mm (H)		207mm(W) x 234mm (H)
Installation accessories - wall	TUN001 and GMA001		TUN101
Required hole diameter - glass	212mm (min) - 260mm (max)		294mm (min) - 320mm (max)
Installation accessories - glass	GMA001		GMA101
Exterior frame dimensions	210mm (W) x 210mm (H)		262mm (W) x 281mm (H)
Batteries required	4xAA		4xC
RFID collar tag included		✗	✓
Compatible with RFID collar tag		✓	✓

Using your demonstration kit



What's included:

1x SureFlap Microchip Cat Door mounted in a counter-top stand

1x Newton, (a stuffed toy cat that's implanted with a microchip)

4x AA Batteries

1x Promotional leaflet holder.

25x SureFlap leaflets

When should I offer to give clients a demonstration?

- When they are showing interest in the product e.g. picking up a leaflet
- If a client mentions:
 - Intruder cats in the home
 - Conflict with neighbourhood cats
- When clients regularly buy behavioural products, such as Feliway
- When a customer brings their cat to be microchipped

How should I look after my demonstration kit?

- Please do not leave Newton (the toy cat) in the tunnel of the SureFlap as it will drain the batteries within a few days. If a customer has used the demonstration kit and left Newton in the tunnel please remove him and place him to the side of the unit
- Check the batteries work regularly and replace them if necessary
- Keep it clean – it will appear more inviting to customers if it is dust-free
- Make sure the leaflet holder is stocked up with leaflets, but do not overstock it
- If any components need replacing please contact us

Additional ways to promote SureFlap

- If you have a television screen in your store/practice why not show one of our promotional videos? Contact us and we'll send them to you
- Keep a few leaflets at the till for cat owners to pick up
- If you can't keep the whole product on the shelf we are able to send you empty boxes to display
- Insert leaflets in kitten packs
- Host a microchipping promotion
- Include an article about SureFlap in your newsletter. Example articles can be found in the Resources section of the Trade area on our website: www.sureflap.com

Where should I display the demonstration kit?

The demonstration kit is most effective when placed in a prominent position where a potential customer can interact with it. When possible, place the unit in view of your staff, so they can approach a customer to help with the demonstration and answer any questions they have. For example:



Vets:

- At the reception desk
- On the table in your waiting room
- In your consulting room
- Where the receptionist can see it so that they can engage with interested clients



Retail:

- With the other cat products in the store
- Near the till
- At the customer service desk

microchip cat door

SUR001 & SUR001BR



Microchip Cat Door (SUR001) & Glass Mounting Adaptor (GMA001)

PRODUCT FEATURES



Prevents intruder animals entering the home



Compatible with all common identification microchips & RFID collar tags (not included)



Selective entry – any animal can exit



Battery life - 12 months (4xAAA batteries – not included)



Simple one button programming



Can be installed into doors, windows and walls



32 Stores up to 32 pet identities in memory





Manual lock to stop cats leaving or entering the house



Low battery indicator light

KEY PRODUCT INFORMATION

Colour	White	Brown
Product Code (SKU)	SUR001	SUR001BR
EAN	 5060180390006	 5060180390112

Box Dimensions (mm)
220 (W) x 250 (H) x 130 (D)

Boxed Weight
1.3 kg

Master Carton
10 pieces

What's in the box: 1x microchip cat door, 1x set of screws (multiple lengths), instruction manual

ACCESSORIES

ACCESSORY	USE	SKU	PAGE
Mounting Adaptor	Glass / Wall installations	GMA001 / GMA001BR	pg18
Tunnel Extender	Wall installations	TUN001 / TUN001BR	pg18

PRODUCT SPECIFICATIONS

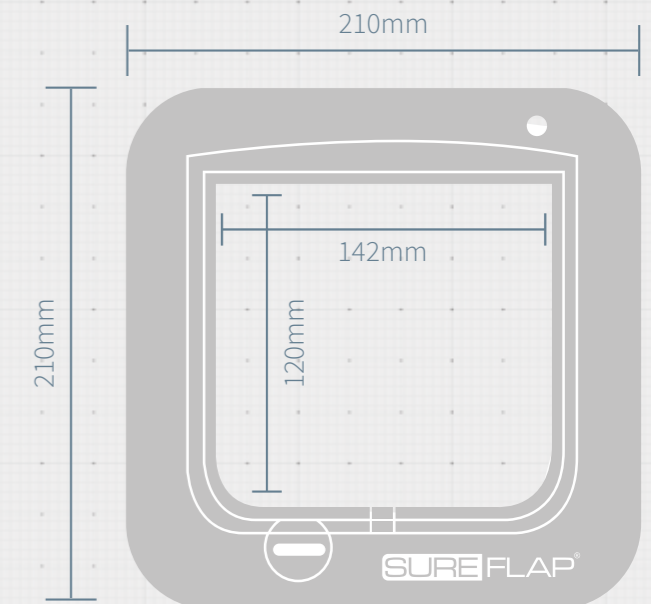
Flap Opening
142mm (W) x 120mm (H)

Tunnel Depth
70mm

Hole Dimensions
165mm (W) x 171mm (H)

Batteries
4x AA

Exterior Frame Dimensions
210mm (W) x 210mm (H)



microchip cat door

DualScan™

DSCF001 & DSCF001BR



DualScan Microchip Cat Door (DSCF001), Glass Mounting Adaptor (GMA001) & Tunnel Extenders (TUN001)



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, including added protection against raccoons



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



Can be installed into doors, windows and walls



Manual lock to stop programmed pets leaving or entering the house



Low battery indicator light

KEY PRODUCT INFORMATION

Colour	White	Brown
Product Code (SKU)	DSCF001	DSCF001BR
EAN	 5060180390389	 5060180390396

Box Dimensions (mm)
230 (W) x 250 (H) x 180 (D)

Boxed Weight
1.64 kg

Master Carton
6 pieces

What's in the box: 1x DualScan microchip cat door, 1x set of screws (multiple lengths), instruction manual

ACCESSORIES

ACCESSORY	USE	SKU	PAGE
Mounting Adaptor	Glass / Wall installations	GMA001 / GMA001BR	pg18
Tunnel Extender	Wall installations	TUN001 / TUN001BR	pg18

PRODUCT SPECIFICATIONS

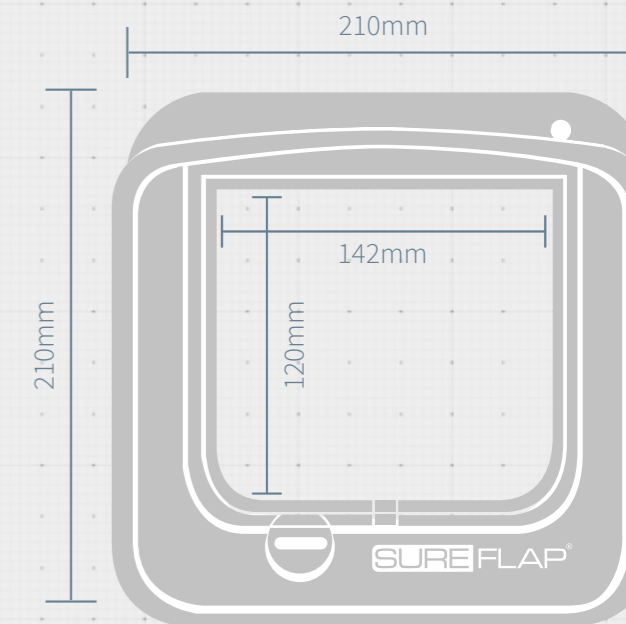
Flap Opening
142mm (W) x 120mm (H)

Tunnel Depth
70mm

Hole Dimensions
165mm (W) x 171mm (H)

Batteries
4x AA

Exterior Frame Dimensions
210mm (W) x 210mm (H)



microchip pet door

SUR101 & SUR101BR



Microchip Pet Door (SUR101)

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 & SureFlap RFID collar tags



Battery life - 12 months (4x C cell batteries - not included)



Selective entry - any animal can exit



Includes 1 RFID collar tag (additional tags sold separately)





LCD display with low battery indicator



Can be installed into doors, windows and walls

KEY PRODUCT INFORMATION

Colour	White	Brown
Product Code (SKU)	SUR101	SUR101BR
EAN	 5060180390280	 5060180390297

Box Dimensions (mm)
272 (W) x 317 (H) x 135 (D)

Boxed Weight
2.2 kg

Master Carton
5 pieces

What's in the box: 1x microchip pet door, 1x set of screws (multiple lengths), instruction manual, 1x collar tag

ACCESSORIES

ACCESSORY	USE	SKU	PAGE
Mounting Adaptor	Glass installations	GMA101 / GMA101BR	pg18
Tunnel Extender	Wall installations	TUN101 / TUN101BR	pg18

PRODUCT SPECIFICATIONS

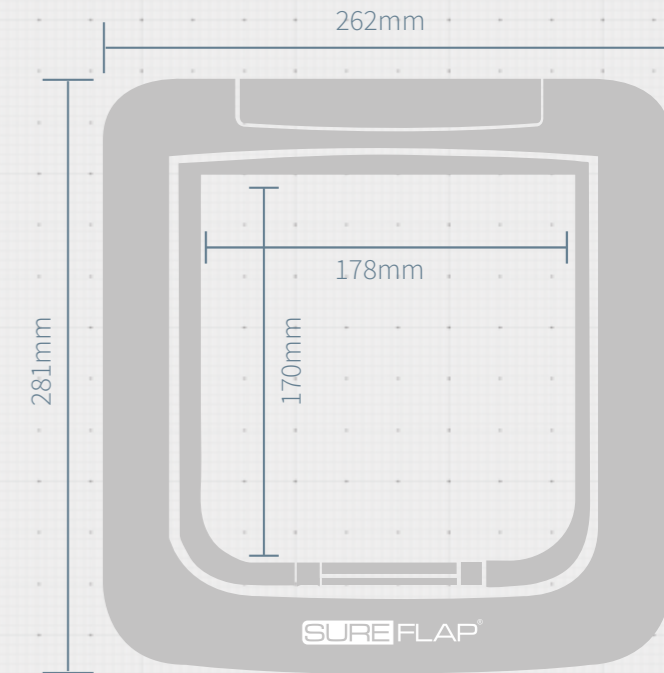
Flap Opening
178mm (W) x 170mm (H)

Tunnel Depth
70mm

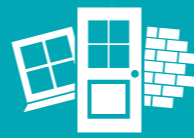
Hole Dimensions
207mm (W) x 234mm (H)

Batteries
4x C

Exterior Frame Dimensions
262mm (W) x 281mm (H)



Installation accessories



There are two installation accessories for each of our products 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.

MOUNTING ADAPTOR Cat Door & DualScan Cat Door = GMA001 / GMA001BR & Pet Door = GMA101 / GMA101BR
(Also used in wall installations of the Microchip Cat Door and the DualScan Cat Door.)



When mounting a SureFlap Cat Door or pet door in glass, a glazier will generally cut a circular hole. This leaves uncovered gaps along the sides of the square product. Our mounting adaptor covers these gaps, preventing loss of heat and providing a clean, neat finish to the installation (recommended hole diameters are shown in the table opposite).

What's in the box: 2 x adaptors (one for inside the home, one for outside)

Wall mounting of a Microchip Cat Door or DualScan Cat Door – these two products are usually screwed from the outside of the home. As it is difficult to find screws long enough for a wall installation the mounting adaptor can be attached to the main unit of the product and then screws used to hold the adaptor (and product) to the wall. The pet door has internal attachment points allowing for wall installations with no need for a mounting adaptor.



TUNNEL EXTENDER Cat Door & DualScan Cat Door = TUN001 / TUN001BR & Pet Door = TUN101 / TUN101BR

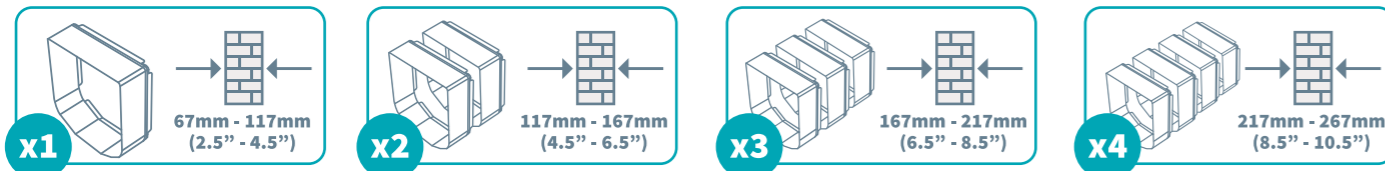


Each product has an integrated tunnel that is 70mm, which for wall installations is typically not long enough. In order for a tunnel to reach all the way through a customer's wall, tunnel extenders should be added to the existing tunnel, each one adding an additional 50mm to the length.

Use the table below to calculate how many tunnel extenders are required.

What's in the box: 1 x tunnel extender (50mm in length)

How many tunnel extenders will they need?



Installation accessory guide	microchip cat flap	microchip ^{DualScan™} cat flap	microchip pet door
Door Installation	✓	✓	✓
- Hole dimensions (mm)	166mm (W) x 172mm (H)		207mm (W) x 234mm (H)
Window/Glass Installation	✓	✓	✓
- Required hole diameter	212mm (min) - 260mm (max)		294mm (min) - 320mm (max)
- Recommended mounting accessory [white or brown (BR)]	Mounting Adaptor GMA001 / GMA001BR		Mounting Adaptor GMA101 / GMA101BR
Wall Installation	✓	✓	✓
- Recommended mounting accessories [white or brown (BR)]	Mounting Adaptor GMA001 / GMA001BR Tunnel Extender TUN001 / TUN001BR		Tunnel Extender TUN101 / TUN101BR

COLLAR TAGS COL001 (PACK OF 2)



If the pet has not been microchipped, SureFlap has designed an attractive, robust and lightweight collar tag for use with SureFlap pet doors. Like microchips, each collar tag has a unique code, to prevent any non-resident pets or strays from entering your home.

Collar tag diameter = 25mm Weight = 2g

- Compatibility
- ✓ Microchip Cat Door
 - ✓ Microchip Pet Door
 - ✓ DualScan Microchip Cat Door



Microchip Pet Door (SUR101) & Glass Mounting Adaptor (GMA101)

Frequently asked questions

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 learn mode, the door unlocks. The pet door reads the microchip of the next animal to put their head into the tunnel and its unique ID number is permanently stored in the memory. That pet will now be recognised by the pet door.

Using this learn mode you don't have to force an uncooperative pet through the door. Just leave the product in learn 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 learn all of them?

Yes, SureFlap microchip pet doors can remember up to 32 different pets at the same time

5. My pet isn't microchipped, can it use a SureFlap microchip pet door?

Yes, SureFlap products can also be used with a SureFlap 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 then 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

Product Information				Single Product Packaging					Master Carton Information					
Product name	Colour	Product code	RRP (\$)	Width (cm)	Height (cm)	Length (cm)	Weight (kg)	Barcode (EAN)	Width (cm)	Height (cm)	Length (cm)	Weight (kg)	Pieces	Barcode (EAN)
Microchip Cat Door	White	SUR001	235	22.0	25.0	13.0	1.3	5060180390006	67.5	45.5	29.2	14.4	10	05060180390228
	Brown	SUR001BR						5060180390112						05060180390259
DualScan Microchip Cat Door	White	DSCF001	275	23.0	25.0	18.0	1.64	5060180390389	56	48	29	11.2	6	05060180390464
	Brown	DSCF001BR						5060180390396						05060180390471
Cat Door Mounting Adaptor	White	GMA001	25	32.0	37.0	1.5	0.27	5060180390013	35	39	41	7.3	20	05060180390235
	Brown	GMA001BR						5060180390129						05060180390266
Cat Door Tunnel Extender	White	TUN001	16	20.0	26.0	6.0	0.12	5060180390174	66	55	40	7.9	40	05060180390242
	Brown	TUN001BR						5060180390136						05060180390273

Microchip Pet Door	White	SUR101	320	27.2	31.7	13.5	2.2	5060180390280	70	35	29	11.8	5	05060180390402
	Brown	SUR101BR						5060180390297						05060180390433
Pet Door Mounting Adaptor	White	GMA101	30	40.0	45.5	1.4	0.48	5060180390303	42.5	31.5	49	10.8	20	05060180390419
	Brown	GMA101BR						5060180390310						05060180390440
Pet Door Tunnel Extender	White	TUN101	20	23.0	32.0	6.3	0.18	5060180390327	60.5	36.5	27	2.6	10	05060180390426
	Brown	TUN101BR						5060180390334						05060180390457

SureFlap RFID Collar Tag		COL001	25	12.0	10.5	1.4	0.02	5060180390341	49	32	41	6	300	05060180390365
Point of Sale Demonstration Kit		SKT001	N/A	41.0	28.0	17.0	4.2	5060180390679	51	30	41	13.4	3	05060180390761



Microchip Cat Door (SUR001)



Microchip Pet Door (SUR101)



Microchip Cat Door (SUR001) & Glass Mounting Adaptor (GMA001)



DELIVERY

North Island -
Next working day
South Island -
2 working days

For orders placed before 2pm



sureflap.co.nz

Visit: www.sureflap.co.nz

Click **trade** at the top right of the page

Login to your trade account using your email address and password

Select the products you would like to order

Checkout and pay via card or invoice



0800 787 335

(Mon-Fri: 9am-5pm)



orders@sureflap.co.nz



it's not just
a pet door...

it's their freedom
and security.

Order stock now!



sureflap.co.nz



0800 787 335



orders@sureflap.co.nz

 **Customer Care:** Mon - Fri (9am - 5pm)
0800 787 335

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