



SureFlap joins the Allflex family via acquisition

Allflex, further developing its presence on the global market for companion animal identification and intelligence, expands into the consumer pet market with the acquisition of microchip pet products specialist, SureFlap

SureFlap, founded in Cambridge (UK) in 2007, today is the world leader in microchip-operated pet products. Allflex has led the world for sixty years in animal identification products generating animal intelligence, including microchips for pets.

SureFlap creates products that solve real problems pet owners face, with great design and clever thinking; empowering them to care for their pets in revolutionary new ways. Its multi-award-winning ranges of microchip pet doors and feeders are recommended by vets around the world.

“We were impressed from the outset by SureFlap’s culture of excellence and that their goals and aspirations to develop innovative products centred on pet health and wellbeing were complementary to our existing product range.” said Brian Bolton, Allflex COO.

SureFlap founder and Managing Director, Dr Nick Hill said “Becoming part of the Allflex family is a perfect fit for SureFlap’s future plans, as it will allow us to expand and develop new technological products designed to enhance the bond between pet and owner through animal monitoring.

“Our day-to-day operations will remain the same as we expand and look to the future when our customers will benefit from the new innovations developed by these broader resources”

Allflex is the world leader in animal intelligence and is owned by funds advised by BC Partners, a leading European private equity firm.

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