



SURE FEED®

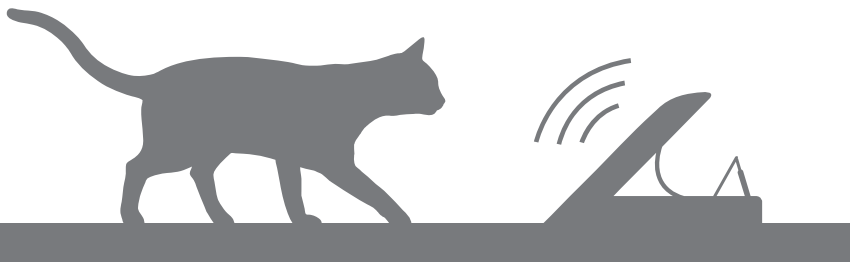
microchip pet feeder

User Manual

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surepetcare.com/pdf



Congratulations on the purchase of your new feeder!

The Microchip Pet Feeder has been designed to recognise either the microchip already implanted in your pet or the Sure Petcare RFID Collar Tag (one included – packs of two sold separately), allowing your pet to access their food whilst keeping out other animals. Designed for use in multi-pet homes, the feeder will recognise authorised pets opening only for them. If an unauthorised greedy or bully pet tries to eat from the bowl it will not open, or if the feeder is already open the lid will close. The SureFeed bowls have an integrated seal on the top lip. This has been designed so that once the lid of the feeder is closed a seal is formed with the top of the bowl, keeping your pet's food fresher for longer.

Setting up the feeder to work in your home is a simple step by step process detailed in this user manual. We will guide you through from inserting the batteries to teaching your pet to use the feeder. When an authorised pet places their head inside the hoop on the front of the feeder their microchip or collar tag will be read. The lid only opens for pets (up to 32) who have been granted access.

What's in the box

- ① Microchip Pet Feeder
- ② Single Grey Bowl
- ③ Split Grey Bowl
- ④ Grey Mat
- ⑤ Sure Petcare RFID Collar Tag



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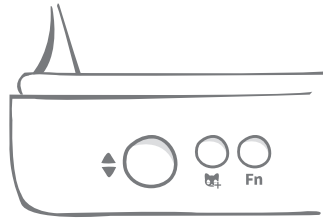
Buttons & lights

There are 3 main controls found at the rear of the feeder:

▲ ▼ Open/close - allows access to the bowl for refill or cleaning.

🐱 Add a pet - used to learn your pet's microchip into the feeder. **See page 8**

Fn Training Function - used to teach your pet to use the feeder. **See page 9**



Sensors used to recognise when your pet approaches the feeder.

Slider unlocks/locks lid to allow removal for cleaning. **See page 15**

Feeder Mat - used to catch spilt food.

Light - **see below** for descriptions.

Lights

Flashing Green (once every second) - Learn mode

Green (constant) - Microchip has been successfully read (or learnt)

Flashing Orange - Feeder is in Training Mode

Flashing Red (every few seconds) - Low battery



Normal operation

Once set up (**see pages 8-10** for setup and training) the SureFeed Microchip Pet Feeder will stop greedy or bully pets from accessing food that is not theirs, giving you control over your pets' prescription diets, medication and weight management. It is common that pets like to eat small amounts of food throughout the day. The SureFeed bowls with integrated seal have been designed to accommodate this regular use keeping food fresher throughout the day and reducing wastage.

✓ Authorised pet

1



The feeder lid will remain closed at all times until it is opened for food replacement - **see page 5** - or an authorised pet approaches to eat.

2



When a pet places its head into the hoop on the front of the feeder, the microchip reader is activated.

3



If the pet is authorised and allowed to eat, the lid will slide open for them.

4



Once your pet has eaten and moved away from the feeder the lid will close after a short delay (**see page 14** to adjust the lid delay). This once again seals the bowl keeping the food fresher.

✗ Unauthorised pets

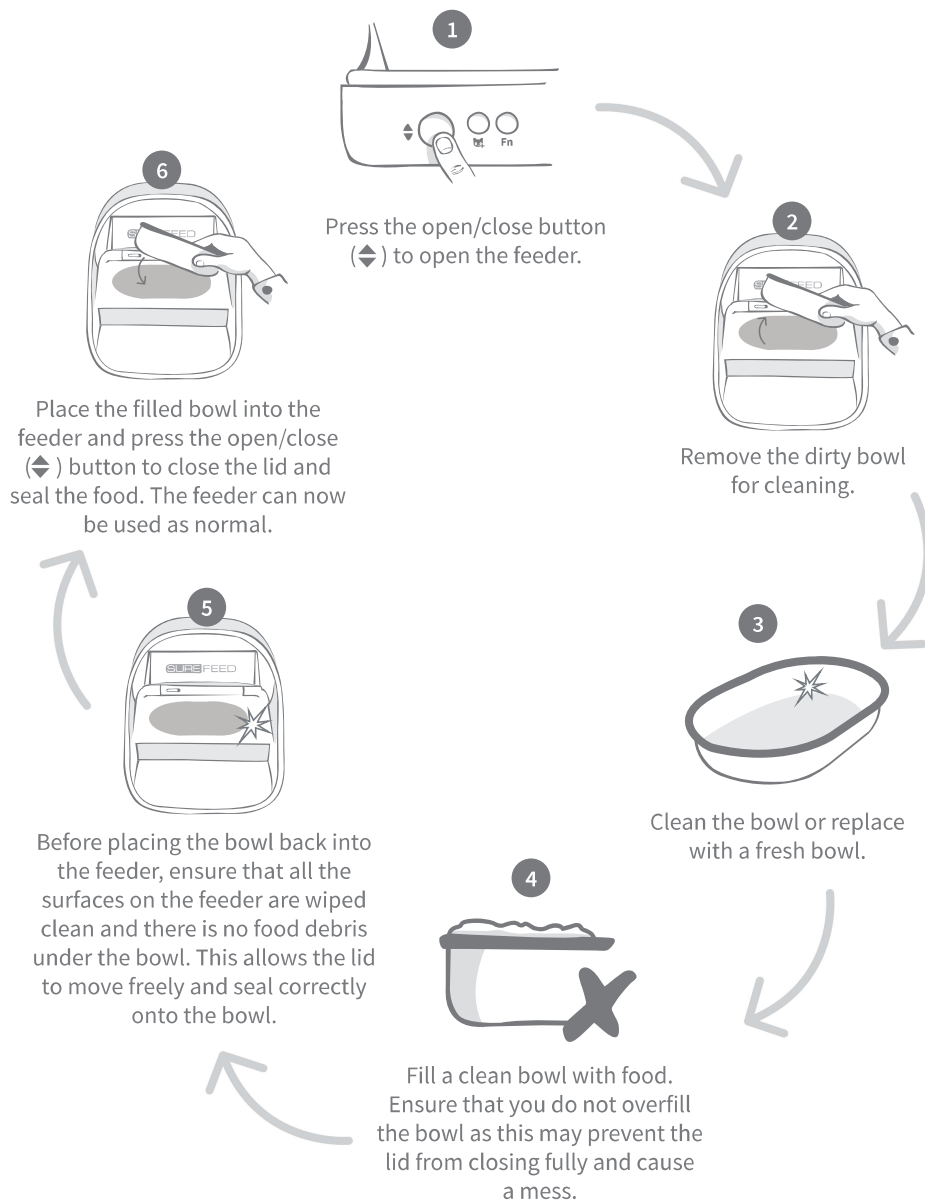


If an unauthorised greedy pet tries to eat from the feeder when the lid is closed then the lid will simply not open.



Replacing the food (open/close lid)

It is important to change your pet's food on a daily basis, not only to ensure your pet stays happy and healthy, but also to keep the feeder clean and in working order.





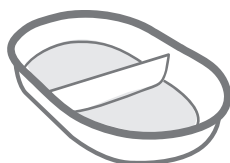
Bowls & mats

EN

The bowls and mat supplied have been specifically designed to work with SureFeed products. The SureFeed bowls have an integrated seal on their top lip. Once the lid of the feeder is closed, flies can't get in and food stays fresher. The silicone mat helps control mess and can be removed daily for easy cleaning.



Suitable for a single portion of wet or dry food.



The split bowl is designed for wet and dry food used at the same time.



The silicone mat is placed on the front of the feeder (**see page 3** for mat location) and is designed to collect food mess making it easy to clean daily.



Please ensure bowls and mats are washed before their first use.



Please remove the bowl and mat from the feeder when cleaning. To keep the integrated seal in optimal condition we recommend hand washing only.

Add some colour!



If you have multiple feeders or if you just want to customise your feeder, you can purchase coloured bowls and mats separately.

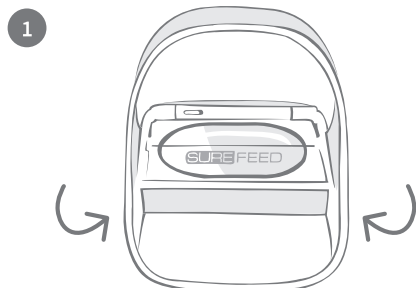
Available in blue, green, pink and grey.

To purchase additional bowls and mats ask a Sure Petcare stockist or visit:
[surepetcare.com](https://www.surepetcare.com)

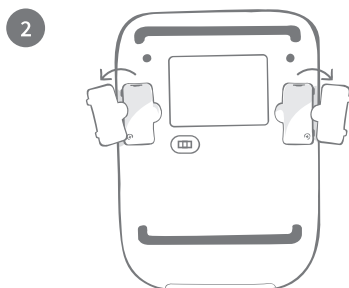


Batteries

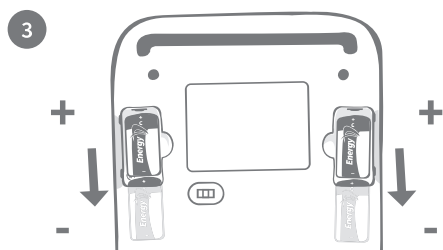
Always use **4 good quality 1.5V alkaline C Cell batteries**. This will ensure the best performance of your feeder. **This product is not designed for use with rechargeable batteries.** The light at the back of the feeder will flash red every few seconds if the batteries are low.



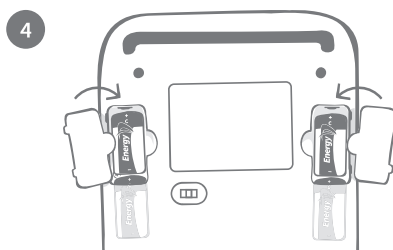
First remove the mat, then turn the feeder upside down to access the battery compartments.



Remove the battery covers.



Insert the batteries. Ensure the +/- symbols on the batteries match the symbols on the feeder itself.



Replace the battery covers.

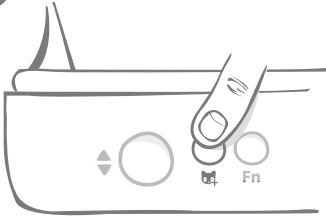




Learning your pet into the feeder

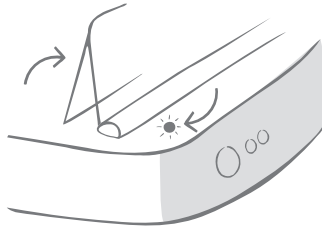
When learning your pet into the feeder, make sure all other pets are kept away. If the wrong pet is accidentally learnt you can perform a factory reset, as detailed in the troubleshooting - **see page 16**. You can also use the Sure Petcare RFID Collar Tag if your pet does not have a microchip and wears a collar.

1



Press the Add Pet (🐱) button found on the rear of the feeder.

2



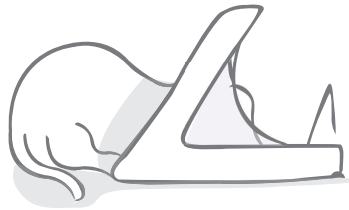
The lid will open and the light will flash green once every second. The feeder will stay in this mode until a pet is learnt or if you cancel with a second press of the Add Pet (🐱) button.

3



Put some food/treats into the bowl and place the feeder where you would normally feed your pet.

4



When your pet eats from the bowl and has been learnt, the light will stop flashing and remain on. When your pet moves away from the feeder the lid will close and the green light will turn off. Their microchip number is now stored permanently in memory, even when the batteries are removed.



In order to learn a pet's microchip number, sensors located in the hoop at the front of the feeder must detect a pet's presence. Therefore it is important to ensure that your pet places their head through the hoop to eat. No amount of waving your pet in front of the feeder will have an effect.



If you want to use the feeder for more than one pet, you can do this by repeating the process. You are able to store up to 32 pets in each feeder.

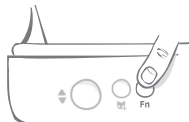


Teaching your pet to use the feeder (training mode)

PART 1 - Introducing your pet to the feeder

It is important to allow your pet to get used to their new feeder for a **couple of days** without any lid movement. Ensuring they are comfortable with their new bowl will help once we start to introduce movement to the lid. This can take a little time but be patient, and do not move on to **Part 2** until your pet seems confident. **See page 11** for help on introducing particularly cautious pets to the feeder.

1



With the lid closed press the Training Function button (**Fn**) once on the rear of the feeder. The lid will open and the light will flash orange (once every few seconds).

2

Now fill the bowl of your choice with your pet's favourite food and once again place the feeder in your pet's normal eating spot.

3



During this first stage of teaching your pet to use the feeder, the lid will not close after they have finished eating.

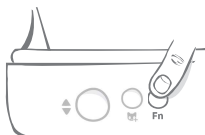


Remember to take your time and let your pet get used to their new bowl. Once they are happy proceed to Part 2.

PART 2 - Increasing the lid movement

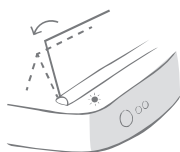
Now start to add increasing amounts of movement to the lid. This allows your pet to get used to the motion of the lid in 3 stages. Once again, for the best results and a happy pet it is important to be patient and not rush this process. The amount of time required at each stage will vary for each pet (days/weeks) but we recommend taking a few days for each step.

4



Start to increase the motion of the lid by pressing the Training Function (**Fn**) button once again. The lid will close a small amount and the light will flash orange twice.

5



Now when your pet eats from the bowl there will be some movement as the lid opens fully. When they finish eating, it will close slightly.

6

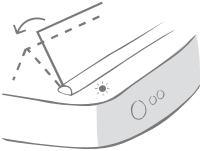


Allow your pet to use the bowl as normal whilst they get used to the new lid movement. When you need to replace their food do so as normal - **see page 5**. After replacing the food, ensure you press the open/close button (◀▶) to close the lid to its training position.



Remember to take your time. Do not proceed to the next step until your pet is confident with this amount of lid movement.

7

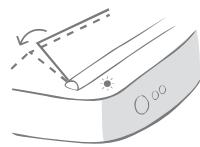


Once your pet is happy with the movement, press the Training Function button (**Fn**) again. The lid will close to the next position and the light will now flash orange 3 times.



Again, continue to use the feeder normally and do not proceed to the next step until your pet is confident with this motion.

8



Your pet should be happy with the lid movement now so this final stage of training has the lid closed even further. As before, press the Training Function button (**Fn**) again. The lid will close to its final position and the light will now flash orange 4 times.

9



Once your pet is happy with this final position, press (**Fn**) again. The lid will close fully and the light will no longer flash. The feeder is now sealed and in daily use mode.

Training mode tips



You can end the training mode at any time by pressing and holding the Training Function (**Fn**) button for 5 seconds.



When using multiple feeders and training your pets, only proceed to the next stage of training at the point all pets are ready. **See page 12** for more details.



If your pet appears nervous of the lid closing after they have backed away, you can adjust the length of time before the lid closes. For full instructions **see page 14**.



Introducing a cautious pet to the feeder

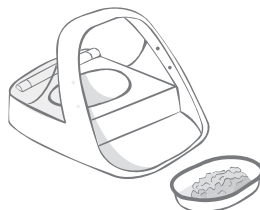
In rare cases you may find your pet will require more time to become comfortable with their new feeder, even when there is no lid movement. When this is the case it is important to let them get used to the changes in their feeding environment gradually. This can take several weeks but it is well worth the effort.

1



Remove the feeder from the feeding environment. Replace your pet's normal bowl with the SureFeed bowl.

2



Once your pet seems comfortable with the new bowl type (this could be days) reintroduce the feeder to their environment placing it near the bowl.

3



Once your pet is happy with the feeder in their environment, move the bowl onto the feeder mat.

4



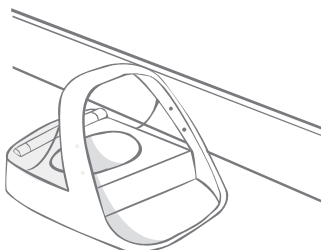
Finally when they are happy, move the bowl into the feeder with the lid in the open position.

5



You can now start the training process ensuring that your pet is happy with the lid movements at each stage. **See page 9.**

i



Watch how your pet approaches the feeder. If it is always in a certain direction don't be afraid to change the feeder position to help them.

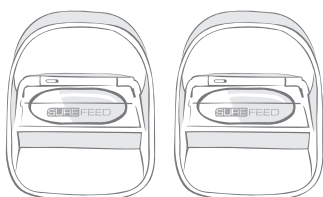


Training multiple pets

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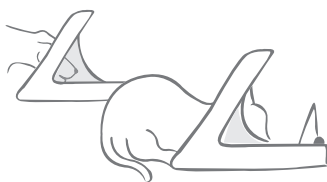
When training multiple pets to use their feeders, they will be able to access each other's food, until the later stages of training. During this time continue to monitor and manage your pet's food intake.

1



We recommend that each pet has their own feeder. This allows for the correct control of individual diets.

2



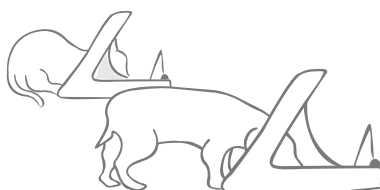
Place the feeders apart so that each pet can begin to differentiate which feeder is theirs. Using different coloured bowls can help with this.

3



Make sure that all pets get used to eating from the feeder when in the open position before starting the training modes.

4



Note: At this point pets can eat from all feeders.

5



When you start using the training modes remember to only move to the next stage once **all pets are happy** with the movement of the lid.

6



As you progress through the training modes, your pets will learn which feeder is theirs because it will only open for them.



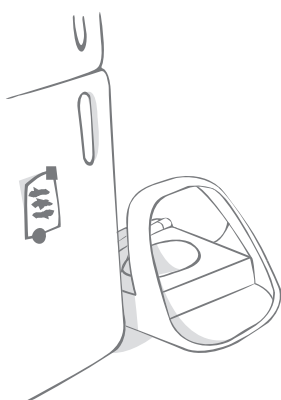
Where to place your feeder



The feeder is designed for **indoor use only**.



To prevent damage to your feeder (and yourself), try not to place in areas where people are walking past frequently where it could cause a trip hazard.



Placement near metallic/electrical appliances is normally not a problem. If unreliable operation occurs, then moving the feeder away from the appliance may be required.



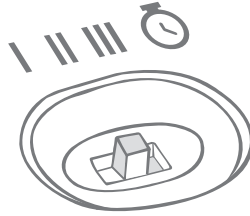
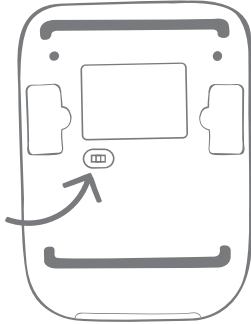
Do not place the feeder in the fridge or place ice packs underneath or in the feeder.



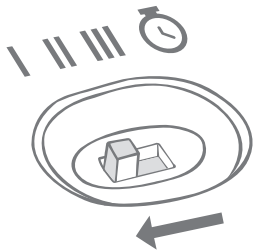
Lid close delay

If you feel that your pet is nervous about the lid closing after they back away from the feeder or if you have a greedy pet who is trying to bully their way in for some extra food, you can increase or decrease the time it takes the lid to close once the pet has finished eating and stepped away.

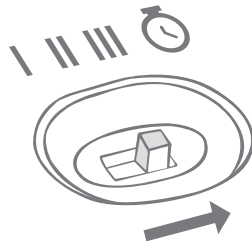
The delay slider can be found on the bottom of the feeder.



By default, the slider is set to the middle setting **(II)** for a standard delay time.



If other pets are stealing the food after the learnt pet has finished eating, **slide the slider to (I)** for a shorter delay before the lid closes.

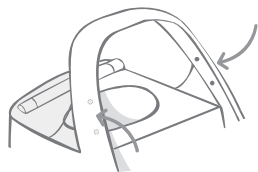


If your pet seems nervous of the movement after eating, **slide the slider to (III)** to set to a long delay before the lid closes.



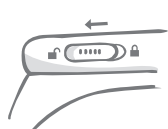
Cleaning

It is important to keep your SureFeed Microchip Pet Feeder clean to ensure it functions reliably. **Do not put the whole feeder into water or the dishwasher.**



The feeder should be wiped with a damp cloth or household cleaning wipes. Make sure the four black dots on the hoop are kept clean to ensure reliable operation.

How to remove the lid for cleaning



i Move the slider to the unlocked position and press the (◆) button on the back.



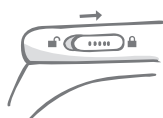
ii Turn the feeder so the back is facing you and pull the lid up.



iii Hand wash the lid. **Do not** put it in the dishwasher.



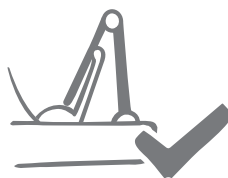
iv After cleaning, replace the lid keeping it flat, then once inserted, fold the lid over.



v Move the slider back to the locked position and press the (◆) button to close the feeder.



Incorrect Lid Insertion
(Lid behind the lever)



Correct Lid Insertion
(Lid in front of the lever)



Feeder is not working

- Ensure the sensors inside the hoop are clean - **see page 15.**
- Fit **new, good quality 1.5V alkaline C cell batteries.** Ensure they are all the correct orientation. **See page 7** for detailed information.
- Move the feeder away from any metallic or electrical appliances.
- Re-learn your pet using the Add Pet (II) button - **see page 8.**
- Reset the feeder to factory settings, holding down the Add Pet (II) button for **10 seconds** (until the light starts alternating red/green and the lid opens and closes). Then re-learn your pet(s) in to the feeder again - **see page 8.**
- Please check with your vet to ensure that your pet's microchip is working and that it is located in the normal place. If there is no microchip or it has moved significantly becoming hard to read, the provided Sure Petcare Collar Tag may be used instead. Attach the collar tag to your pet's collar and repeat the setup process **see pages 8-10.** If your pet does not wear a collar please visit surepetcare.com/support for further advice.

My pet is not happy using the feeder

- Repeat the training process - **see page 9** - allowing more time for your pet to feel comfortable between each step.
- If your pet is still very cautious of the feeder then try following the steps on **page 11** ensuring you don't try to force your pet to feed at any point.
- Assess your pet's feeding environment. Do they always approach their bowl from a set angle? Are they worried about having their back to the door? There is no set orientation that the feeder must be placed in, so if you can change it to help your pets feel more comfortable don't be afraid to move it.
- If the time delay for the lid to close after your pet has finished eating and stepped back is not right for them, you can increase the time it takes the lid to close. Change the delay slider to (III). For full instructions **see page 14.**

Other pets are stealing food

- If greedy pets are trying to steal food from an open feeder, try reducing the time it takes the lid to close after the pet has finished eating. Change the delay slider to position (I). For full instructions **see page 14.**



The feeder lid is not closing all the way

- This has probably been caused by food debris getting caught under the lid or in the mechanism. Although this may stop the lid from sealing onto the bowl it should continue to prevent uncontrolled access to the food in all but the most extreme cases.

To ensure that the lid continues to close correctly it is important to clear food debris from the surfaces of the feeder each time that you replace the food.

Multiple pet homes

- If you find that your pets are confused by which feeder is theirs, try using a different coloured bowl to help with this.
- When in training mode, pets can feed from all available feeders. Proceed through the stages of training and as the lid closes more, reducing access to the food, each of your pets should begin to identify which bowl is theirs. **See page 12.**

Still in need of assistance?

For more detailed guidance, videos and customer help forums visit:
surepetcare.com/support

Alternatively call our friendly customer care team: **see the rear cover for contact details.**