About MSD Animal Health Intelligence (Previously Allflex Livestock Intelligence)
MSD Animal Health Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner in consultation with Veterinarian to safeguard their animals' health and wellbeing, while achieving optimal production outcomes for a healthy food supply. MSD Animal Health Intelligence is a livestock portfolio of digital products within MSD Animal Health.

Through its commitment to the Science of Healthier Animals®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the wide ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. MSD Animal Health is dedicated to preserving and improving the health, wellbeing and performance of animals and the people who care for them.

Allflex® Livestock Intelligence™ MSD Animal Health

Animal Identification

Product Booklet

Allflex® Livestock Intelligence™ MSD Animal Health

Animal Identification

Allflex Livestock Intelligence is the global leader in animal identification. Identification is the basis for gathering and managing livestock information. Today it is also a cornerstone in official identification and in animal and food traceability, key to meeting consumers' growing interest in knowing the origin of their food products. Animal identification is also essential in allowing farmers to differentiate themselves based on good management, animal welfare, health, and nutrition. Animals are identified through Ear Tags which can be Visual or Electronic or through implant of microchip. The ear tags are Tamper-proof, designed for each target species, ensuring optimal application and retention results. These ear tags can be customized to meet customer specific requirements.

Allflex® Livestock Intelligence™

MSD Animal Health

1955
INCEPTION

New Zealand - John Burford, of Delta Plastics, met dairy farmer, Brian Murphy to produce a flexible, plastic ear tag which was named Allflex in 1974

2015
INTELLIGENCE

The Allflex Group enters the world of animal health monitoring through acqitition of SCR as platform for the future

SURE PETCARE®

2016
DIVERSIFICATION

With connected microchip enabled pet access solutions and feeders for Pets, SurePetcare further strengthen Allflex Group Microchip Business

Allflex® Livestock Intelligence™
MSD Animal Health

2019
ACQUISITION

Allflex Livestock Intelligence joins MSD Animal Health

24 Production Units, 4 R&D Innovation Centres, Present in Over 100 Countries

Over half a billion cows, sheep, pigs, pets and fish per year are identified worldwide

Upgrade the Identification

"Ultra-Tag is international standard ICAR approved ear tag. It can easily rotate 360° on cow ear with which it retains better. On this tag, we can get our farm name and cow number printed."

Mr Ketan Shinde
Moraya Farms
Proud User of Allflex Ultra Tag

Introducing Ultra Tag with
Unique Ultra Fastening System

Visual Identification

Ultra Tag

Latest innovation designed to comply with highest industry standards of fraud protection with tamper-proof supple plastic.

Key Highlights

- *ICAR approved (select SKU only)
- Tag can freely rotate in the ear
- Improves retention rate
- Optimizes healing time
- Supports animal welfare goals

SER

- **Female Tag**
  57mm Width and 79mm Length
- **Colors**
  Yellow, Orange, Green, Pink, Blue

OVR

- **Female Tag**
  45mm Width and 55mm Length
- **Colors**
  Yellow, Orange, Green, Blue

ULR

- **Female Tag**
  38mm Width and 42mm Length
- **Colors**
  Yellow, Green, Orange, Pink, Blue

*ICAR - International Committee of Animal Recording

Visual Identification

Open Head

Latest Ear Tags with open head locking system which improves retention rate and support animal welfare goals.

SEO

- **Female Tag**
  57mm Width and 78 mm Length
- **Animal**
  Large Animals (Cows, Buffalo)

MXO
(Visual Female Tag)

- **Size of Tag**
  Width 74.5mm
  Length 100mm
- **Animals**
  Cow, Buffalo

MEG
(Visual Female Tag)

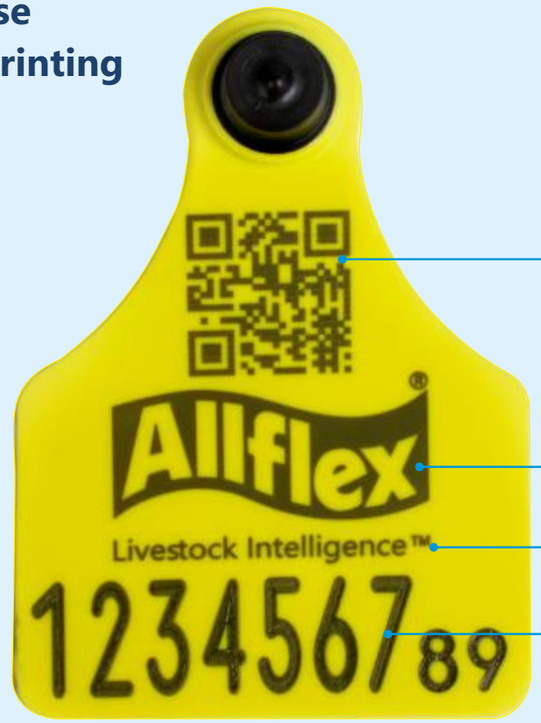
- **Size of Tag**
  Width 41 mm
  Length 48.5mm
- **Animal**
  Sheep, Goat, Small Animal

BCF
(Visual Female Tag)

- **Size of Tag**
  Dia 28.5 mm
  Height 11 mm
- **Animal**
  Swine

Wide Scope of Customization

In-house Laser Printing



QR Code / Barcode

Logo / Name

Language

Numbers

Colours

Yellow, Red, Blue, Classic Bule, Orange, Green

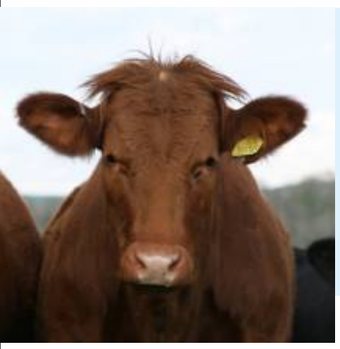
Pink, Purple, White, Brown, Grey, Black

and much more...

Colours may vary, please use as a guide only. Contact Customer Services to order free samples.

Visual Identification

Bovine



Senior Female SEF

- Female 57 x 80mm with an opened head
- Colors: Yellow

Large Female F8

- INAPH approved
- Female 55 x 68mm with a closed head
- Colors: Yellow, Pink, Orange, Blue, Green

Medium Female F

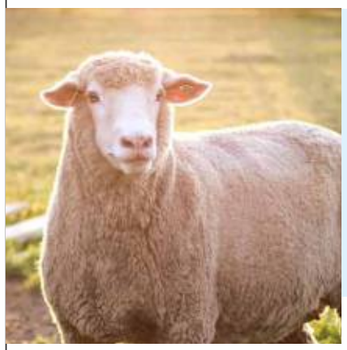
- INAPH approved
- Female 42 x 50mm with a closed head
- Colors: Yellow, Pink, Orange, Blue, Green

Male BTM

- Acts as universal pin to nearly all female tags
- Available in different color

Visual Identification - Other Species

Sheep and Goat



SG13

- Female size 40 x 38mm
  Male size 35 x 38mm
- Colors: Yellow, Pink, Blue, Green

SG25

- Female size 35 x 10 mm, open head
- Male size 35 x 10 mm
- Colors: Yellow

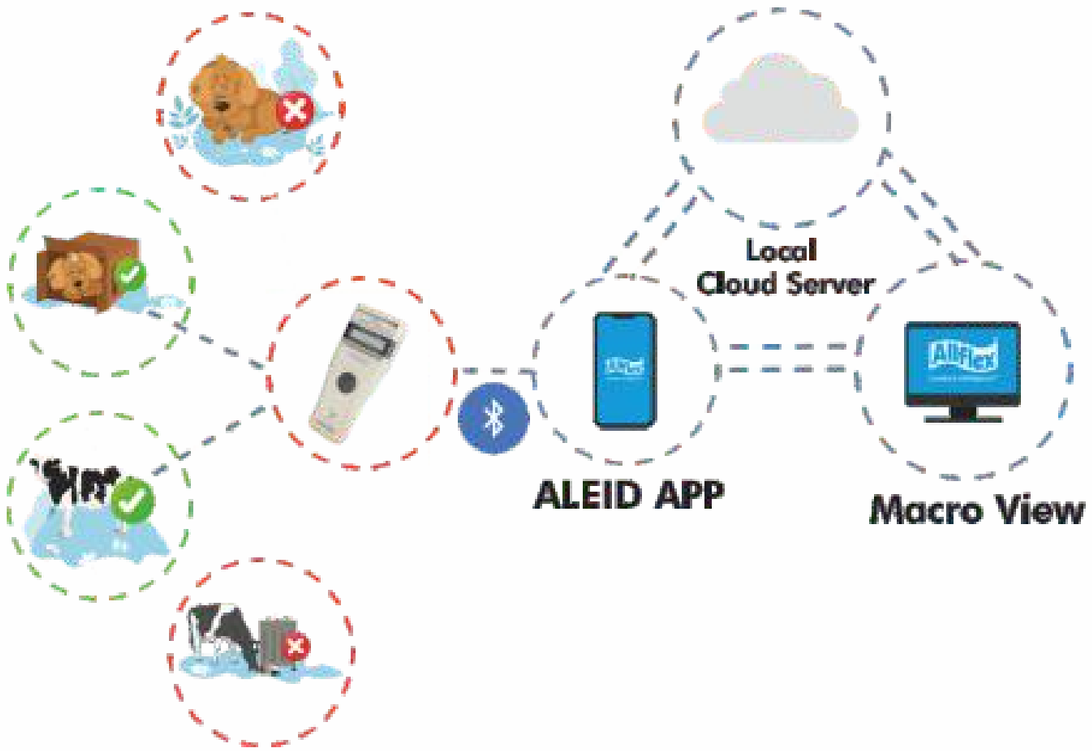
JUF
(VISUAL FEMALE TAG)

- Female size 59 mm X 57 mm
- Animal: Sheep, Goat and Calf

Swine

BSF

- Size: 28mm diameter
- Unique design for maximum safety and comfort with long-lasting durability and retention.



Smart Not Stray

Smart app-based method to manage stray population with ALeID app which assists in:

Identifies animals based on ownership, sex, breeds, photos, sterilization, age etc at micro level

Helps to maintain sex ratio, vaccination and sterilization coverage at macro level

Reduces re-vaccination , logistics and labour cost

Prevents abandonment

Effective implementation of population control and rabies program

Electronic Identification - Injectable (RFID) Microchips

(Also known as Passive Integrated Transponder (PIT) Tags)

Microchips are passive radio-frequency identification devices designed for subcutaneous implantation.

The key advantages

- Allflex Microchips offers are Continuously updated international database of Unique identification code of all microchips ensuring each code is non shared and traceable.
- Approved by International Committee of Animal Recording (ICAR). (Global Ident and Thermochip only)
- Direct Bonding Technology for durability.
- Parylene Coating on Glass Casing to reduce migration. (Global Ident and Thermochip only)
- Complaint with ISO 11784 and 11785 standards.
- Sterile and Customized Packaging.

Save id

Global Ident

- Size - 8 mm and 12 mm

8 mm

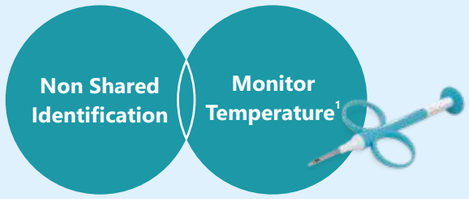
12 mm

Thermochip

(A Product of Surepetcare) -

One Microchip, Dual Benefits

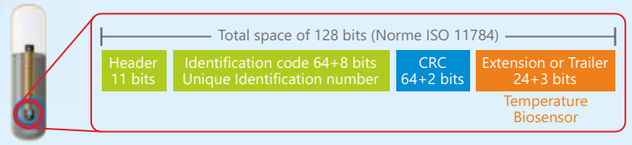
- Read temperature of animal 33°C to 43°C)
- Size - 13mm



- Latest Innovation in Identification microchip (2.12*13mm)
- Developed in France

Collecting multiple temperature values helps to:

- Better understand the habits of EACH pet
- Build the individual pet's behavioral profile
- Prevent differently, using a proactive approach



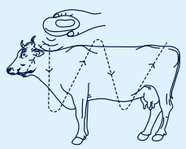
(1) Sub-cutaneous temperature collected at the microchip implantation site. Not a replacement to rectal thermometry.

Microchip Implantation

Cow

Before implantation:

1



Scan the animal to ensure that it has not been microchipped previously.

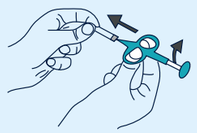
2

Scan the microchip and confirm that the 15-digit number read matches the barcode.

3

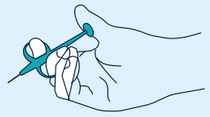
Clip and disinfect the implantation site in the middle Third of the back side of the ear only.

4



Remove the injector from the package, the cap from the needle and then the security ring.

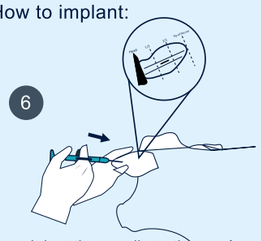
5



Ensure that the bevel of the needle is facing you.

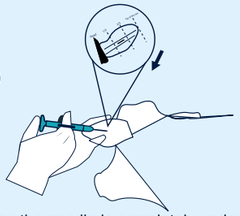
How to implant:

6



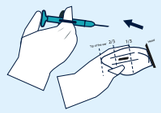
Inject the needle to the cow's ear, as an intramuscular injection.

7



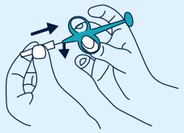
Once the needle is completely underneath the skin, depress the plunger until it clicks.

8



Remove the needle, while applying light pressure to the administration site.

9



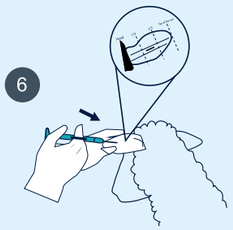
Dispose of the needle using a sharps container; treat it as medical waste.

10

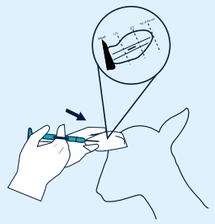
Scan the animal to confirm that the microchip is safely in place.

Sheep

6



Goat



Procedure of Michrochip Implantation of sheep and goat is same as above diagram.

Dog

3

Disinfect the implantation site (on the left side of the neck or on the midline between the shoulder blades).

6

Pinch the skin between 1 or 2 fingers and your thumb. Inject the needle immediately below your thumb.

Horse

3

Clip and disinfect the implantation site half way down the neck and from the left side and 3-4 cm from the dorsal midline.

6

Inject the needle perpendicularly to the horse's neck, as an intramuscular injection

To know detailed procedure of implantation in graphical form, contact local Allfex representatives.

Electronic Identification

Allflex Electronic Identification (EID) Tags uses Radio Frequency Technology to identify and maintain database of animals to create robust traceability.

Allflex EID tags are

- Unique and non-shared code
- Approved by International Committee of Animal Recording (ICAR)
- SO 11784/11785 complaint

SRF All In One TAG

- Available in HDX (Half Duplex) and FDX (Full Duplex)
- Works as VID as well as EID
- Tamperproof Ultra CapTM for ultimate security and retention

EID TAG HDX

- HDX technology optimizes signal transmission and provides greatest possible read distance
- Tamperproof Ultra Cap™ provides ultimate security and retention
- HDX Tag weight: 8.9 grams
- Read range - 38cm - 46cm (15" - 18")

EID TAG FDX

- Tamperproof Ultra Cap™ provides ultimate security and retention
- FDX Tag weight: 5.6 grams
- Read range - 35cm - 41cm (13" - 16")

Benefits of Electronic Identification

- Helps in managing farms data electronically
- Can be connected to Computer/ Mobile with ALEID App for daily recordkeeping
- Integrable to Milking parlours for recording daily milk production

Applicators and Tag Pen

Universal Total Tagger

- Compatible for the ear tags application of bovine, sheep, goat and pigs tags.
- Extra spare pin located in applicator's handle.

LazaMatic Applicator

- Suitable for use with the Allflex two-piece visual tag range including Male and Female Buttons, Mini, Small, Medium, Large, Maxi and Super Maxitags.
- Immediately retracts the application pin out of the ear providing a high-speed application process ideal for high volume tagging events.
- Replacement anvil and pin available.

Flip Pin Applicator

- If animal pulls away during application the pin will flip forward.
- Will apply Allflex 2-piece Visual Tags as well as EID Replacement applicator pin located in handle.

2 in 1 Marking Pen

- One pen with two marking tips (fine and broad) Fade resistant black or white ink
- Specially formulated for use for Allflex ear tags

Readers

AWR250

- Next generation EID stick reader with 8GB memory for up to 1 million records with time stamp data and additional information.
- Long read range (30cm or 12"), for all HDX, FDX-B ear tags to ISO Standard 11784/11785 Outstanding battery life.
- Large backlit color display, to clearly read IDs at scanning, even in dim light.
- The database function can display several items of data at once and add new information for an individual animal from defined lists including breeds or medicines.
- Activities announced by multiple LED lights, plus a choice of sounds and vibration.
- Lightweight, well balanced with a robust construction.
- Connect to external devices using either WLAN, USB or Bluetooth connection.

AWR300

- 7 button direction pad including "OK" button
- 2 status LEDs above the display, audio speaker, and vibrating mode
- Portable reader with cord-free capabilities
- Comprehensive reading capabilities
- High Contrast LCD
- Bluetooth Enabled
- 100,000 ID Tag Storage (10,000 per session)
- Integrated Li-ion battery 3.4 Ah
- Internal charging via USB in max 4 hours

RS420

- Portable reader with cord-free capabilities
- High Contrast LCD
- Cable free Operation
- Internal Bluetooth
- Rechargeable 7.4 VDC Li-Ion Battery
- 100,000 ID Tag Storage (10,000 per session)

APR600

- 2.4" TFT (65K Colors) Display Screen
- HDX and FDX compatible with 25 Cm read range
- Bluetooth Enabled
- 19 Buttons Keypad with alphanumeric input and directional pad
- Read and store 1,000,000 records with inbuilt 8GB memory
- 2 Status LEDs above the display audio speaker a, vibrating moto
- Integrated Li-Ion Battery with internal charging via USB

Global Pocket Reader™ Plus

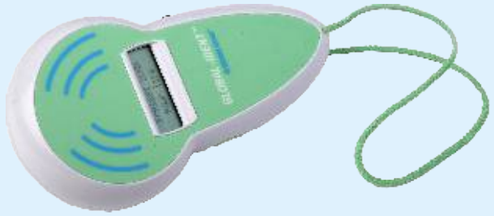
- Read and store up to 3000 microchip numbers
- Designed to display and store microchip temperatures when reading Life Chip with Bio-Thermo Technology. Provides easy memory download via Bluetooth or USB cable
- Designed to read 134.2 kHz (ISO), 125 kHz (FDX-A) and 128 kHz microchips
- Long lasting battery life
- Improved drop resistance

AFX 110

- Hand portable RFID Reader
- Smooth ergonomics ensuring comfort of reading
- Transport case with all accessories
- Plug and play device having very smooth operation Buzzer or vibrator indicator
- LCD screen to display the menu function and animal ID read
- Powered with a rechargeable battery (15h autonomy)
- Memory up to 3000 ID numbers
- Bluetooth and USB connectivity

SureSense

- Dimension - 136 (mm) x 63 (mm)
- Weight - 150gm
- Reads FDX-B 15 digit microchips
- Displays the temperature of temperature sensing microchips
- Pocket-sized and lightweight
- Product of Surepetcare



GS110

- Memory up to 800 ID number
- Hand portable RFID Reader English menu
- LCD screen to display the menu function
- Operating temperature from -10°C to +55°C
- Data transfer through RSR232
- Powered with a replaceable battery 9 volts Aklaline or Lithium Battery PP3

LPR

- HDX and FDX compatible
- Read and store 3,000 records
- Safety Strap
- Shock Resistant Cover
- Integrated rechargeable NiMH Battery

Tissue Sampling Unit

Powering Effective Decisions that Drive Growth

Allflex Livestock Intelligence Tissue Sampling Tags (TST) and Tissue Sampling Units (TSU) take a small biopsy of the ear as part of a routine management task. Lab analysis of the sample can indicate the specific disease status of the cow (BVDV status). Samples can also be used for genomic prediction, allowing the farmer to make intelligent management decisions.

Many governments around the world are making the eradication of diseases (such as BVDV) a priority and are testing their national herd using Allflex tissue sampling products to help control this disease.

The TSU system gathers the biopsy separately and is widely used for genomic testing. In both cases, they are individually numbered using a 2D barcode that allows the tissue sample to be linked seamlessly to other identifiers, such as visual identification numbers and/or RFID numbers.

Additionally, they are uniquely designed to facilitate automated processing within the laboratories, adding speed, reducing costs and improving accuracy. These tags have shelf life of 1 year and can store tissue sample for up to 1 year in room temperature with excellent DNA analytic results.