



Carry ALLFLEX® Today and Count Your Profits

#1

Brand Performance*

For resistance to fading or breaking,
staying in place, ease of application

#1

Brand of Choice*

Preferred 2:1 over the
most popular retail brand

#1

Brand Recognition*

94% of producers know the ALLFLEX
name and recognize the logo



ALL the Advantages of the #1 Ear Tag

- Moves More Freely
- Wider Neck Design
- Better Color & Marking
- Made from Thicker Material
- Plenty of Sought After Tools
- Expansive Tag Choices



Trusted Above ALL

ALLFLEX is now a part of Merck Animal Health's portfolio, which adds even more trust and expertise to the reputation already earned from its customers for years.



*Data on file

Merchandising with ALL the Flexibility You Need

The industry's most trusted ear tag backed by turnkey retail merchandising and in-store tools.



48 Inch ALLFLEX Header

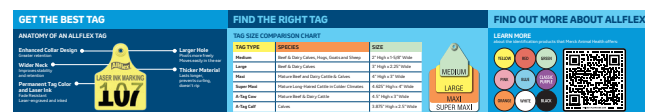
Easy to install, helps orient traffic

- Foam core sign
- Magnetic base for easy installation
- Measures 46" x 12"

Ear Tag Aisle Violator

Gain shopper attention

- Sturdy PVC diecut sign
- Attaches to pegboard
- Measures 7.5" x 13.5"



Information Panel

Aids shopper choice

- Foam core sign
- Easily installs to shelf
- Measures 30" x 5"

Flexible Planogram Sets

Pick the setup that works best for your space: small, medium, or full planogram. You can start with the core bestsellers or carry the complete ALLFLEX assortment.

More choices at the shelf makes it easier for customers to buy.

Remember — the more you offer, the greater your return on investment.



Branded Pegboard Skin

Brands the space ALLFLEX

- Pre-punched pegboard overlay
- Easily secures with pegs
- Measures 46" x 76"

Merchandising with **ALL** the Bells and Whistles

ALLFLEX merchandising supports the full shopper journey. Awareness starts at entry, then at shelf.



Window Cling

Awareness at Entry

- Easy to install
- 16"x 20"



Cart Tags

Quick Engagement

- Owns the Cart
- Double Sided
- 3.5"x 4.625"



Built to be Seen

Wayfinding and shelf blades put the actual ALLFLEX product in the shopper's line of sight, helping them quickly recognize, compare, and choose with confidence right at the shelf.

Wayfinding

Attention Grabbing

- Hangs from the Ceiling
- Double Sided
- 18"x 24"

Aisle Invader

Connect with Product

- Feel Actual Tag
- 5"x 11"



Marketing with ALL the Right Assets

Beyond the store, retailers are backed by coordinated marketing support that extends the message into the market. This includes ready-to-use social media assets, digital and display banners, print advertising, and promotional materials that reinforce what customers see in-store. Together, these tools create a consistent, multi-channel presence that helps retailers attract traffic, educate producers, and strengthen ALLFLEX as a trusted solution before, during, and after the in-store visit.

Digital Ads



Print Ads



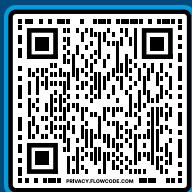
Social and eComm



Are You Ready To Increase Your Sales?

Do you have any questions?
Whatever you need, contact your distributor partner,
your Merck Animal Health Representative,

Call **1-800-521-5767** or email retailteam@merck.com



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marketing applications?

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