

THE PLACEMENT PLAYBOOK

Merck Animal Health Tag and Implant Guide



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POSITION WITH PRECISION

No matter the product, good placement makes for better management. Knowing exactly where to position tags and implants in the ear keeps things consistent, clean and effective. This guide illustrates our product placement recommendations for long-term retention and success.

Even if you aren't using every product shown in this guide, Merck Animal Health offers the full portfolio and support to help get the most out of your management and identification program.



COW-CALF EAR PLACEMENT



COW-CALF

VISUAL ID TAGS

ELECTRONIC ID TAGS

TISSUE SAMPLING

SENSEHUB TAGS

IMPLANTS



VISUAL ID EAR TAGS

Visual ID Tags: Allflex has a wide variety of customizable visual ID options. With one-piece and two-piece tags available, choose a style that fits your operational needs.

Applicators: Choose from a range of reliable Allflex applicators to ensure compatibility and clean placement. Options like the UTT3S Tag Applicator or the A-Tag™ V2 simplify application.



PLACEMENT INSTRUCTIONS

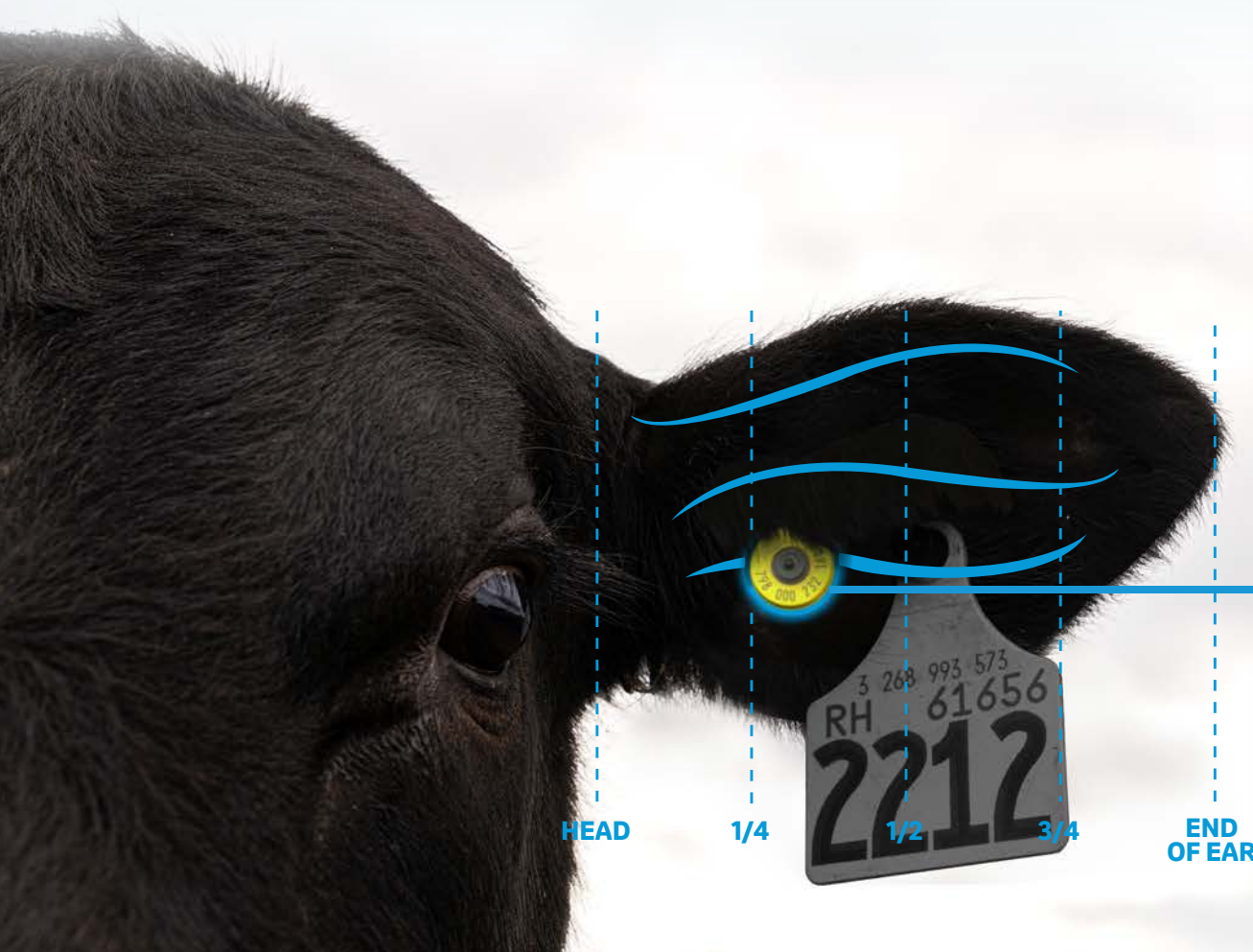
We recommend placing visual ID tags in the left ear. Position the tag horizontally in the center of the ear, between the two main cartilage ribs—slightly closer to the lower rib than the upper.

If EID tags are also being placed, consider placing the visual tag slightly to the right of center to prevent crowding.

ELECTRONIC (EID) TAGS

RFID Tags: Allflex EID solutions connect insights on each animal to inform decisions, evaluate costs and add productivity to support your herd management with consistency and retention you can count on.

EID Readers: Allflex readers simplify record collection and streamline processing. Compact, convenient and versatile, take your digital recordkeeping to the next level with the AWR300 Series Stick Reader or handheld options like the APR650.



PLACEMENT INSTRUCTIONS

We recommend placing EIDs in the left ear, **centered between the two cartilage ribs**. Position two-thirds from the outside edge of the ear and one-third from the head. If placed with a visual tag, keep EID to the left side. **Avoid placing too deeply in the ear. We do not recommend EID placement in the top lip of the ear.**

IMPORTANT: "Free Air Space" is critical for proper healing and retention. Ensure there is space between the ear and EID tag.

TISSUE SAMPLE UNITS (TSU)

Matched Sets: Allflex TSUs offer a fast, clean and reliable way to collect DNA samples. When ordered as a matched set, you combine Allflex visual IDs, EIDs and a TSU all tied to one number for easier recordkeeping.

TSU Applicator: Collect TSUs effectively with a single-squeeze motion. The Allflex TSU applicator is designed for minimal stress and high-quality sampling.



PLACEMENT INSTRUCTIONS

Take sample approximately one inch from the edge of the ear, making sure to avoid the edge or any obvious veins or ridges. Try to take sample in one swift, fluid motion.

SENSEHUB® COW CALF TAGS

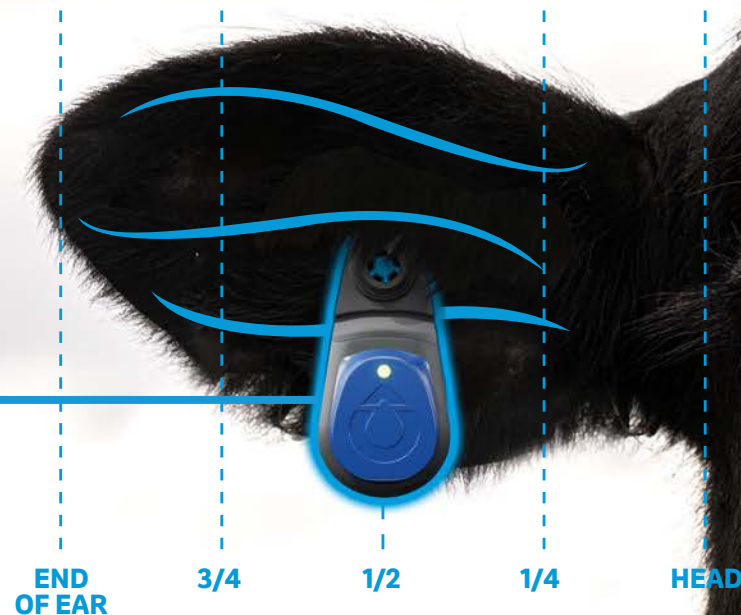
SenseHub Cow Calf can help optimize conception rates and boost herd productivity. The system provides 24/7 monitoring using a specialized ear tag that tracks animal activity and metrics using a built-in accelerometer.



PLACEMENT INSTRUCTIONS

We recommend placing SenseHub Cow Calf tags in the left ear, but they can be placed in the other ear, if necessary. Position the tag in the middle third of the ear between the two cartilage ribs.

If using visual and EID tags, apply the SenseHub Cow Calf tag in the opposite ear. Position the tag in the middle third of the ear between the two cartilage ribs.



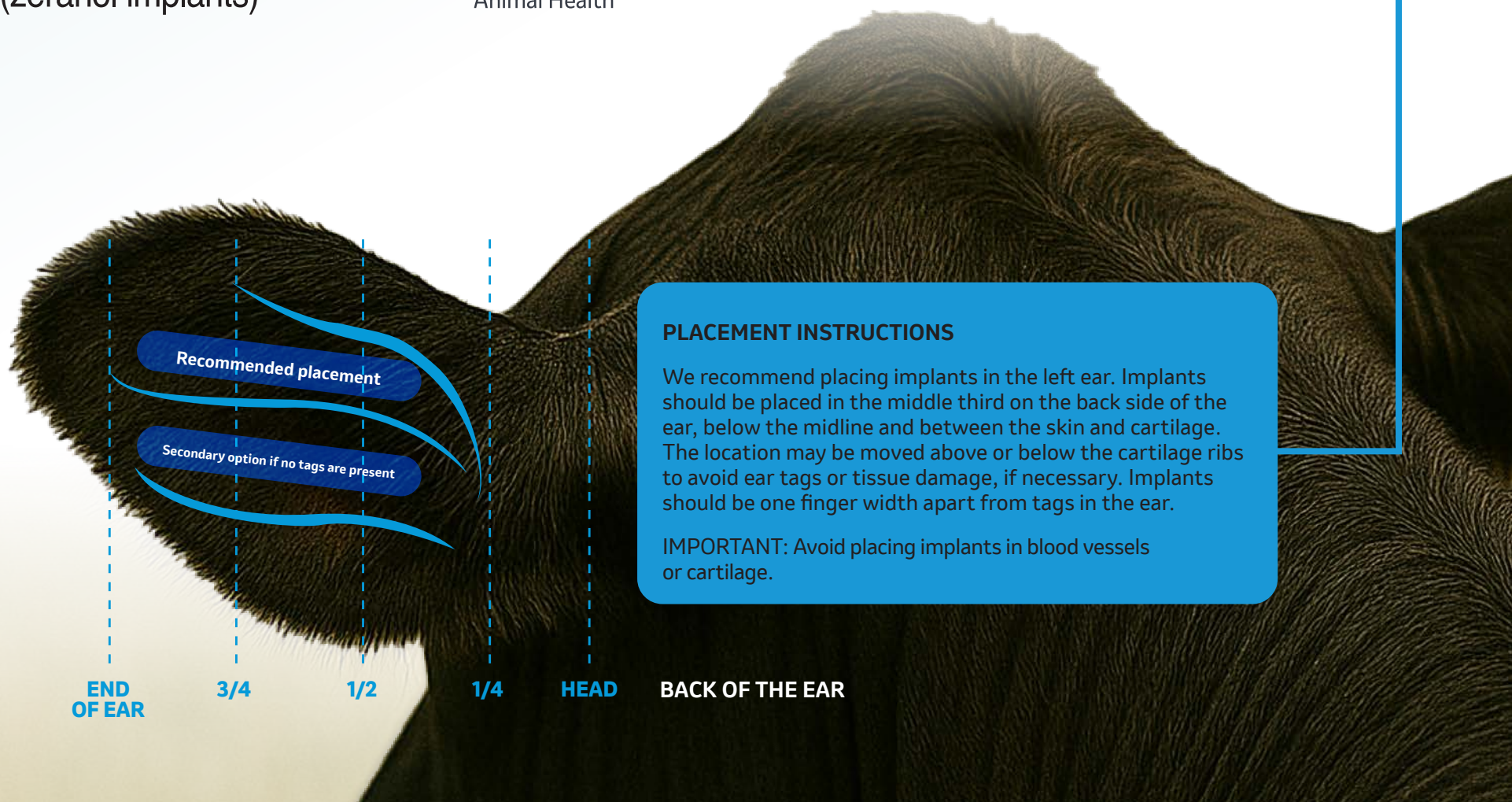
IMPLANTS

RALGRO® (zeranol implants): Developed for cow-calf producers, RALGRO provides implanting ease, flexibility and proven weight gain through weaning.

RALOGUN®: Designed for use with RALGRO, the Ralogun combines ergonomic handling with a small, specialized needle for reduced tissue trauma and improved retention.



RALGRO®
(zeranol implants)



COW-CALF EAR PLACEMENT

When placing multiple tags and implants in the same ear, proper positioning supports healing, prevents crowding and improves retention. The image below shows how each component should be positioned in relation to the others.

Whether you are placing all of these products or just one visual ID tag, Merck Animal Health has the products and support to help you do it right and reach your herd management goals.



For consideration:

We recommend placing SenseHub Cow Calf tags in the right ear, opposite from visual and EID tags. While not pictured, fly tags may also be applied in either ear. Consult with your veterinarian with any questions.

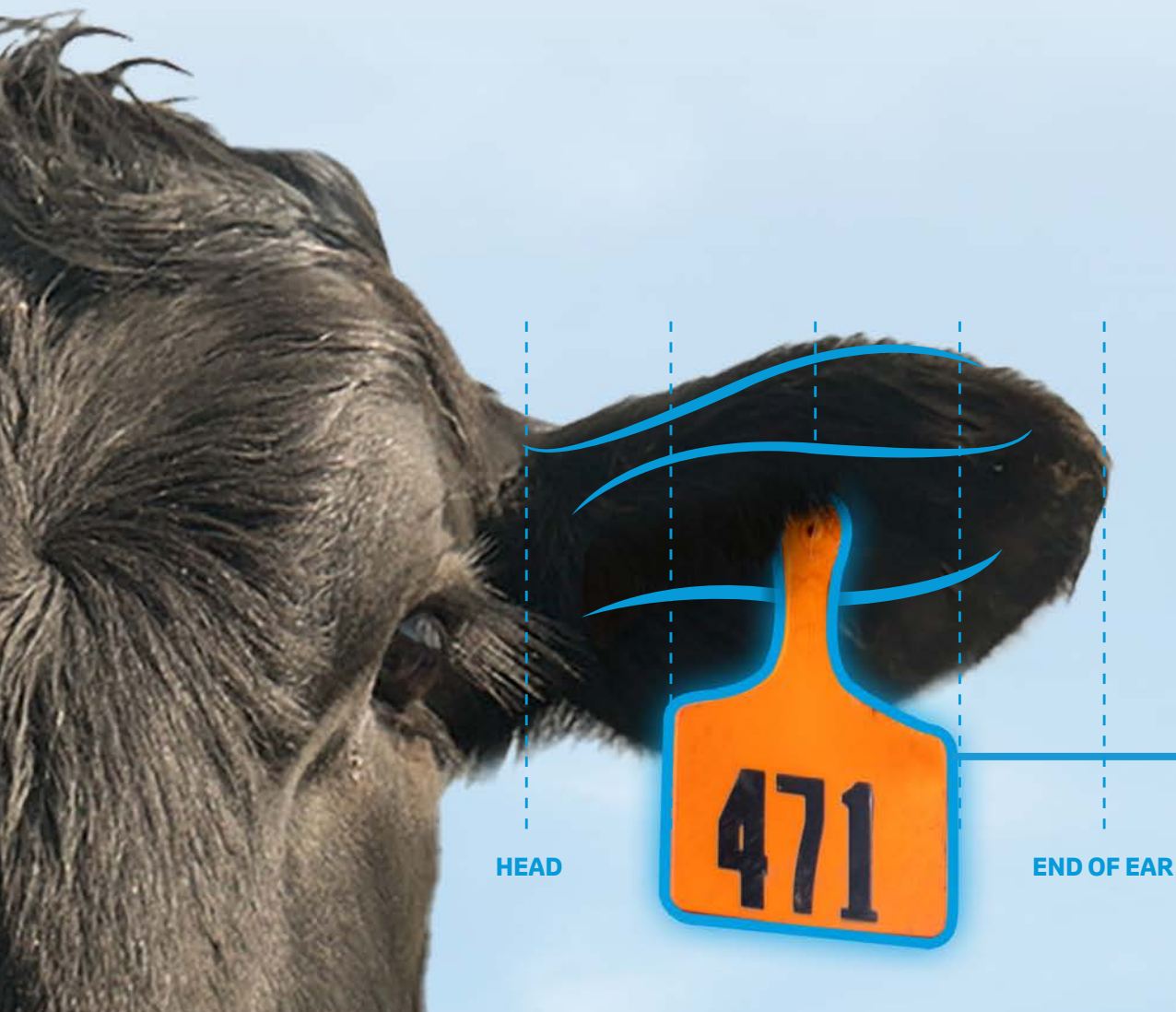
STOCKER AND FEEDLOT EAR PLACEMENT



VISUAL ID EAR TAGS

A-Tag Feedlot Tag: Visual tagging should be easy, fast and durable. The redesigned self-piercing tip on the A-Tag Feedlot allows for easier ear perforation and lasting retention in challenging conditions.

A-Tag Feedlot V2 Applicator: Experience faster loading and less application force for reliable, hassle-free tagging. Save time at arrival with a tag and applicator designed to reduce stress on crews and cattle.



PLACEMENT INSTRUCTIONS

We recommend placing visual ID tags in the left ear. Position the tag horizontally in the center of the ear, between the two main cartilage ribs—slightly closer to the lower rib than the upper.

If EID tags are also being placed, consider placing the visual tag slightly to the right of center to prevent crowding.

ELECTRONIC (EID) TAGS

RFID Tags: Allflex EID solutions connect insights on each animal to inform decisions, evaluate costs and add productivity to support your herd management with consistency and retention you can count on.

EID Readers: Allflex readers simplify record collection and streamline processing. Compact, convenient and versatile, take your digital recordkeeping to the next level with the AW Series Stick Reader or handheld options like the APR650.



HEAD 1/4 1/2 3/4 END OF EAR



PLACEMENT INSTRUCTIONS

We recommend placing EIDs in the left ear, **centered between the two cartilage ribs**. Position two-thirds from the outside edge of the ear and one-third from the head. If placed with a visual tag, keep EID to the left side. **Avoid placing too deeply in the ear. We do not recommend EID placement in the top lip of the ear.**

IMPORTANT: "Free Air Space" is critical for proper healing and retention. Ensure there is space between the ear and EID tag.

IMPLANTS

Revalor®-XS and -XH (trenbolone acetate and estradiol extended-release implants):

Revalor-XS and -XH implants for feedlot cattle deliver two distinct doses in a single implant for all the gains without the hassle of re-implanting.

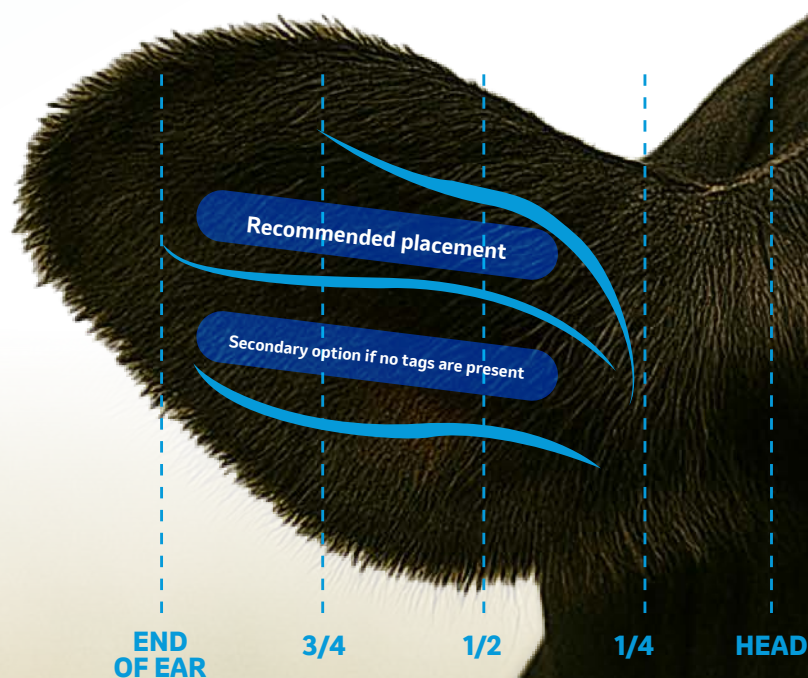
Revalor®-G (trenbolone acetate and estradiol implant): Revalor-G implants for stocker cattle deliver proven weight gain across a wide variety of grazing periods and forage conditions.

Revalor® Implant Gun: As the exclusive applicator gun for Revalor implants, rely on proven application action and implanting ease.

Revalor-XH
(trenbolone acetate and estradiol
extended-release implants)

Revalor-XS
(trenbolone acetate and estradiol
extended-release implants)

Revalor-G
(trenbolone acetate and estradiol implants)



PLACEMENT INSTRUCTIONS

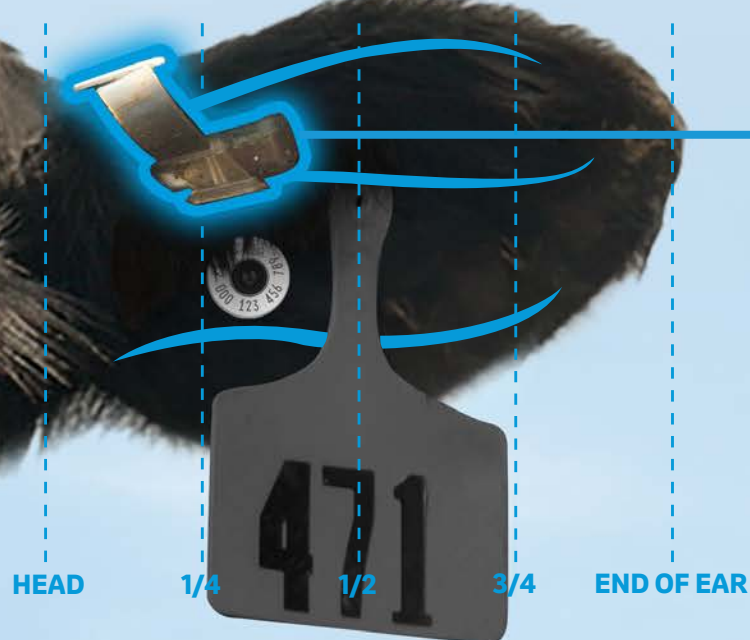
We recommend placing implants in the left ear. Implants should be placed in the middle third on the back side of the ear, below the midline and between the skin and cartilage. The location may be moved above or below the cartilage ribs to avoid ear tags or tissue damage, if necessary. Implants should be one finger width apart from tags in the ear.

IMPORTANT: Avoid placing implants in blood vessels or cartilage.



SENSEHUB® FEEDLOT TAGS

SenseHub Feedlot provides around-the-clock monitoring to help inform decisions and treat potentially sick cattle earlier. Each tag has a built-in accelerometer to measure activity and an infrared thermistor to measure body temperature. Proper placement is important for proper reading.



PLACEMENT INSTRUCTIONS

The SenseHub Feedlot tag must be placed in the left ear. Apply the tag with the strap running over the top of the ear. The sensor on the outermost end of the tag relative to the applicator should be pointed toward the inside of the ear canal. The flat face of the tag should be against the bottom side of the upper part of the ear.



STOCKER AND FEEDLOT CATTLE EAR PLACEMENT

When placing multiple tags and implants in the same ear, proper positioning supports healing, prevents crowding and improves retention. The image below shows how each component should be positioned in relation to the others.

Whether you are placing all of these products or just one visual ID tag, Merck Animal Health has the products and support to help you do it right and reach your herd management goals.





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