



Allflex Has it ALL Now You Can Too

The #1 Tag for a Reason

Allflex delivers more

Unmatched Tag Design

- More comfortable, durable and stable than competitors

Expansive Tag Choices

- Multiple offerings for tag type, color, species and size

Tools That Make the Job Easy

- Taggers designed to lower wrist fatigue
- Marking pens with fade-resistant ink

Anatomy of an Allflex Tag

Enhanced Collar Design

- Greater retention

Wider Neck

- Improves stability and retention

Permanent Tag Color and Laser Ink Marking

- Fade Resistant
- Laser-engraved, then filled with ink



Larger Hole

- Pivots more freely
- Moves easily in the ear

Thicker Material

- Lasts longer, prevents curling, doesn't rip

Rankings that are ALL good.

#1

Brand of Choice*

Preferred 2:1 over the most popular retail brand

#1

Brand Performance*

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

#1

Brand Recognition*

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

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 Bells And Whistles



Flexible Planogram Sets

You can choose the setup that best suits your store and your customers' needs.

Or you can stock the set that features **ALL** our bestsellers.

Remember — the more you offer, the greater your ROI.

Feature Top Sellers

Highest Selling Colors: **WHITE ORANGE GREEN YELLOW**

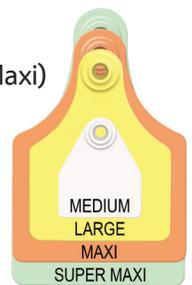
Most Popular Sizes: **Large, Maxi**

Highest Selling Tool: **UTT3S Total Tagger**

Choose Your Electives

Alternate Sizes and Colors

- Including Medium and Super Maxi Allflex Tags (Purple unavailable in Super Maxi)
- Blank or Numbered 1-300 or 1-500 for select tags (in bags of 25)



Other Tags

- Including One-Piece Allflex A-Tags



Alternate Tools

- A-Tag V2 Applicator (One-Piece)
- Universal Tagger Pin
- A-Tag Replacement Pin

Don't forget to order your **DOUBLE BARREL® VP Insecticide Ear Tags**

Include point-of-purchase materials to ensure customers stop, learn and purchase

A full planogram (5 of each bestseller recommended) purchase provides **ALL** the POP material:

48 Inch Allflex Header

Easy to install, helps orient traffic

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



Information Panel

Aids shopper choice

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

GET THE BEST TAG

ANATOMY OF AN ALLFLEX TAG

- Enhanced Collar Design**
Greater retention
- Wider Neck**
Improves stability and retention
- Permanent Tag Color and Laser Ink**
Fade Resistant
Laser engraved and inked
- Larger Hole**
Fits more easily
- Thicker Material**
Less curling, doesn't flip

FIND THE RIGHT TAG

TAG SIZE COMPARISON CHART

| TAG TYPE | SPECIES | SIZE |
|------------|--|-------------------------|
| Medium | Beef & Dairy Cattle, Hogs, Goats and Sheep | 2" High x 1.50" Wide |
| Large | Beef & Dairy Cattle | 2" High x 2.25" Wide |
| Mini | Mature Beef and Dairy Cattle & Calves | 4" High x 3" Wide |
| Super Maxi | Mature Long-Haired Cattle in Colder Climates | 4.50" High x 4" Wide |
| A-Tag Cow | Mature Beef & Dairy Cattle | 4.5" High x 3" Wide |
| A-Tag Calf | Calves | 3.875" High x 2.5" Wide |

FIND OUT MORE ABOUT ALLFLEX

LEARN MORE about the identification products that Merck Animal Health offers:

Ear Tag Aisle Violator

To attract shopper attention

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

Branded Pegboard Skin

Brands the space Allflex

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



Get ALL the Pieces

| Recommended Tags | | *Allflex Bestseller (preselected in Planogram) |
|------------------|----------------------------------|--|
| Size | Numbering | Colors Available |
| Super Maxi | Blank & 1-500 (by sets of 25) | |
| Maxi* | | |
| Large* | | |
| Medium | Blank & 1-300 (by sets of 25) | |
| Sheep Mini | Blank & 1-200 (by sets of 20) | |
| A-Tag Calf | Blank & 1-300 (by sets of 25) | |
| A-Tag Cow | | |

| Recommended Tools | | *Allflex Bestseller (preselected in Planogram) |
|---|--|--|
| Universal Total Tagger* | | A-Tag V2 Applicator (One-Piece) |
| Universal Total Tagger 3S (UTT3S)* | | Universal Replacement Pin |
| Safety Ear Tag Removal Tool* | | A-Tag Replacement Pin |
| Allflex Black Marking Pen* | | |

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

Need to see other
 marketing applications?

Visit **MORE** by simply
 scanning the QR code.

