



# 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:

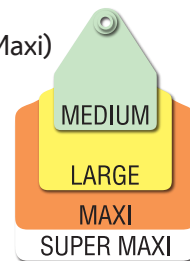
Most Popular Sizes: **Large, Maxi**

Highest Selling Tool: **UTT3S Total Tagger**

## Choose Your Electives

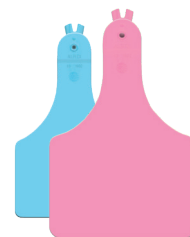
### Alternate Sizes and Colors

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



### Other Tags

- Including One-Piece Allflex A-Tags



### Alternate Tools

- A-Tag One Piece Applicator
- 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 on ears easily, Moves easily in the ear
- Thicker Material: Less wear, prevents curling, prevents rips

**FIND THE RIGHT TAG**

**TAG SIZE COMPARISON CHART**

| TAG TYPE   | SPECIES                                      | SIZE                    |
|------------|--|-------------------------|
| Medium     | Beef & Dairy Calves, Hogs, Goats and Sheep   | 2" High x 1.58" Wide    |
| Large      | Beef & Dairy Calves                          | 3" High x 2.25" Wide    |
| Maxi       | Mature Beef and Dairy Cattle & Calves        | 4" High x 3" Wide       |
| Super Maxi | Mature Long Haired Cattle in Colder Climates | 4.825" 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

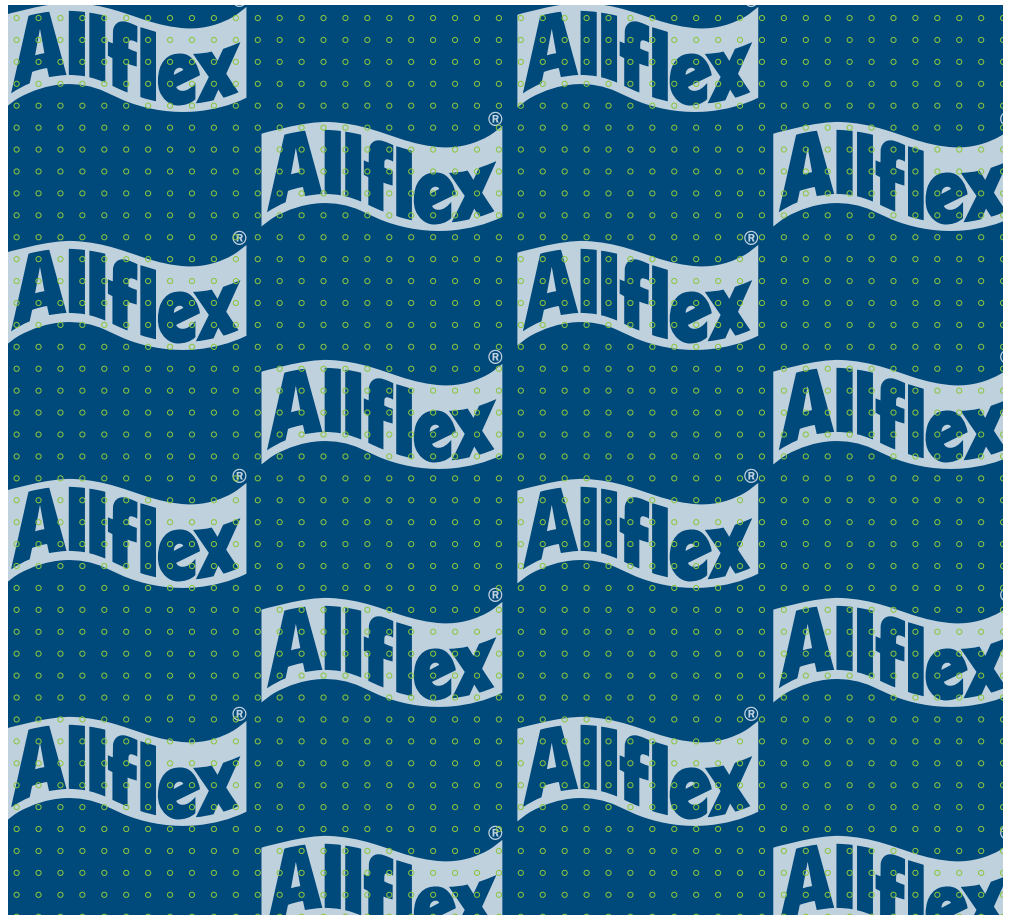
To attract shopper attention

- 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 & 1-300<br>(by sets of 25) |                  |
| Maxi*      |                                  |                  |
| Large*     |                                  |                  |
| Medium     |                                  |                  |
| Sheep Mini | Blank & 1-200<br>(by sets of 20) |                  |
| A-Tag Calf | Blank & 1-300<br>(by sets of 25) |                  |
| A-Tag Cow  |                                  |                  |

## Recommended Tools

\*Allflex Bestseller (preselected in Planogram)

|   |                            |
|---|----------------------------|
| <b>Universal Total Tagger*</b>            | A-Tag (1-Piece) Applicator |
| <b>Universal Total Tagger 3S (UTT3S)*</b> | Universal Replacement Pin  |
| <b>Safety Ear Tag Removal Tool*</b>       | A-Tag Replacement Pin      |
| <b>Allflex Black Marking Pen*</b>         |                            |

## 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](mailto:retailteam@merck.com)

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marketing applications?

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