



ALLFLEX® Ear Tags Are Producers #1 Choice for Ear Tags

During the past two years, Merck Animal Health has made a significant investment in our ear tag manufacturing processes and facilities and is pleased to announce that ALLFLEX® ear tags are back in full supply and readily available. Merck Animal Health is committed to a continued concentration on reliable supply.

As you prepare for fall calving, and into next spring, be sure to stock up on ALLFLEX tags, equipment and accessories.

Your Merck Animal Health and distributor partner representatives are ready to take your orders and help you restock your ID aisle. As of July 1, our cattle and retail teams are ready to offer educational resources, social media assets, in-store merchandising, planogram models, promotions and specials to make it easy for you to stock up on our trusted product.

Why Carry ALLFLEX?

Did you know that the ALLFLEX® ear tag brand from Merck Animal Health is the most well-known and widely used ear tag among cattle producers? It's true – according to a Cattle ID Tag Research study conducted among cattle producers across the U.S.¹ There's a reason we call ourselves the #1 livestock identification company in the world.

Why is the ALLFLEX brand so trusted?

- The ALLFLEX brand provides superior quality and greater retention. Each tag is manufactured using a thicker, more-durable plastic that resists curling and tearing, resulting in increased durability and a longer product lifespan.
- ALLFLEX ear tags have a unique two-piece application that allows the tags to rotate and flex in the animal's ear to prevent rips or breaks. Its multi-layered collar improves tag retention by adding reinforcement to the neck of the tag.
- Unlike competitors, each tag is not only lasered in, but then the marking is filled with permanent ink to ensure easy readability and less fading. • Plus, ALLFLEX offers a wide toolkit of sizes, colors, pre-numbered, blank, and custom tags.

The ALLFLEX brand from Merck Animal Health provides your customers with the tools they need to individually identify and manage each animal within a herd. As a result, this allows for more precise herd health records and better decision-making for improved animal health and productivity.

¹The Cattle ID Tag Research was a blinded study conducted with 404 cattle producers across the U.S. that have input in cattle identification or monitoring decision making by M/A/R/C Research in 2022.

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To learn more, or to get Allflex into your store:

Contact your Merck Animal Health or distributor representative.

You can also find more information at:

MoreRetailPower.com or by emailing RetailTeam@Merck.com