

Datamars Announces Two New Product Offerings for the Livestock Market

FOR IMMEDIATE RELEASE:

Temple, Texas October 19, 2017 — Datamars, a leader in delivering high performance identification and tracking solutions, has announced the launch of two industry-leading livestock identification products, the Identifast™ UHF system and the ReFeeder visual tag.

Made of 100% recycled material, Re-Feeder visual identification tags offer the same high quality and durability as our Temple Feeder and Super Feeder tags, and are just as economical. These tags are an excellent choice for operations that have implemented sustainable practices or programs. Available in 12 new colors, ReFeeder tags are also an excellent option for customers who are looking for additional short-term livestock tag colors, and offer printing options as our Temple Feeder products.

Identifast® is the most economical UHF tag on the market today, proving that incorporating UHF technology into your operation can be affordable. Identifast® delivers high volume traceability with accuracy, dependability, and portability. UHF technology provides livestock tracking capability from a distance and at “the speed of commerce,” allowing multiple reads without having to contain cattle in squeeze chutes.

Datamars offers two tags and three standard reader configurations for processing high volumes of cattle. It also integrates with a producer’s existing software, making it easy to track and report livestock data. With Identifast® and our specialized configurations, producers can experience virtually error-free cattle counts with very little stress to livestock.

About Datamars:

Datamars is the global leader for high performance RFID solution for the companion animal, livestock and textile identification markets. Our expertise, track record of technological innovation and profound understanding of customers’ needs have earned Datamars a reputation for unsurpassed quality and performance. Datamars employs more than 800 people with offices in Europe, Asia and the Americas. Datamars is a private company, headquartered in Bedano, Switzerland. For more information, please visit www.templetag.com or www.ztags.com.