



# 10% BONUS\* on Sheep & Goat eID tags in 2025!

The all new Allflex Club aims to offer producers priority offers during the 2025 season. NEW MEMBERS can score the BONUS TAGS deal.



## What do retailers need to do?

- Plan your 2025 sheep & goat eID tag season with your local MSD Animal Health TSM
- Target producers early & as they prepare their marking season
- Offer the 10% BONUS tags and sign them up to the ALLFLEX CLUB - 10% BONUS Tag Offer when placing their order
- BONUS applicators for new users also apply
- Nothing else! We will do the rest at our end

**OFFER starts February 1st 2025 and runs until September 14th 2025**

ELIGIBILITY - \*See full terms and conditions

- 10% BONUS TAGs applies to purchases of 2025 WHITE RAPID EVO tags
- 1000 tag minimum purchase in one order, one per PIC
- Consent to join Allflex Club - Bonus Tags promotion

## RapID Evo™ Tag - NEW USER APPLICATOR OFFERS 2025

### OFFER 1

Purchase 200 RapID Evo™ tags and receive a RapID Evo Applicator at no charge\*



### OFFER 2

Purchase 1000 RapID Evo tags and receive a RapIDMatic Evo® at no charge\*



### OFFER 3

Purchase 20-199 RapID Evo tags and receive a RapID Evo Applicator at no charge\*  
Available only to past RapID® tag users.



- Automatically applied to orders.
- FREE Applicators shipped with tag orders.

# RapID Evo – An evolution of the market leading tag<sup>#</sup>



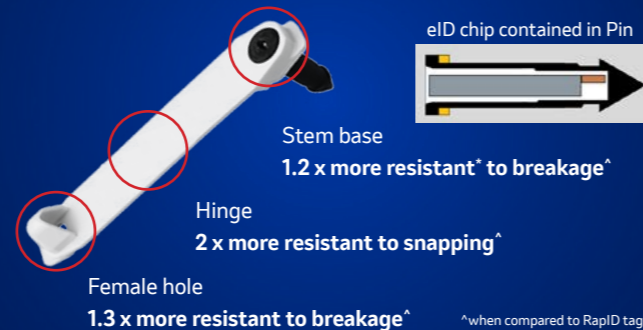
Allflex has been the leader in the sheep eID market for many years with the RapID<sup>®</sup> tag. Our new and improved RapID Evo offers enhanced features to improve the overall tagging experience.

## New & improved tag design

Tag with confidence.

- Chip contained in stem to allow for wide panels
- Tamper-proof stem cover eliminates operator contact during application
- Design changes to maximise retention and tag reliability over the life of the animal

## NEW! RapID Evo Tag



## ENGINEERED to keep you tagging all day long!

### RapIDMATIC<sup>®</sup> Evo Applicator

Offering new tag features for improved functionality, reliability and performance that improve speed and accuracy at tagging time.

### 15 SECOND LOADING FOR 20 TAGS\*

Quick and easy loading of tag strips to keep you moving at marking time

### EASIER TAGGING<sup>^</sup>

Improved design reduces recoil and hand fatigue when tagging sheep for long periods.

### LESS JAMMING DURING USE<sup>^</sup>

Durable applicator – minimises jamming for reliability in the field.



► DURABLE ► RELIABLE ► EASY TO USE

<sup>#</sup> NLIS market share data

<sup>\*</sup>MSD internal data

<sup>^</sup> When compared to RapIDMatic<sup>®</sup> applicator

# Frequently Asked Questions

## WHAT IS THE ALLFLEX CLUB?

The Allflex Club has been developed as a platform to offer special promotions and communications to eligible producers. The 10% BONUS Tag Offer is the first of our special promotions and is specifically designed for the sheep & goat eID segment in 2025.

## WHEN DOES THE 10% BONUS TAGS OFFER START?

The offer commences for orders received between February 1st 2025 and 14th September 2025.

## WHAT DOES 10% BONUS TAGS LOOK LIKE WHEN A FARMER ORDERS VIA A RETAILER?

- 10% BONUS Tags are applied to the total for each eligible tag kind (print program) by Allflex after the order is received – retailers only need to input the tags to be invoiced to the farmer.

All BONUS Tags will be rounded up to nearest 20 tags.

- E.g. If a producer needs 1000 tags, they must order 1000 and receive a bonus 100
- E.g. If a producer needs 1500 tags, they can order 1380 and receive a bonus 140 (where 138 bonus tags are rounded up to 140)

To assist in your calculations: Divide total tag requirement by 1.1, round up to nearest 20, and invoice that amount – Allflex will do the rest.

- Multiple RapID Evo eID tag print programs can be ordered on one purchase order; the total quantity ordered will be eligible for BONUS tags if quantity reaches 1000 tags or greater.
- E.g. 500 RapID Evo tags (normal) & 500 RapID Evo tags (vaccinated) totals 1000 tags and is eligible for BONUS Tags (if other conditions are met). The BONUS Tags will be applied to each print program (e.g. 50 normal, 50 vaccinated – these will be rounded up to 60 per program).

Where tags are not divisible by 20 tags, input numbers must be rounded up to nearest 20 tags.

## HOW DO PRODUCERS SIGN UP TO THE ALLFLEX CLUB – 10% BONUS TAGS OFFER?

Online and paper based Allflex sheep & goat eID tag orders will each have a tick box for the 'Allflex Club – 10% BONUS Tags Offer'. By ticking this box the store acknowledges that the producer is eligible for the BONUS Tags Offer and that the store has notified the producer that the producer will be contacted by Allflex to confirm consent to future marketing contact. A valid producer email and mobile must be supplied to allow MSD Animal Health to confirm farmer acceptance of the BONUS Tags Offer. The production of tags will not be delayed by the consent follow-up process.

## HOW WILL 10% BONUS TAGS APPEAR WHEN I ORDER AND ON THE INVOICE?

The 10% is calculated by Allflex when the order is received. The BONUS Tags will appear on the invoice as a separate line item and will have a zero value.

## WHEN DOES THE FARMER GET THE BONUS TAGS?

All BONUS Tags and any Free Applicator Offers will be shipped together with the initial tag order.

## DO RELEVANT APPLICATOR OFFERS APPLY TO BONUS TAG OFFERS AS WELL?

YES, if a farmer is eligible for new applicators, these will be shipped with the tag order.

# ALLFLEX CLUB – BONUS TAGS – SHEEP & GOAT OFFER 2025

## Terms and Conditions

### OFFER

- Allflex Australia Pty. Ltd. (Allflex) is offering eligible sheep & goat producers 10% bonus stock when they make a qualifying purchase of eID tags and join the Allflex Club. Conditions apply.

### ELIGIBILITY

- To qualify for the 10% bonus stock, a producer must:
  - purchase white Allflex NLIS-accredited sheep & goat electronic identification tags (RapID® or RapID Evo tags) for primary use in 2025;
  - become a member of the Allflex Club (details below); and
  - comply with the requirements set out below.
- Offer valid for purchases in all Australian states and territories excluding Victoria.
- The bonus stock are an additional 10% of the qualifying eID tags purchased by the producer in the relevant transaction (same type, print program and details) (BONUS PRODUCTS).

### PLACING YOUR ORDER

- To receive the BONUS PRODUCTS, the producer must place a purchase order via rural reseller (as per normal animal identification tag orders), with a minimum quantity of 1000 white Allflex NLIS-accredited sheep or goat RapID / RapID Evo tags, ordered between 1 February 2025 and 14 September 2025 (Offer Period).
- BONUS PRODUCTS will be calculated and added to the invoice at no charge, at the same time as any other complementary Allflex products (e.g. free applicators) under separate Allflex offers or promotions, provided that Allflex has confirmed eligibility.
- BONUS PRODUCTS will be shipped with the order to the nominated delivery address.
- The BONUS PRODUCTS may be claimed once per property identification code (PIC), and must be claimed on the first eligible order, during the Offer Period.

### JOINING THE ALLFLEX CLUB

- The Allflex Club is for users of Allflex tags to be kept informed about Allflex products, including exclusive offers and promotions, and similar information related to other MSD Animal Health products, such as the Coopers brands.
- At the time a qualifying order is placed (or shortly afterwards), the rural reseller will contact the producer to offer entry to the Allflex Club. Note that producers' personal information may be provided by the reseller to Allflex and producers will receive information and electronic messaging from MSD Animal Health, including updates on the BONUS PRODUCTS and other products provided by Allflex and its related parties, some which may be promotional in nature.
- Resellers will request the producer's entry to the Allflex Club by ticking the electronic consent box in the Allflex online ordering portal or ticking the consent box on the paper/PDF order form.
- Allflex will contact the producer directly to welcome them to the Allflex Club and confirm their consent for the provision of information and electronic messaging from MSD Animal Health.

### GENERAL

- Sale eID tags (including any BONUS PRODUCTS) will be made by the rural retailer under the rural retailer's terms and conditions of sale. Allflex is not responsible to the producer for any losses or damages in connection with delays or delivery of the products, unless the law states otherwise.
- This offer cannot be transferred between PIC numbers or Allflex products, or redeemed for cash.
- If, for whatever reason, the BONUS PRODUCTS cease to be available for supply, then Allflex may (at its discretion) substitute BONUS PRODUCTS for alternative products of equivalent or higher value.
- Allflex reserves the right at any time, and without prior notice to modify, cancel or remove this promotion and any materials associated with it.
- These terms and conditions are governed by the laws of NSW, Australia.

### OFFER

Allflex Australia Pty. Ltd. "Allflex" is giving producers the chance to receive free RapID Evo Tag applicators (RapID Evo Applicator and/or RapIDMatic Evo®, "Free Applicators") subject to purchasing minimum volumes of RapID Evo Tags: Offer 1: Purchase 200 or more Allflex RapID Evo Tags to receive 1 RapID Evo Applicator Offer 2: Purchase 1000 or more Allflex RapID Evo Tags to receive 1 RapIDMatic Evo applicator Offer 3: Purchase 20-199 RapID Evo Tags to receive 1 RapID Evo Applicator (Available only to previous RapID tag users only) Offer is limited to new users of RapID Evo Tags, determined by reference to the property identification code (PIC) listed on the order.

- Purchasers are entitled to Offer 1, Offer 2 or Offer 3 depending on RapID Evo Tag purchase volume, but not more than one.
- Free Applicators will be shipped with corresponding RapID Evo Tag orders and automatically added to the order by Allflex.
- Limit of one Free Applicator offer per PIC. Offer cannot be transferred between PICs or redeemed for cash or other Allflex products, subject to the following. If, for whatever reason, the Free Applicators cease to be available for supply, then Allflex may substitute the Free Applicators with alternative products of equivalent or higher value.
- Allflex is not responsible for any losses or damages, or delays in delivery of the products, which are caused or contributed to by the rural retailer or any third party.
- This offer commences for orders received from January 1st 2025 and expires December 20th 2025 – RapID Evo Tag orders must be placed before the expiry date but may be shipped after the expiry date.
- These terms and conditions are governed by the laws of NSW, Australia.



RapID Evo Tag, RapID Evo Applicator and RapIDMatic Evo are NLIS Approved (Conditional) products. Subject to ongoing trialing by Integrity Systems Company Ltd

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