

efre fare east pte ltd

DATAMARS SA of Switzerland



June 2003

Overview (Companies)

- Efre far east pte ltd is the sole distributor, responsible for marketing, sales and distribution of DATAMARS electronic RF identification products for animals in ASEAN.
- Datamars, a Swiss company is an innovative driven leader and pioneer in the field of electronic animal identification and was the first company to offer....



Overview (Datamars)

1. **electronic animal tagging products that comply with ISO Standards.**
2. **to win an national tender for Electronic Identification of dogs in Sardine, Italy, already in 1989. More than 65'000 dogs were marked electronically.**
3. **to introduce readers capable of reading different systems.**



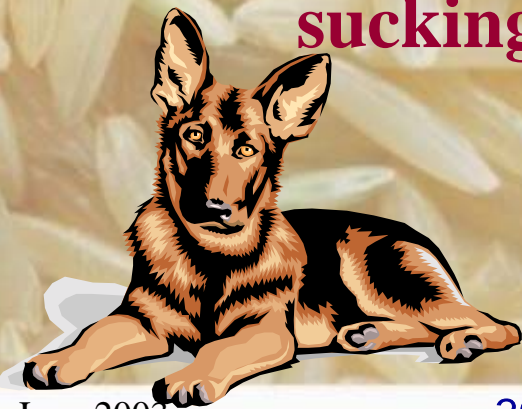
Overview (Product)

- **ISO 11784 & 11785 compliant products**
- **whole range of animal identification products for small to large animals (microchips & readers)**
- **implantable transponder (microchip) are encapsulated in bio-compatible glass tube**
 - **preloaded into an implanter assembly sterile packed**
 - **lose packed (non-sterilised) with separate implanter (optional on request for larger quantities)**



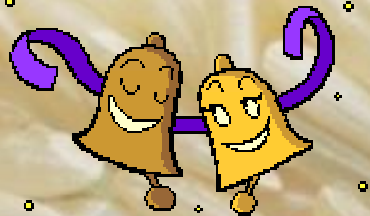
Features & Benefits (1)

- Superior reading distance (best in the market)
- ISO 11784 & 11785 compliant with Country Code (Malaysia = 458; Singapore = 702)
- Injection stopper (needle never goes too deep)
- Patented plunger locking device (avoiding sucking back of transponder)

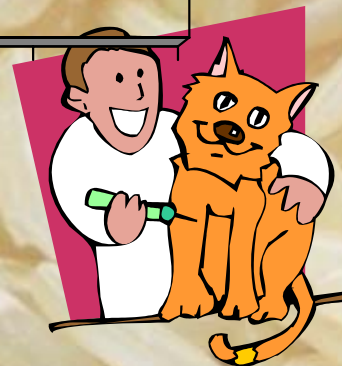
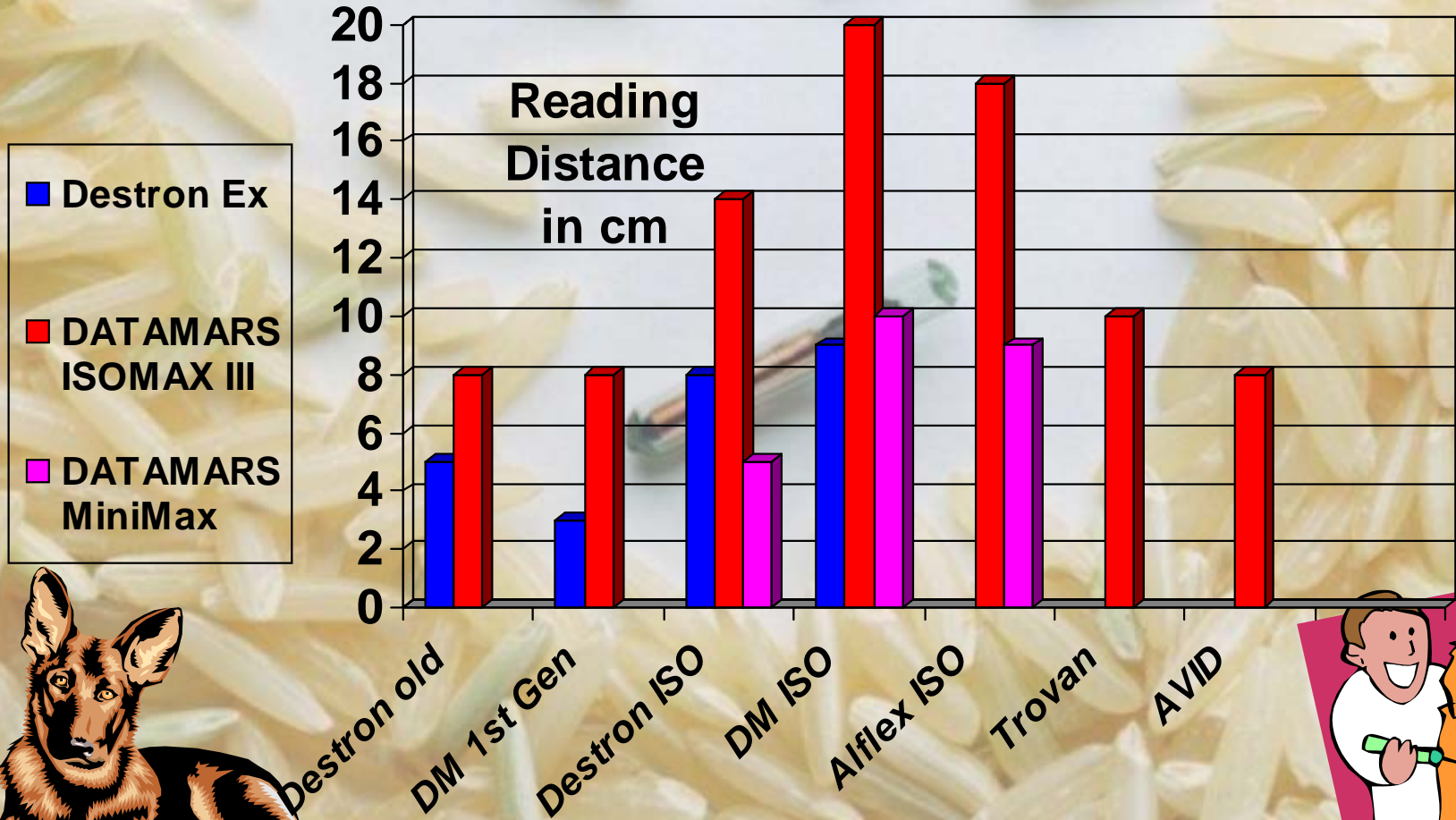


Features & Benefits (2)

- Ergonomic design of the implanter for better finger grip control and easy handling
- Single Packing - Easy to handle, one way use (efficient and peace in mind, avoiding contamination and spread of disease)
- Sterility expiry date, 6 barcode label (easy recording, registration, clear indication-administration)

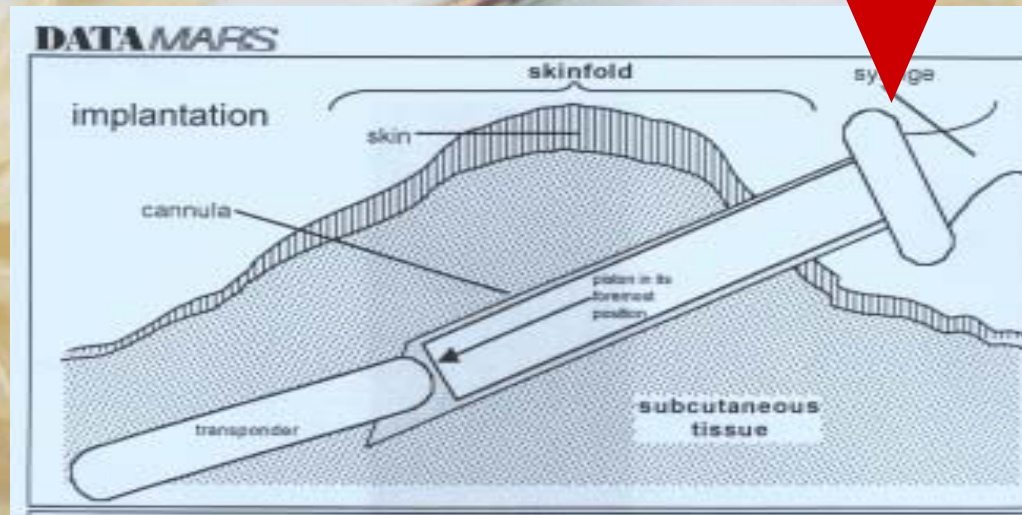


Superior Reading Distance



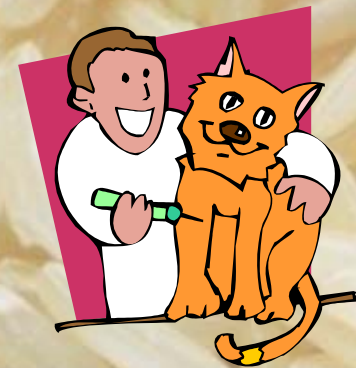
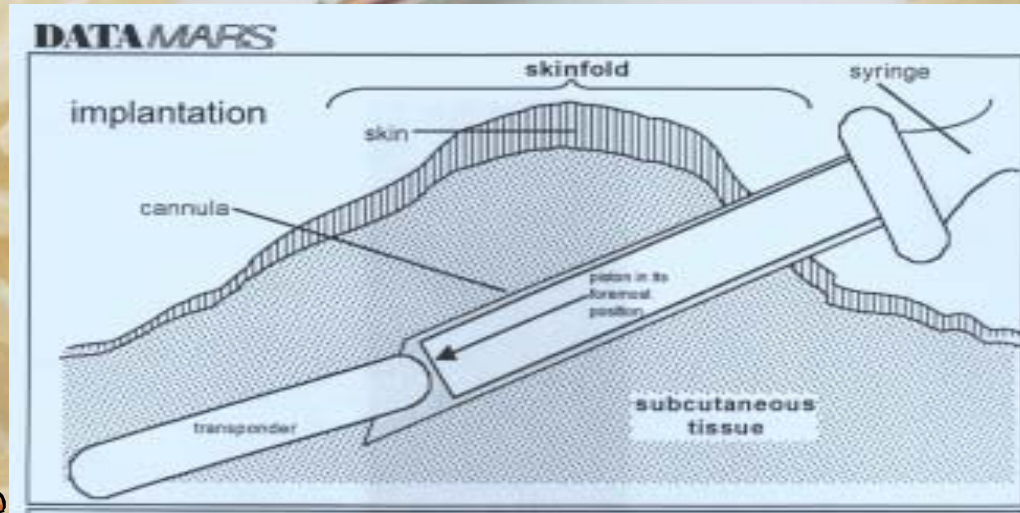
Injection stopper

- Simple to use
- Needle never goes to deep and damages inner tissues and causes intern bleeding that can result in death of the animal



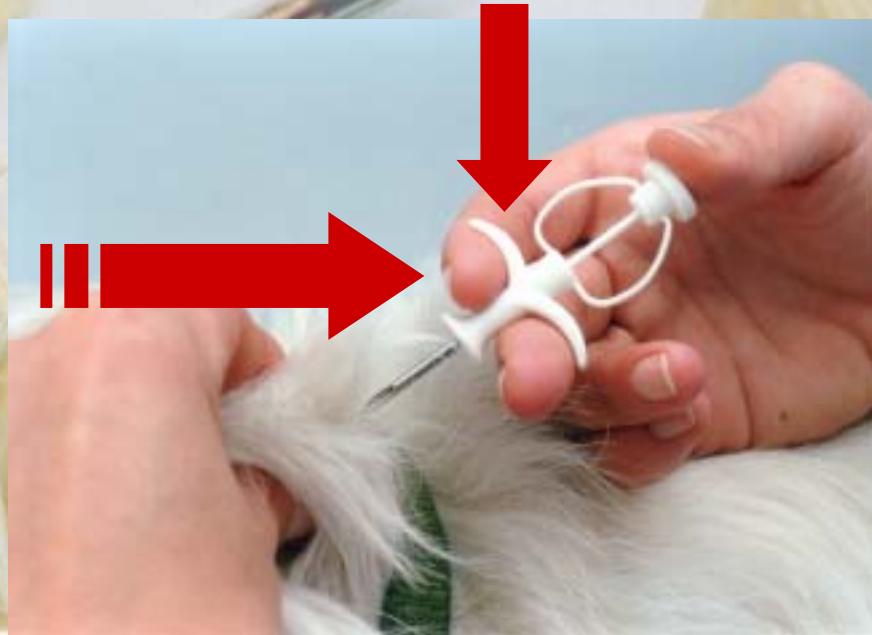
Patented plunger locking device

- Prevent to create a vacuum and sucking the transponder back
- Assures that the transponder stays in place and does not get lost



Ergonomic Design

- The implanter has an ergonomically designed for better finger grip control and easy handling.



Why Single Packing ?



- After implantation - remain traces of blood and skin at plunger
- Cleaning process is tedious, time consuming and inefficient
- There is no assurance (after resterilisation) that viruses are completely destroyed



Why Single Packing ? (one-way-use)

- Microchip is preloaded into an implanter assembly and sterile packed
- Sterility guaranty for 3 years = peace of mind
- Avoiding contamination and spreading of disease

Administer as and when required



Applications

- **Datamars Microchip system has been developed and designed with the support of professional veterinarians from various countries of this world.**
- **Datamars Microchip system is primarily destined for pets.**



Specifications (1/3)

- **Coding**

- Conform to ISO/Dis-11784 described in the ISO publication [Ref. No. ISO 11784:1996(F)] and ISO 3166 described in the ISO publication [Ref. No. ISO 3166:1993(E\F)] :
- 15-digit code starting with 3 digit country code 702 = Singapore; 458 = Malaysia,
- followed by 1 digit animal code 0 = Pet,
- 3 digit manufacturer code = 981, followed by unique numbers [guaranteed by the manufacturer] in sequence



Specifications (2/3)

- **Size of microchip**
 - max. 2.2mm in diameter and 13,7mm in length
- **Packing**
 - The transponder shall be encapsulated in a bio-compatible glass tube, preloaded into the implanter assembly individually packed, sterilized.
- **Sterility**
 - The sterilized pack has yellow display confirming the sterilization with Ethylene Oxide and valid for 3 years.



Specifications (3/3)

- **Labeling**
 - Each implantable transponder shall come with a 6 tear-off self-adhesive bar code labels of its corresponding digital code securely sealed in the individual packing.
- **Ergonomic Design**
 - The implanter shall have an ergonomically designed for better finger grip control and easy handling.
- **Length of needle**
Shall be maximum 28mm



Availability

- **Microchip with Singapore and Malaysia country code are available ex-stock**
- **Delivery of 5'000– 20'000 transponders is about 6-8 weeks upon confirmed order and L/C**



How to choose the right microchip transplant?

Features

1. **Reputation** – Is it an internationally recognized product and certified by ICAR and ISO?
2. **ISO Standard** - Does the product comply with ISO 11784 & 11785 with worldwide
3. **Coding** – Does the transponder provide manufacture and country coding?
4. **Sterility Date** – Is the product single packed with sterilized coloured indication and sterility expiry date?
5. **Disposal Packing** – Does it come with one-way disposal syringe for one application to prevent
6. **Reading Distance** – Is the reading distance sufficient to ensure fast and reliable detection by the
7. **Needle Length** – Is the needle length of appropriate measurement (about 25mm max in length)
8. **Ergonomic Design** – Is the implanter ergonomically designed for better finger grip control
9. **Safety Feature** – Does the syringe come with a plunger stopper (click feature) to ensure proper
10. **ID Label** – Does the transponder pack contain 6 adhesive labels with ID numbers?

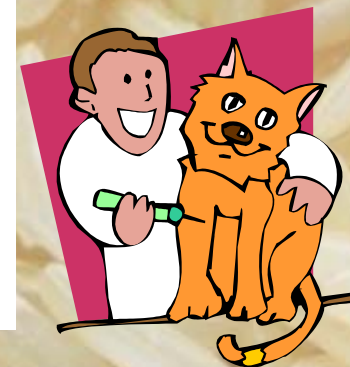
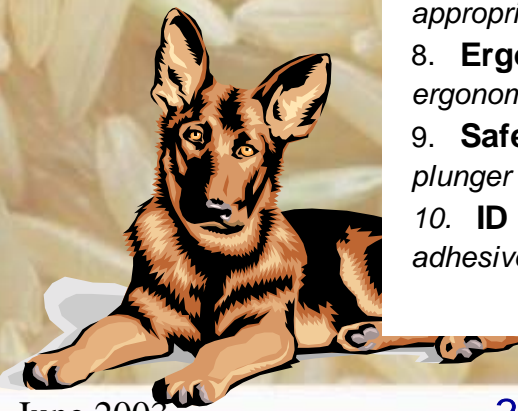
Datamars

Others



TOTAL

10



Questions and Answers

- **How important are health issues?**
- **What is the price / risk of provoking public outcry?**

**Thank you for sharing the time with us
and giving us the opportunity to bring
this presentation to you.**

