DATAMARS
Livestock™



Every animal has a story. It starts with its identity.

Identification and traceability solutions designed to ensure reliable information, continuity and transparency throughout the supply chain.

Z TAGS
DATAMARS

DATAMARS
Livestock

Our approach is built on one certainty: reliable data starts with a reliable identity.

Datamars Livestock, a division of the international Datamars Group, offers an ecosystem of integrated solutions designed to make livestock management more precise, efficient and sustainable. On farm, every animal generates valuable information: growth, treatments, reproduction, performance and movements all contribute to its history and support everyday decision-making. But for this information to have real value, it must start with one certainty: **always knowing which animal it belongs to.**

Identification is the first step in creating that certainty. It allows every animal to be recognised, connected to its individual history and consistently linked to the information collected over time. From visual and electronic identification to tissue sampling solutions, each technology addresses different needs while sharing a common goal: creating a reliable link between every animal and the information associated with it throughout its production cycle.

Our solutions are designed to be reliable, durable and easy to use in real farming conditions, supporting everyday activities and helping build **traceability, accuracy and trust throughout the supply chain.**

With this catalogue, Datamars Livestock guides you through a complete range of animal identification solutions designed to make every identification the starting point for **reliable information and more informed decisions.**



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Why Identify?

Identifying each animal means more than simply telling one animal from another. It means giving every animal a **clear and reliable identity that remains consistent over time.**

It is the starting point for building a system in which every piece of information – health, production, reproduction and management data – can be consistently and reliably linked to the individual animal.

A reliable identification system ensures **continuity and quality of information throughout the production cycle.**

Always knowing "who is who" in the herd makes it possible to link treatments, movements, weights and performance records to the correct animal, reducing errors and inconsistencies and creating a stronger information base for everyday management.

Identification is also the foundation of **traceability.** Maintaining a reliable link between an animal and its history makes it possible to track its journey over time, supporting transparency and accountability throughout the supply chain and strengthening confidence in the information available.

When collected data is reliably linked to the correct animal, it becomes information that can be effectively used.

Knowing **what happened, when it happened and to which animal** enables greater accuracy, provides a more complete view of the herd and supports more informed decision-making.

Correct identification is therefore more than an operational requirement: it means **building a reliable foundation for every activity that follows,** maintaining continuity between each animal and the information associated with it over time.



Visual Identification

Z Tags visual ear tags provide a **simple and reliable solution for identifying every animal** and supporting everyday livestock management.

Designed to deliver l**ong-lasting readability, durability and retention,** they are made from materials suited to demanding farming conditions. Shapes, sizes and design features are developed to suit different species and animal categories, with a focus on ease of application and animal comfort.

A choice of **colours, sizes and marking options** makes it easy to select the right solution for different identification needs. Laser printing provides clear, durable numbers and information, while the range of sizes helps ensure the appropriate tag can be selected for each animal.

Combined with Z Tags applicators, visual ear tags provide a system designed for **quick, simple and safe application,** supporting reliable tag retention over time.

MAIN FEATURES

CLEAR READABILITY | HIGH RETENTION

LONG-LASTING DURABILITY | EASY APPLICATION



Electronic Identification

Z Tags electronic ear tags add the ability to **identify each animal automatically, quickly and accurately.**

Using RFID technology, the unique code stored in the tag can be read electronically and linked directly to the animal's information.

Electronic identification simplifies data collection during everyday livestock management, **reducing manual processes and the risk of transcription errors.** Weights, treatments, movements and other records can be linked to the correct animal more quickly and accurately, creating greater continuity between identification and management.

Offered in **FDX-B and HDX technologies,** Z Tags electronic identification solutions comply with ISO 11784/11785 standards and are designed to provide reliable reading performance across a range of operating conditions.

When combined with EID readers and Tru-Test technologies, they enable the **automatic connection of each animal's identity with the data collected** during weighing and other management activities, reducing manual steps and making information more accurate and immediately actionable.

MAIN FEATURES

- FAST & ACCURATE IDENTIFICATION
- REDUCED MANUAL DATA ENTRY ERRORS
- AUTOMATED DATA COLLECTION
- INTEGRATION WITH MANAGEMENT SYSTEMS



Tissue Sampling

Z Tags tissue sampling solutions enable the **fast, simple and traceable collection of a biological sample from each animal,** turning tissue sampling into a valuable source of information for herd management.

Ear tissue samples can be used for **genetic, genomic and animal health testing.** The information obtained can support parentage and pedigree verification, genetic and genomic selection programmes, and testing for specific diseases, providing greater insight into individual animals and supporting more informed management decisions. The range includes both **sample-only solutions,** ideal for animals that have already been identified, and **ear tags that combine visual identification and tissue sampling in a single application.**

The collected tissue is deposited directly into a dedicated sample vial identified by a unique code, maintaining a reliable link between the sample and the animal from which it was collected.

Tissue sampling can therefore be easily integrated into routine livestock management, creating a simple and reliable process from **sample collection through to laboratory analysis,** and turning a small tissue sample into valuable information for the genetic and health management of the herd.

MAIN FEATURES

- FAST & CLEAN SAMPLE COLLECTION
- GENETIC, GENOMIC & ANIMAL HEALTH TESTING
- SAMPLE TRACEABILITY
- SOLUTIONS WITH OR WITHOUT A VISUAL EAR TAG

Tips for correct tag application

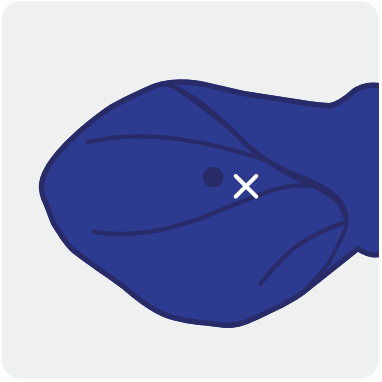
Correct application is essential to support tag retention, readability, and proper healing over time. Tag placement should take into account the anatomy of the ear and the size of the animal, always using the appropriate applicator for the selected tag.



1

Restrain the animal correctly

Make sure the animal is properly restrained during application to ensure safe handling and accurate tag placement.



2

Always use a new application site

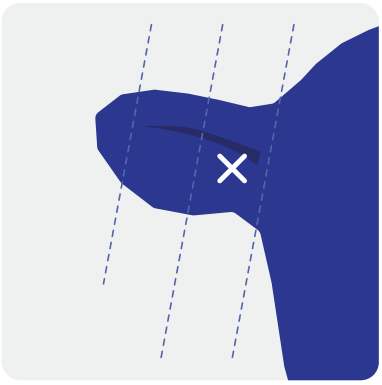
Never apply a new tag through an existing hole or a previous tagging site.



3

Keep the tag and applicator clean

Use clean equipment and make sure the application area of the ear is free from dirt and contaminants.



4

Identify the correct application site

Position the tag between the main ear cartilages, avoiding cartilage and blood vessels. Placement should also take into account the size and type of tag being applied.



5

Position the tag correctly

For Two piece tags, position the female component on the inside of the ear and the male component on the back of the ear.



6

Apply with a firm, complete motion

Once the correct position has been identified, fully close the applicator with a smooth, decisive motion, avoiding sideways movement that could damage the ear.



7

Check the application

Make sure the two components are correctly locked together and that the tag can sit naturally without putting pressure on the ear

CORRECT APPLICATION HELPS SUPPORT

BETTER RETENTION | FAST HEALING | ANIMAL COMFORT | LONG-TERM READABILITY

Two piece tags

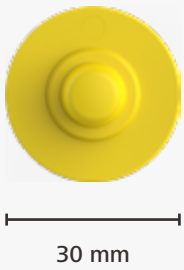


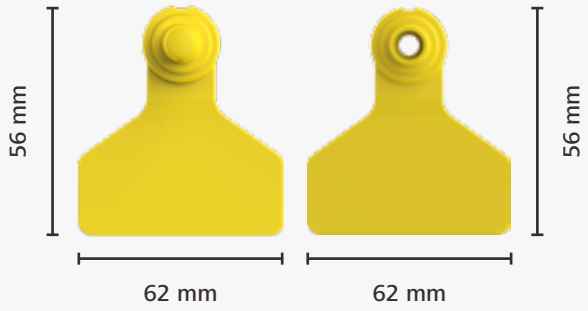
Z2 Line

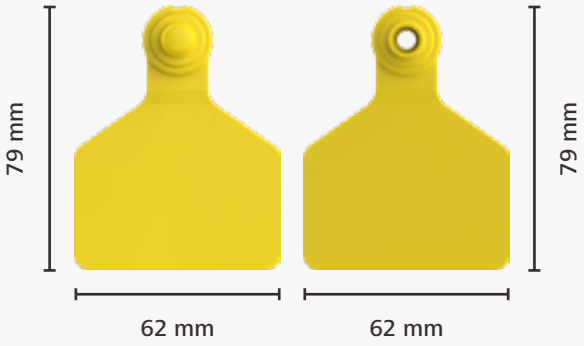
- ✓ Suitable for swine, sheep, goats, cattle and deer
- ✓ Offered in 14 colours and a range of sizes
- ✓ Flexible material designed for high retention and reduced snagging
- ✓ Free-rotating design promotes rapid healing and improves tag readability
- ✓ Metal pin on the male button supports application through thick ears and in cold conditions
- ✓ Apply with Z Tags No-Tear-Tagger™ or Tissue Tagger

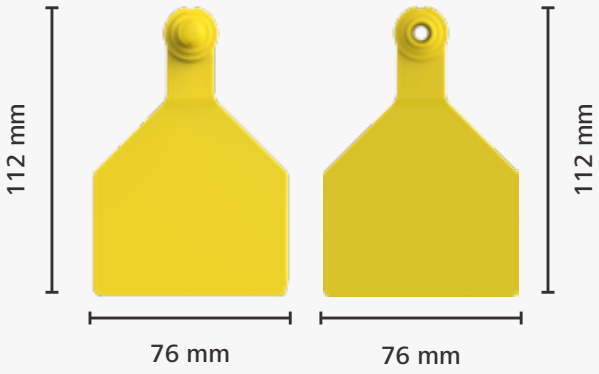
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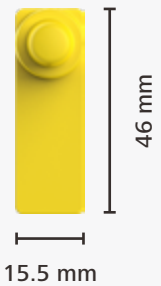


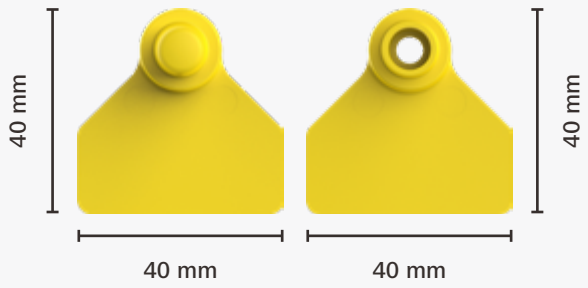












Alpha Line

- Suitable for swine, sheep, goats, cattle and deer
- Offered in 8 colours and a range of sizes, with visual and electronic options
- Hard plastic cap with a tamperproof closing mechanism designed to prevent tag re-use
- Free-rotating design reduces snagging and promotes rapid healing
- Designed for secure identification and high retention across different farming conditions
- The electronic version is available with both FDX-B and HDX technologies, with tamper-proof, reusable and ventilated female cap options.
- Apply with Datamars Universal Tagger or Tissue Tagger

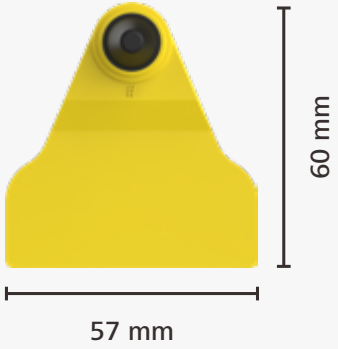
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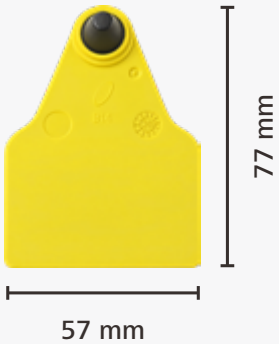
Visual tags

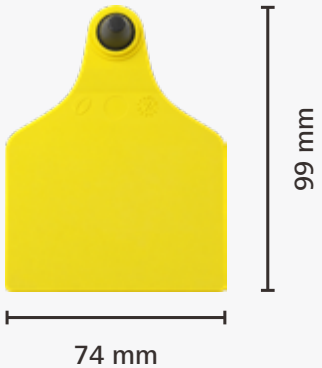












Electronic tags



25 mm



26 mm



30 mm



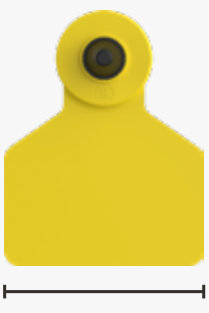
26 mm



30 mm



26 mm



62 mm

80 mm



76 mm

110 mm

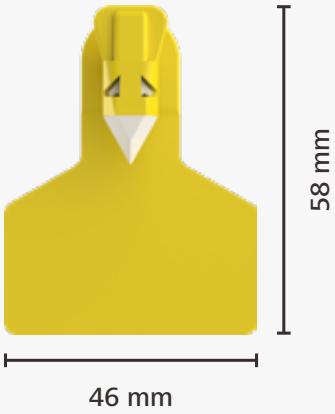
One piece tags

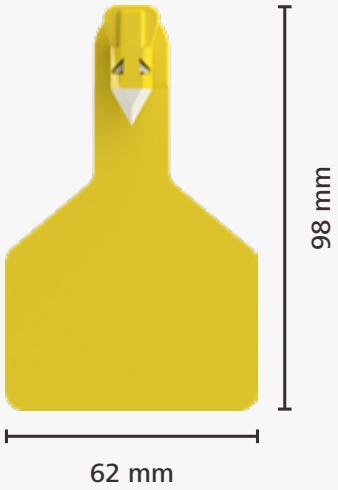
Z1 No-Snag-Tags™

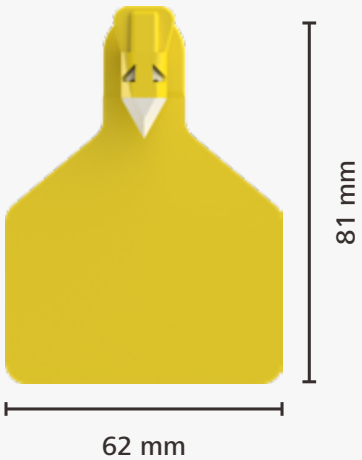
- ✓ Suitable for swine, sheep, goats, cattle and deer
- ✓ Offered in 14 colours and 4 sizes
- ✓ Flexible One piece design helps reduce snagging and supports superior retention
- ✓ Surgical cutting tip promotes fast healing and helps reduce the risk of infection
- ✓ Large sizes hang low for improved visibility from the front and back of the ear
- ✓ Apply with Z1 No-Snag-Tagger™

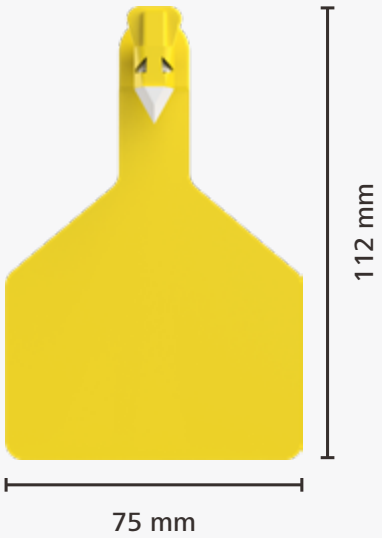
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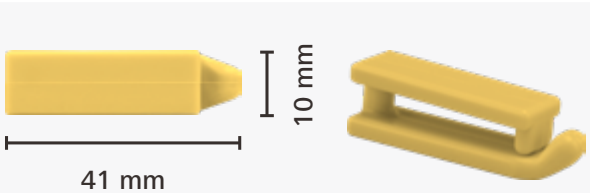


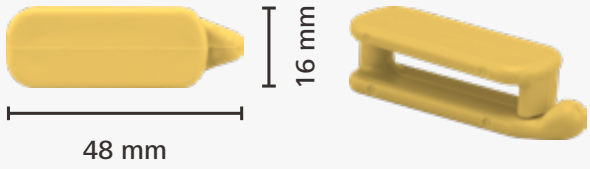


Original

- Suitable for sheep, goats and cattle
- Offered in 20 colours and 2 sizes
- Lightweight design makes them particularly suitable for lambs, goats and small animals
- Fast and easy single-shot application with proven retention
- Laser printing provides high contrast and clear visibility of tag information
- Apply with Original Punch Tagger

AVAILABLE COLOURS:

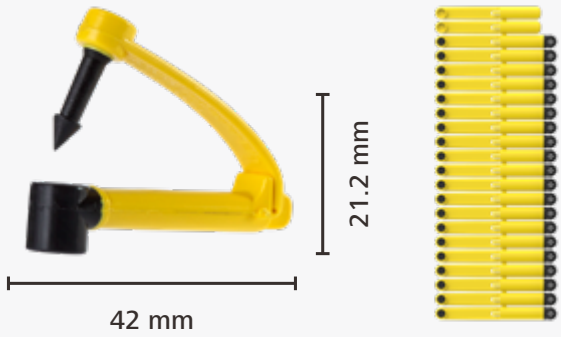




TagFaster Multi Shot Tags

- Suitable for lambs, goats and other small animals
- Offered in 13 colours, with visual, FDX-B and HDX options
- Supplied in 20-tag strips for fast, continuous tagging with less reloading
- Fine yet strong tag pin helps minimise tissue damage and promotes rapid ear healing
- Laser marking provides durable, high-contrast identification for excellent readability
- Apply with TagFaster Automatic Tagger

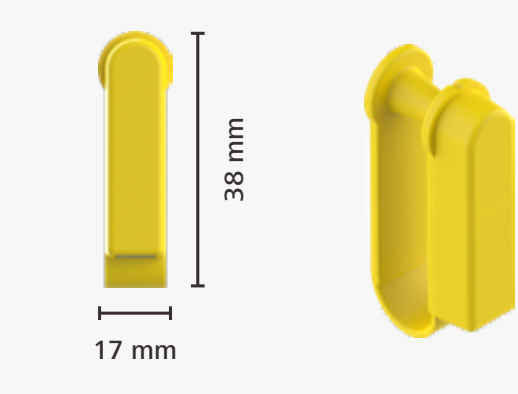
AVAILABLE COLOURS:



FET Tags

- Lightweight identification solution for lambs, goats and other small animals
- Offered in 9 colours, with visual, FDX-B and HDX options
- Designed for fast and easy single-shot application
- Tamperproof closing mechanism makes the tag suitable for single use
- Compact 38 × 17 mm design suited to small animals
- Apply with Retractable Applicator

AVAILABLE COLOURS:



Swine - Day one, weaning & UHF range



Dedicated solutions for piglet and growing pig identification. The Z Tags range includes dedicated solutions designed to meet specific identification needs from the first days of a piglet's life through the growing stages.

Day One tags feature a small-diameter stem designed for tender piglet ears, while the Weaning Range provides durable visual identification for growing pigs. For operations requiring efficient inventory management and longer reading distances, UHF electronic identification offers read ranges of up to 2 metres.

These dedicated solutions complement the wider Z Tags portfolio, which includes additional visual and electronic identification options suitable for swine.

Day one range

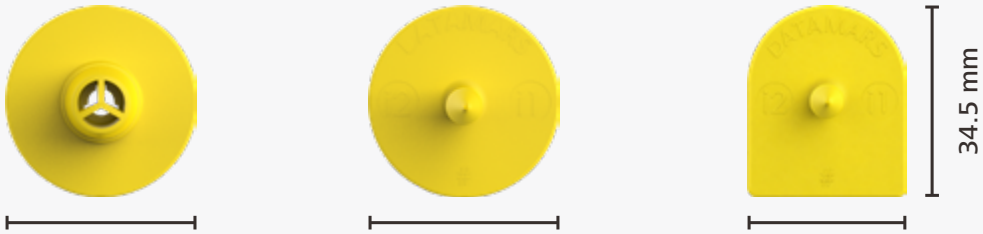
Designed for identification from the first days of life.

- ✓ 4 mm small-diameter stem designed for tender piglet ears
- ✓ Suitable for piglets from the first week of life
- ✓ Offered in a choice of 13 colours

- ✓ Apply with No-Tear-Tagger™, Universal Tagger or Swineline Vertical Tagger

AVAILABLE COLOURS:





Weaning range

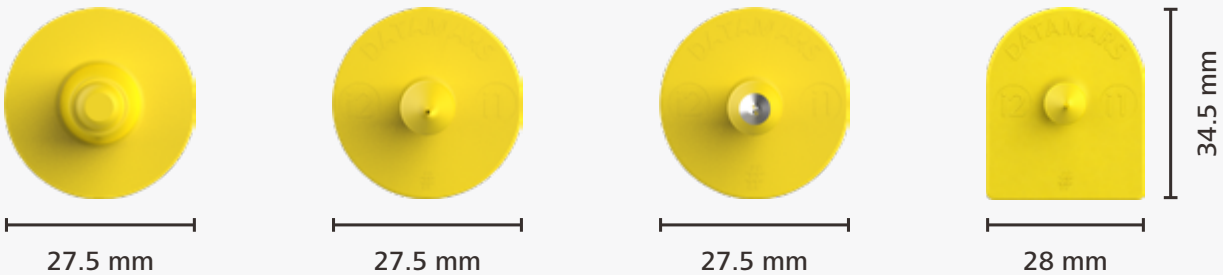
Visual identification for growing pigs.

- ✓ 5.6 mm stem designed for growing pigs up to 30 kg
- ✓ Choice of female buttons, male buttons and male flag configurations
- ✓ Offered in a choice of 13 colours

- ✓ Apply with No-Tear-Tagger™, Universal Tagger or Swineline Vertical Tagger

AVAILABLE COLOURS:





UHF Electronic Identification

Long-range electronic identification for inventory management.

- ✓ Read ranges of up to 2.5 metres
- ✓ Offered in Day One and Weaning configurations to suit different growth stages
- ✓ Electronic data can be programmed and locked for secure identification
- ✓ Designed for high-volume inventory management and animal movement tracking

AVAILABLE COLOURS:





27.5 mm



28 mm



34.5 mm

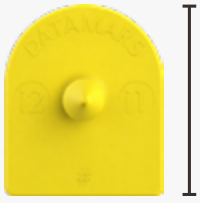
28 mm



27.5 mm



28 mm

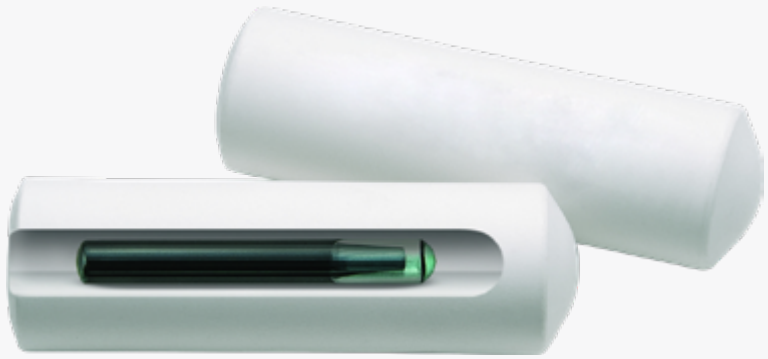


34.5 mm

28 mm

Bolus

- ✓ Biocompatible ceramic construction designed for long-term retention in the animal
- ✓ Offered in FDX-B and HDX technologies compliant with ISO 11785
- ✓ Designed for fast and efficient identification with Tru-Test readers
- ✓ Administered orally and retained in the reticulum throughout the animal's lifetime
- ✓ Suitable for calves from 35 kg and sheep and goats from 25 kg
- ✓ Apply with the dedicated Bolus Applicator



Tissue sampling



Tissue sampling

- ✓ Quick, clean sample collection for genetic, genomic and disease testing
- ✓ Unique barcode supports reliable sample traceability and helps reduce recording errors
- ✓ Dry desiccant vial preserves sample quality without refrigeration for up to 6 months
- ✓ Suitable for parentage verification, breeding and herd health management
- ✓ Apply with Z Tags Tissue Tagger

Tissue Sampler Only (TSO)

Tissue sampling in one simple application, without animal identification.

AVAILABLE COLOUR:

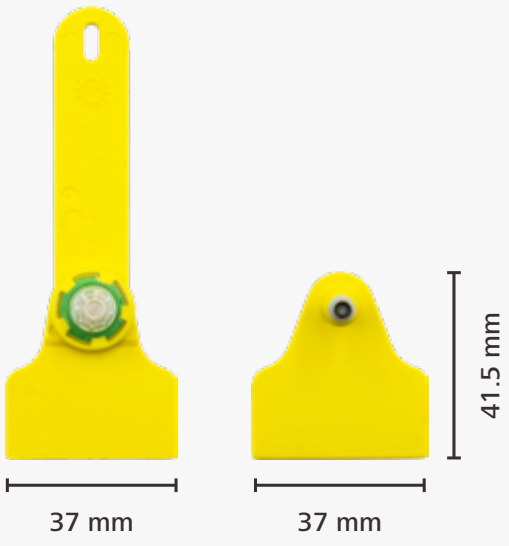




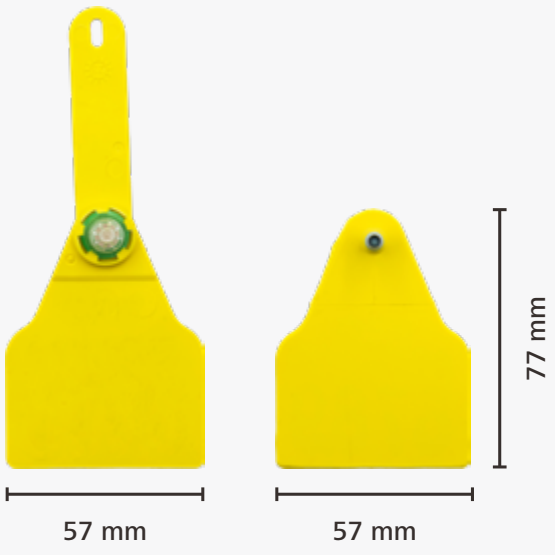
Tissue Sampler & Tag (TST)

Tissue sampling combined with a visual tag in one application.

AVAILABLE COLOURS:



AVAILABLE COLOURS:



Printing & customization



Z Tags offers a range of marking and customisation options to meet different identification needs. From handwritten marking to customised laser printing, each option is designed to provide clear, durable and highly visible information in demanding farming conditions.

Handwritten with Tag Marking Pen

- ✓ Wipe tag with damp rag to remove dust, debris and oils, allow tag to dry before marking.
- ✓ For best results, apply two even coats of ink to the surface of the tag with 20 minutes between coats
- ✓ Each marker includes two tips: fine and broad



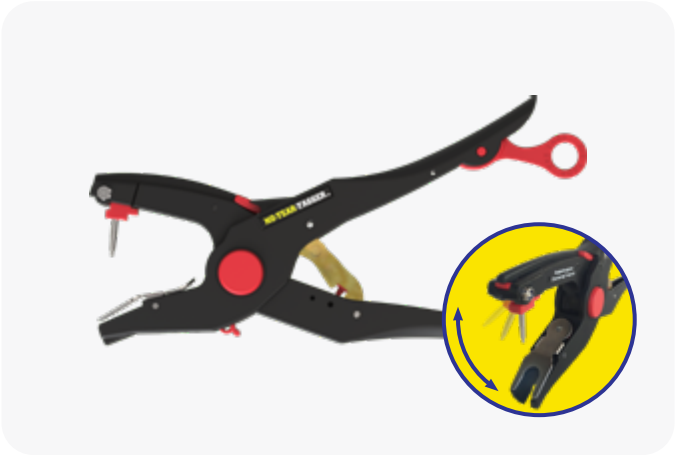
Laser Black

- ✓ High quality laser printing
- ✓ Economic option most popular with beef and sheep farmers
- ✓ Printed area is treated with a UV resistant coating
- ✓ Available in all tags sizes



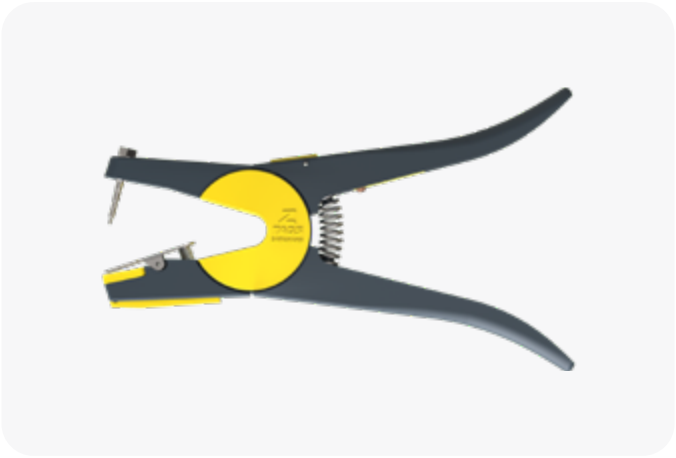
Applicators & accessories





No-Tear-Tagger™

- ✓ Unique double action snap back arm and flick-out pin enhances health and safety for the animal and the farmer
- ✓ Ergonomic handles allow you to tag the animal's ear either from the front or back
- ✓ Strong, durable and reliable



Universal Tagger

- ✓ Compatible with a wide range of Z Tags visual and electronic Two piece ear tags
- ✓ Ergonomic textured handle provides a secure and comfortable grip during application
- ✓ Durable aluminium construction with safety clip and built-in compartment for the spare pin



Tissue Tagger

- ✓ One-step integration of tissue sampling and animal identification
- ✓ Easy-to-load and tagger simplicity
- ✓ Engineered for direct, non-arching application



Retractable Applicator

- ✓ Automatic snap-back action helps prevent torn ears and improves tag retention
- ✓ Lightweight, ergonomic design for quick, safe and efficient tagging
- ✓ Automatic opening allows the animal to be released immediately after application



TagFaster Automatic Tagger

- ✓ Ergonomic design for comfort during extended use
- ✓ Multi-shot automatic ear release for smooth, efficient tagging
- ✓ Suitable for use in marking cradles
- ✓ Quick-load strips of 20 tags – no need to reload often



Swineline Vertical Tagger

- ✓ Designed for manual application of Swineline visual and electronic Two piece tags
- ✓ Strong, durable and reliable design, ideal for growing and adult pigs
- ✓ Long-life applicator with safety clip and built-in compartment for the spare pin



Original Punch Tagger

- ✓ Classic, easy-to-use applicator designed exclusively for One piece tag - Original
- ✓ Creates a clean hole in the ear for quick and straightforward tag application
- ✓ Strong and practical design for reliable everyday tagging



No-Snag-Tagger™

- ✓ Flip-out pin allows fast tag release, helping reduce the risk of ripped or torn ears and supporting improved tag retention
- ✓ Lightweight, durable design with easy-grip handles for quick and comfortable application
- ✓ Designed exclusively for Z1 No-Snag-Tags™ and includes a spare pin stored in the lower handle



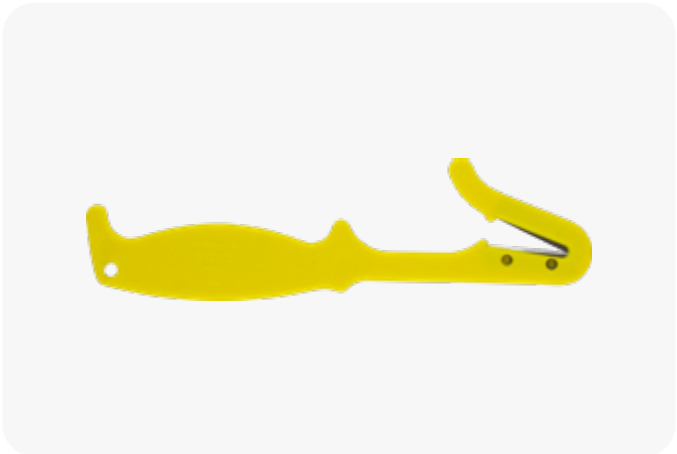
Bolus Applicator

- ✓ Ergonomic curved design for safe and easy oral administration of ruminal boluses
- ✓ Patented curved design and spring-loaded retention system for secure bolus handling
- ✓ Lightweight, durable construction with interchangeable cups to accommodate different bolus sizes



Tag Marking Pen

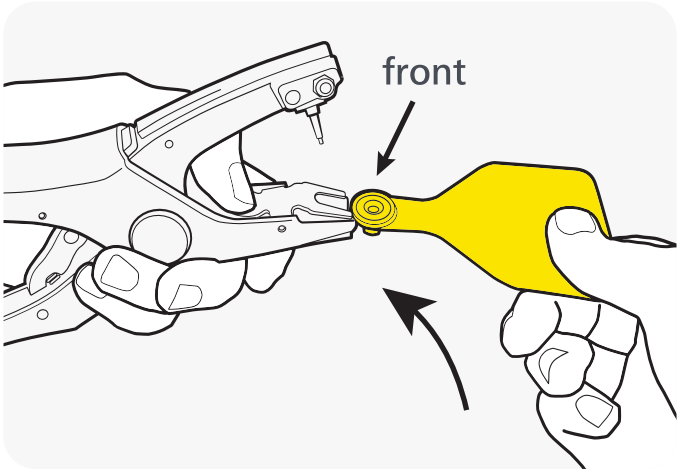
- ✓ Permanent, quick-drying ink for clear, long-lasting marking on visual ear tags
- ✓ Ideal for adding or touching up numbers and symbols on blank or applied tags
- ✓ Includes two tips: fine and broad, for flexible marking options



Multi-cutter

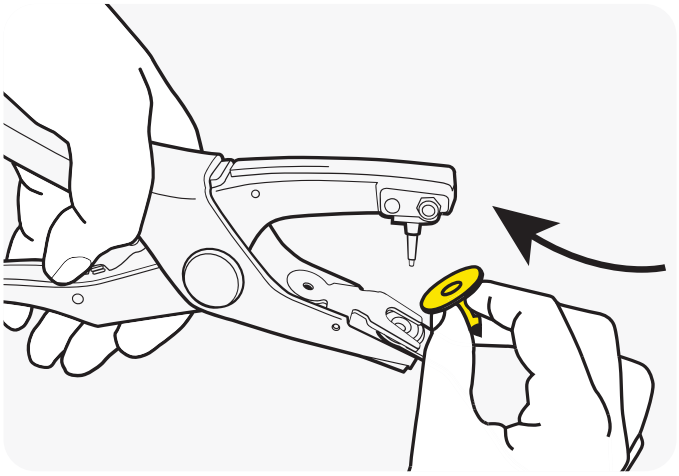
- ✓ Dual-razor blade design for quick and easy removal of ear tags, twine, latex bands and other materials
- ✓ Curved opening guides material safely towards the blade for efficient cutting
- ✓ Finger guard and large ergonomic handle help improve grip and protect against accidental cuts

Two piece tags – Visual tags



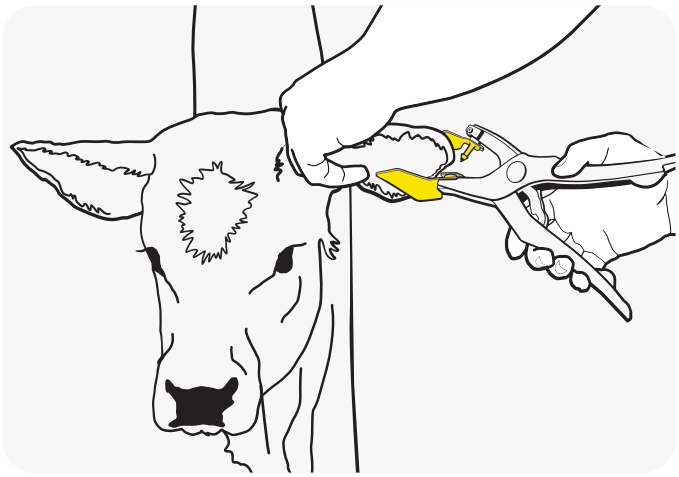
1

Insert a female tag (front facing down) under the holding clamp in the lower jaw of the tagger.



2

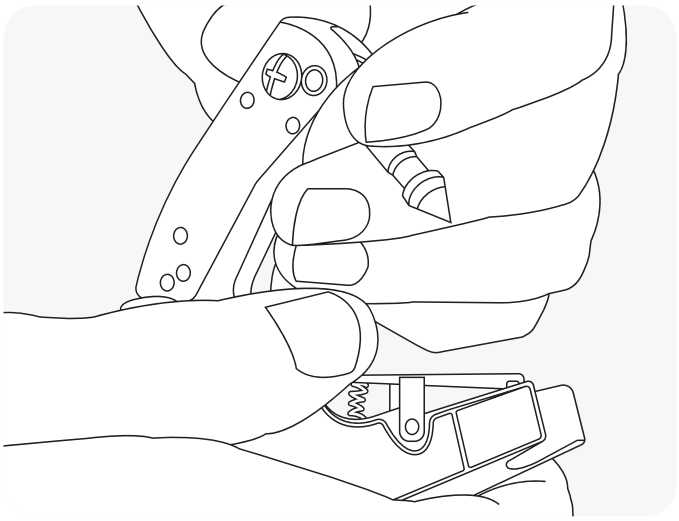
Push the matching male rivet or male panel up onto the tagger pin in the upper jaw.



3

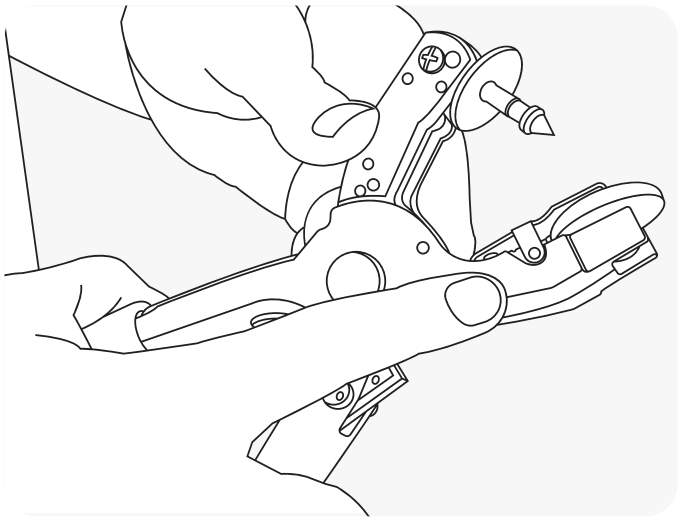
Position the tag between the two main cartilages, approximately halfway between the animal's head and the ear tip. Squeeze the tagger handles firmly closed. When the male and female tags have locked together, the tagger jaws will pop open in a reflex action (and the pin may flip out), releasing the tag without tearing the animal's ear.

Two piece tags – Electronic tags



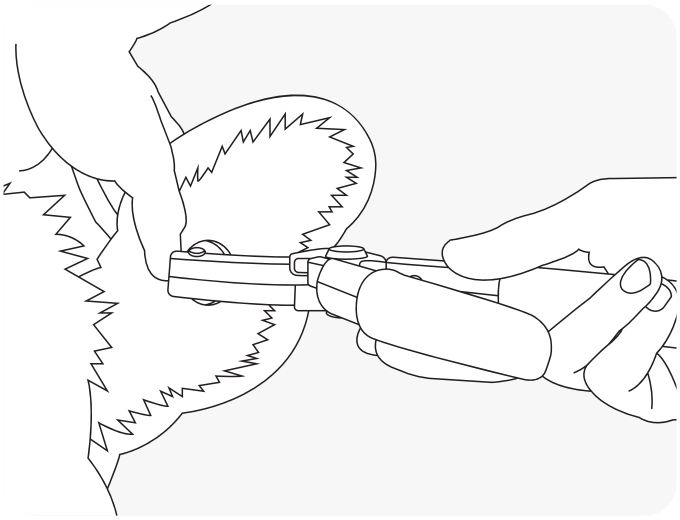
1

Push the male button completely onto the tagger pin. The button will stay in position. If there is a shoe in the jaw of the applicator, it may require removal.



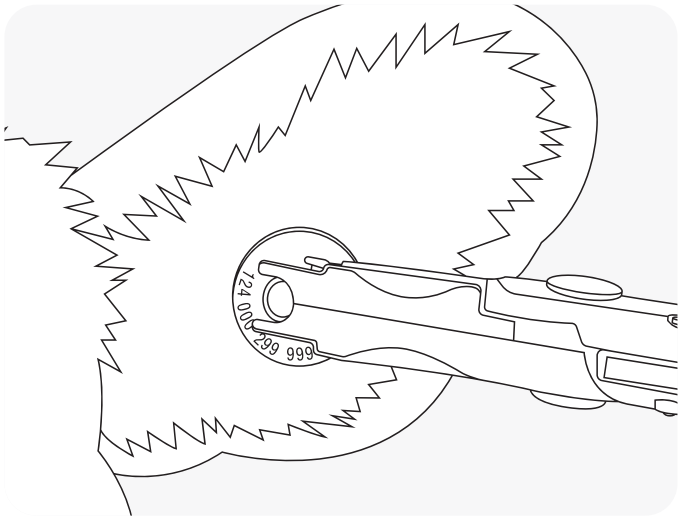
2

Depress the spring clamp and insert the Comfort Ear EID tag. Insert the EID tag all the way to the stop.



3

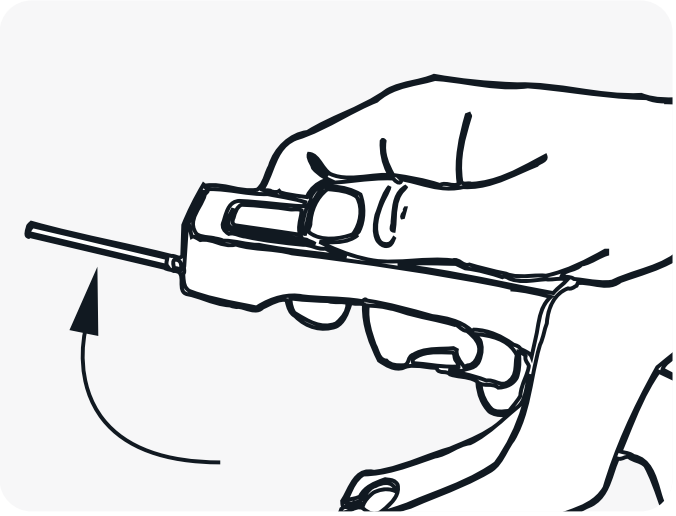
Position the tag between the two main cartilages, approximately halfway between the animal's head and the ear tip. Squeeze the tagger handles firmly to apply the tag.



4

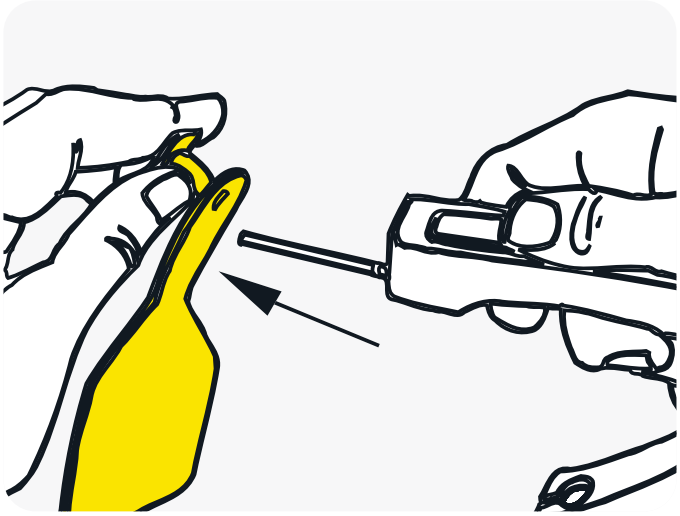
Slightly release grip pressure and pull tagger away from the ear. When the male and female tags have locked together, the tagger jaws will pop open in a reflex action (and the pin may flip out), releasing the tag without tearing the animal's ear.

One piece tags - Z1 No-Snag-Tags™



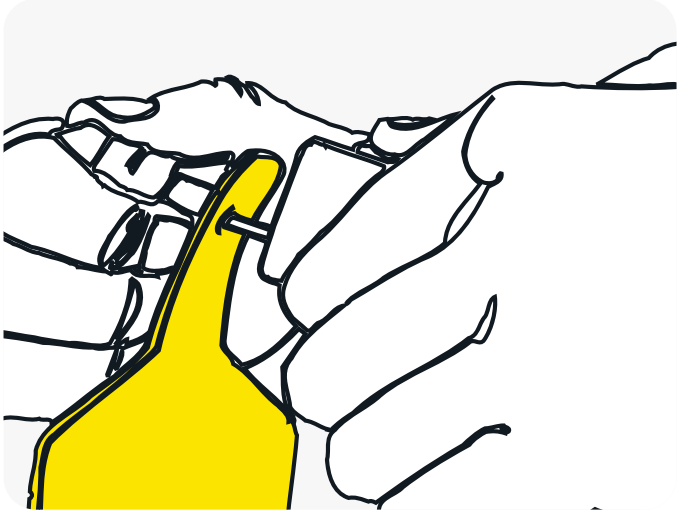
1

Flip tagger pin up to tag loading position.



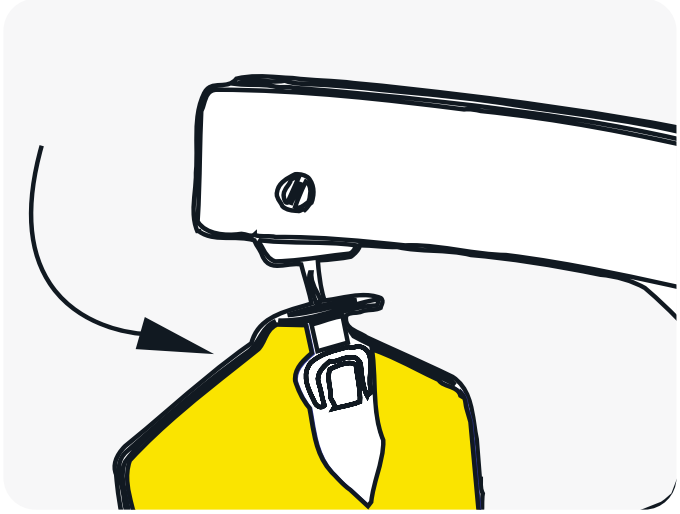
2

Insert pin into tag.



3

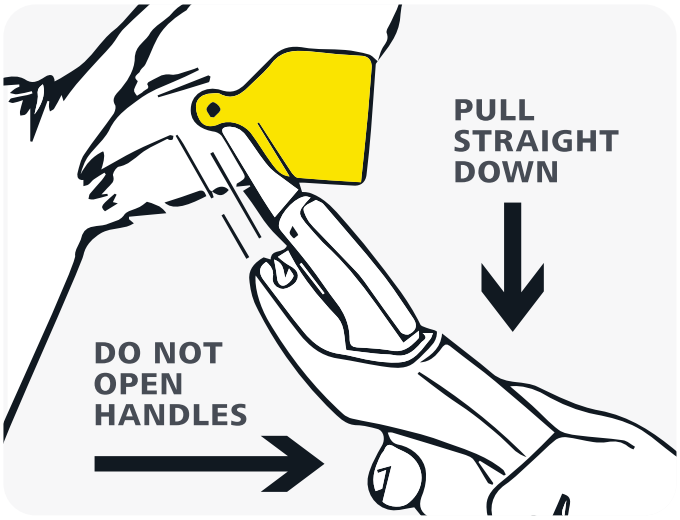
Straighten self-piercing tip and push down onto pin. Make sure the tag is fully seated on the pin.



4

Rotate tag to the side. Flip the tagger pin down into tagging position.





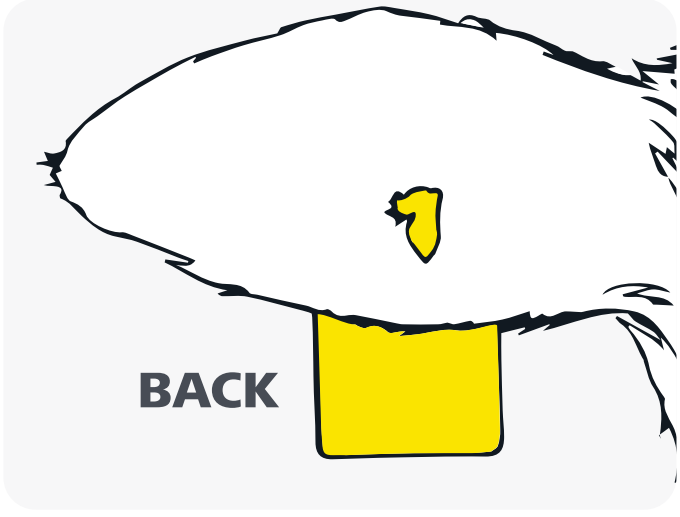
5

Tag through the front of the ear only. To apply tag, squeeze handles firmly together and hold closed.

6

Pull Z Tags tagger straight down and away from the ear in one single motion. **DO NOT RELEASE HANDLES AT ANY POINT DURING THIS STEP.** The pin automatically flips up to eliminate ripped ears.





A PROPERLY INSERTED TAG SHOULD LOOK LIKE THIS.

One piece tags – Original



1 Punch hole in ear using the Original Punch Tagger.



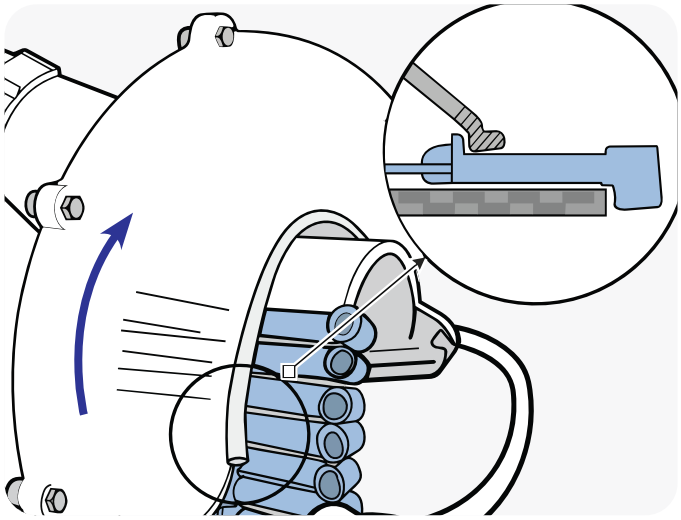
2 Apply Original Tag by feeding long round end down through hole.



3 Original Tag hangs with split ends facing down.

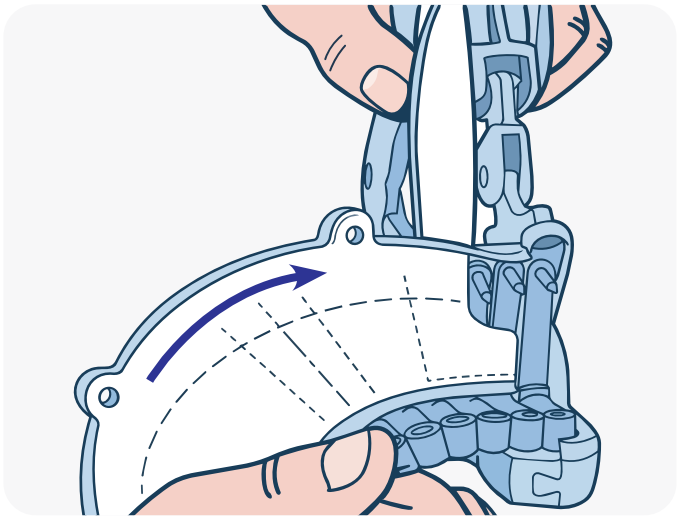
One piece tag - TagFaster Multi Shot Tags

Loading



1

Before loading the tags, close and release the handles of the empty applicator twice to reset any moving parts. Then insert tag strip with pins and tag ridge covered by feed horn.

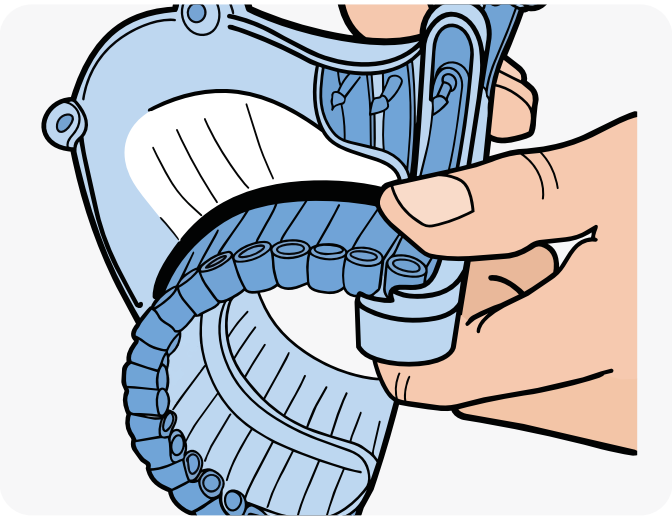


2

Push tags until they “stop” and lock in place.

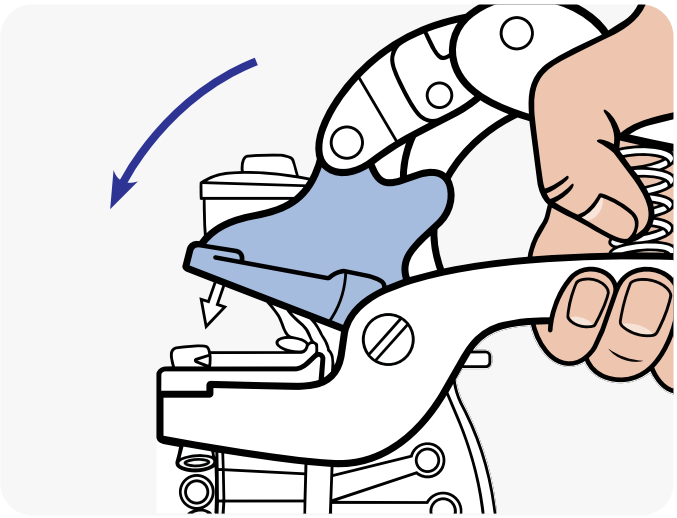
One piece tag - TagFaster Multi Shot Tags

Tagging



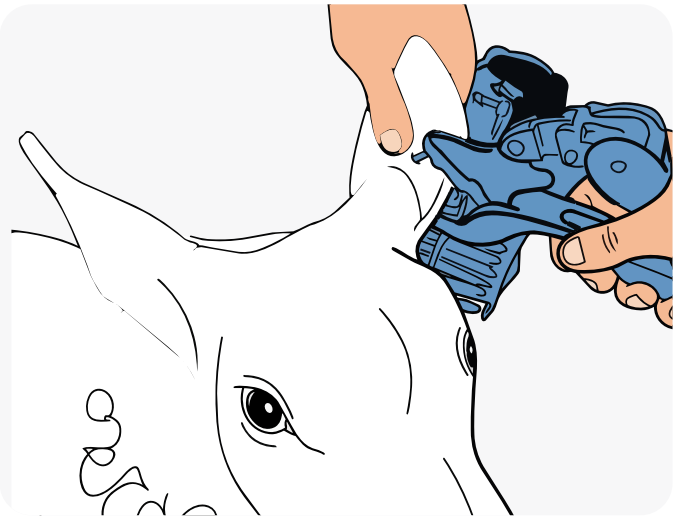
1

Press down on tag to align it within the hammer.



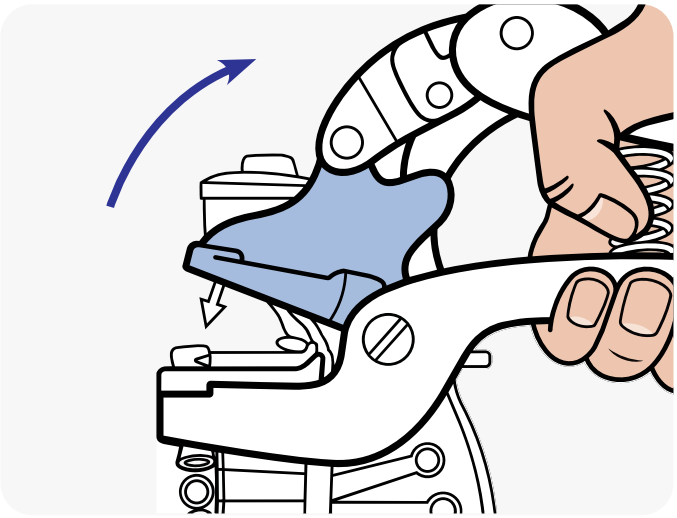
2

Squeeze applicator halfway to prime for tagging.



3

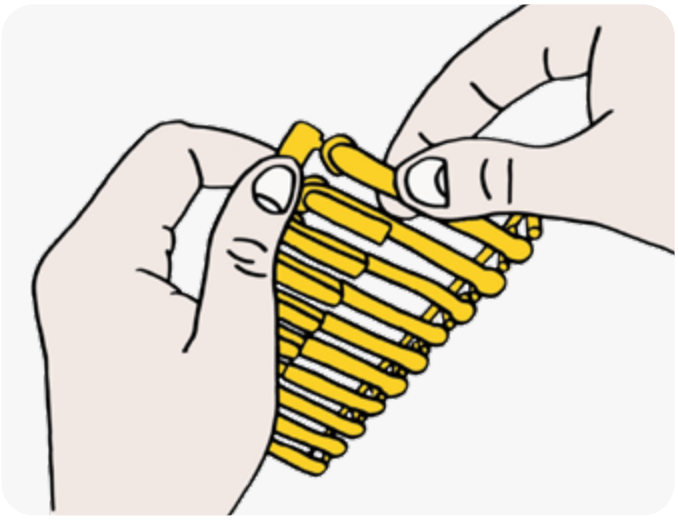
Ensure the tag is positioned in the ear as close to the head as possible avoiding the main blood vessels and ridges of cartilage. In case of young animals, allow for ear growth by leaving the tag to stick out by 1/4 of its length from the ear. Apply the tag by holding the animal securely and flattening the animal's ear.



4

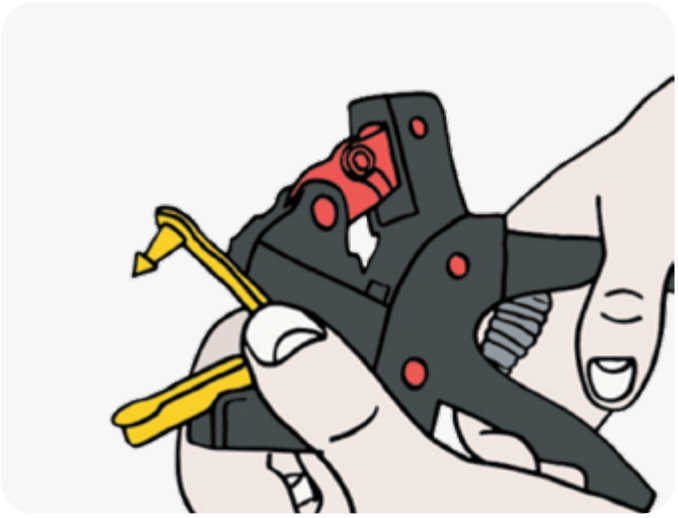
Fully and sharply release the handle to feed next tag.

One piece tags - FET Tags



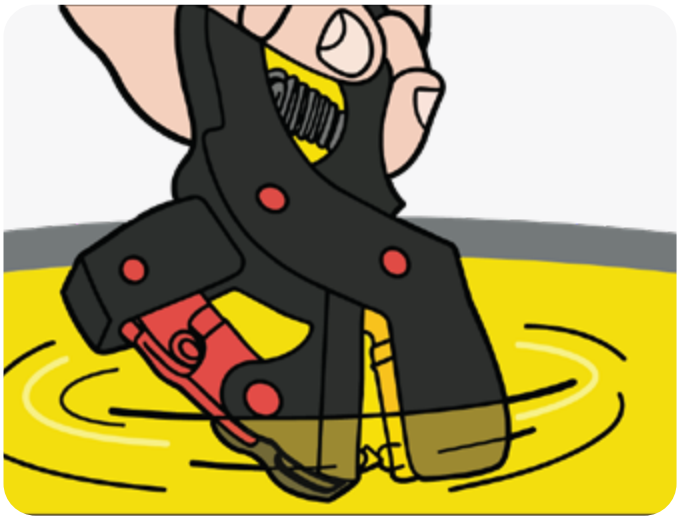
1

Pull MF11 FET tag to remove it from the strip. If applying MF10 TagFaster, twist or rotate the individual tag to detach it from the strip.



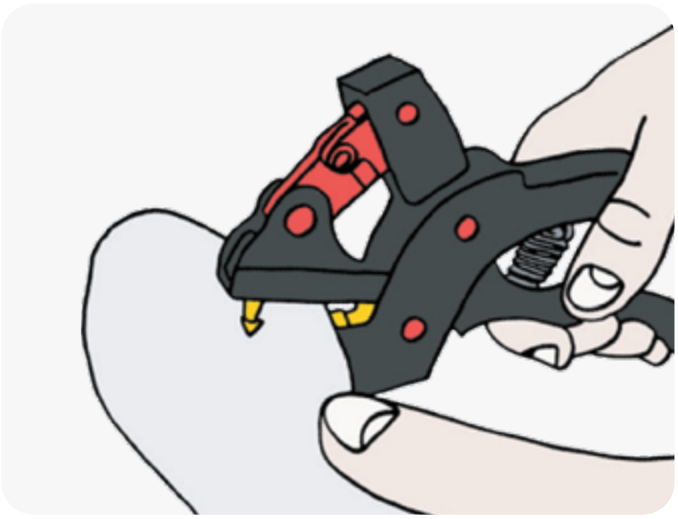
2

Drag tag down centrally with 2 fingers. Close the tagger gently to check the alignment between the male and female tag.



3

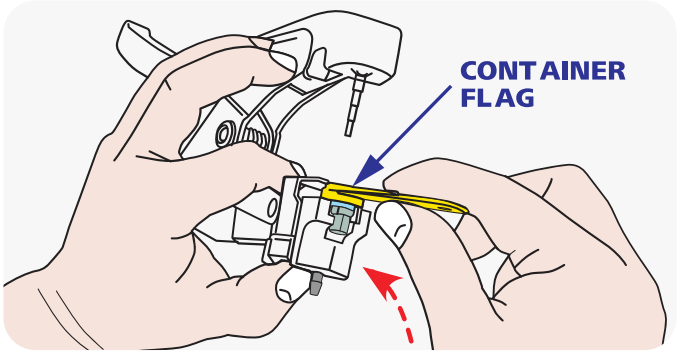
Dip the tagger holding the ear tag into antiseptic or disinfectant solution.



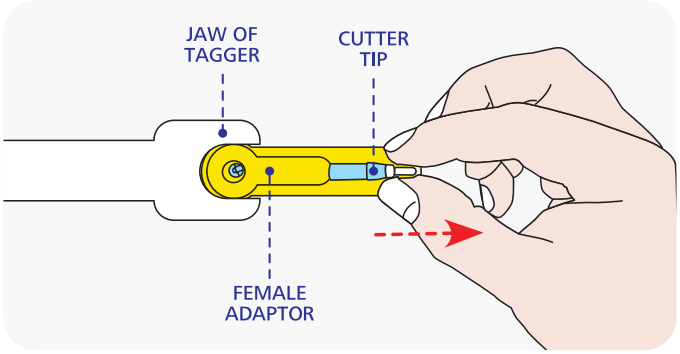
4

Hold the animal securely and flatten ear with thumb. Squeeze the applicator firmly together to ensure satisfactory locking and a correct fit.

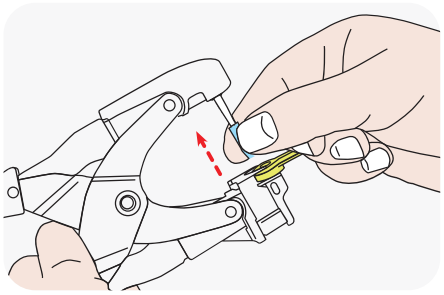
Tissue sampling - Tissue Sampler Only (TSO)



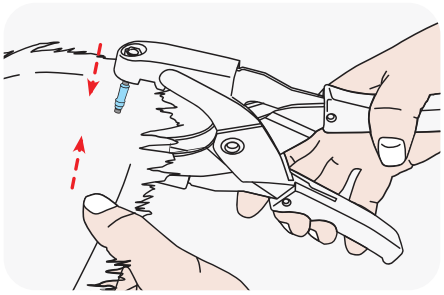
1 Push the metal plate up and slide the container tag underneath it. Make sure the container is firmly clipped into the tagger.



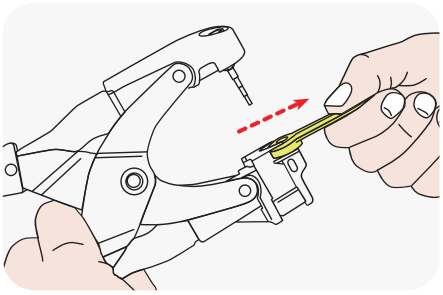
2 Remove the blue cutter tip from the tag leaving the female adaptor attached to the container. Clip the container tag onto the tagger lug.



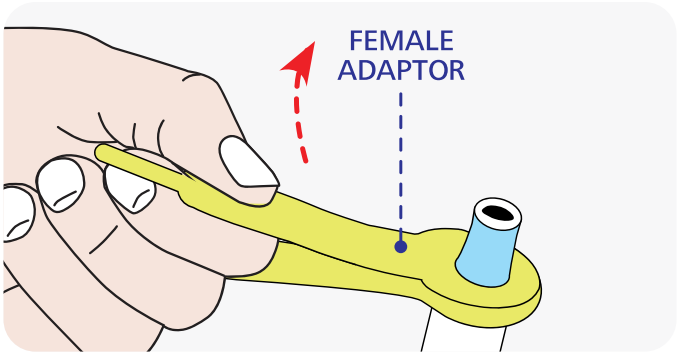
3 Load the blue cutter tip onto the tagger pin.



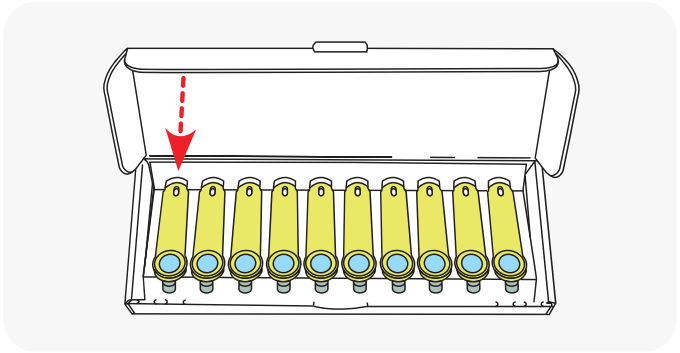
4 Compress the tagger handles completely to take the DNA sample. Make sure the handles have released completely after taking sample to prevent torn ears.



5 Remove container tag from the tagger and pull off the female adaptor. Check that the cutter tip is present in the container and sample has been taken.

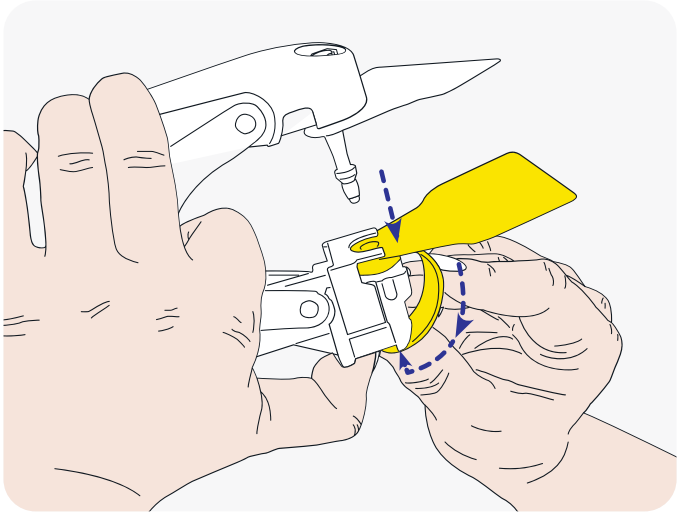


6 Remove the female adaptor/ cutter tip holder from the container tag. Must be removed **after use** for laboratory.



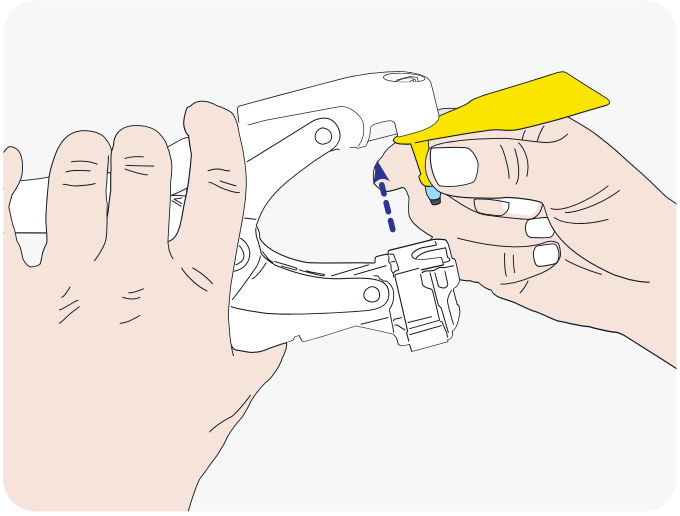
7 Write and record Visual Tag number on the info card provided. Send samples to the laboratory.

Tissue sampling - Tissue Sampler & Tag (TST)



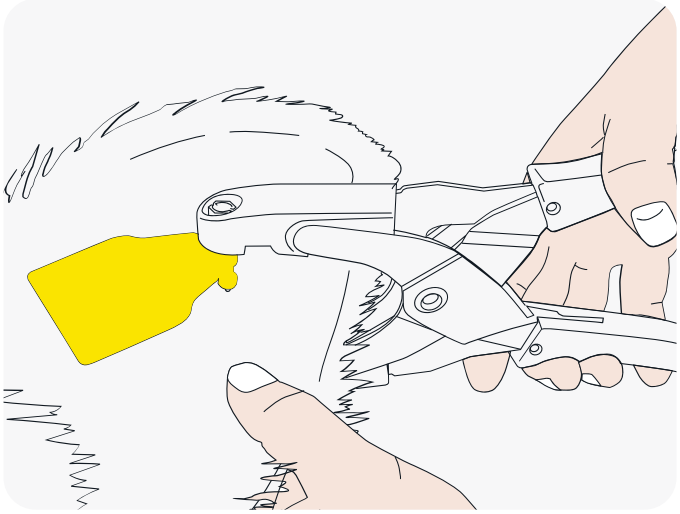
1

On the bottom jaw, push the metal plate up and slide the sample vial and female tag underneath it. (Sample vial and female tag need to be fastened together.) Clip the sample vial flag onto the tagger lug. Position the female tag to the side.



2

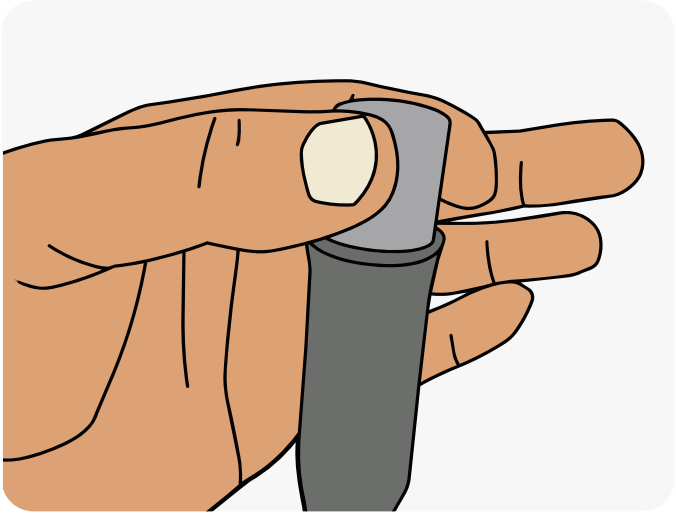
Load the gray cutter tip onto the tagger pin, holding it from the base, not from the tip. Partially close the tagger to ensure that the male cutter tip is centered with the female sample vial. **DO NOT FULLY FASTEN THE TAG!**



3

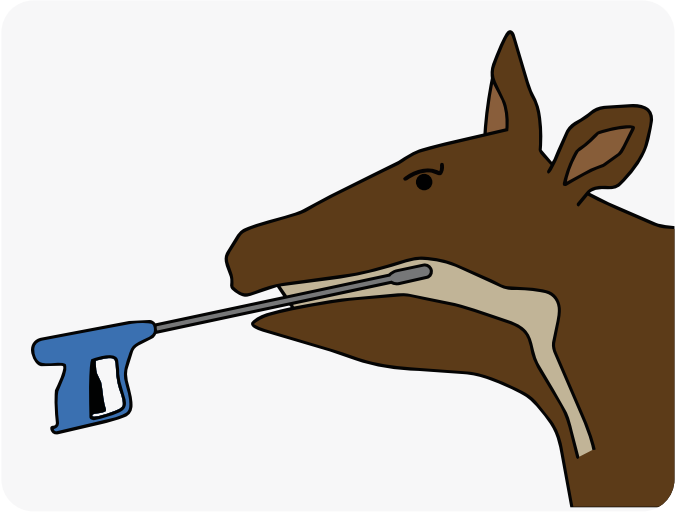
Position the tag in the middle of the ear with the male tag facing the back of the ear. Compress the tagger all the way through the ear to feel a double click. A double click confirms that the sample was taken and the tag was applied.

Bolus



1

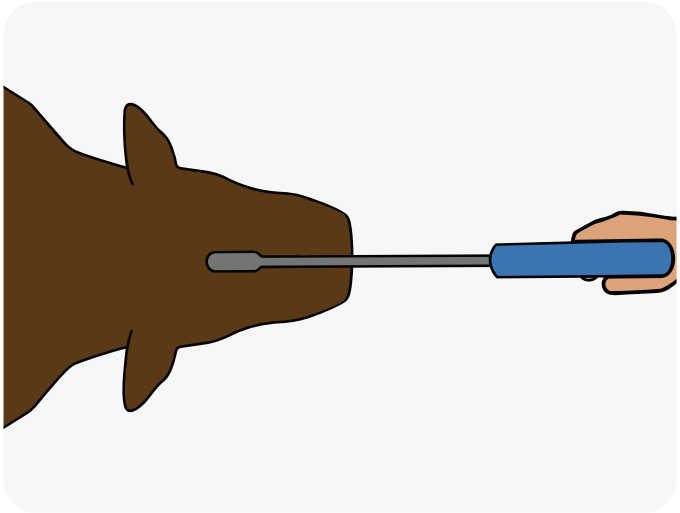
Remove the bolus from the canister and insert it completely into the retaining cup until the push rod is engaged.



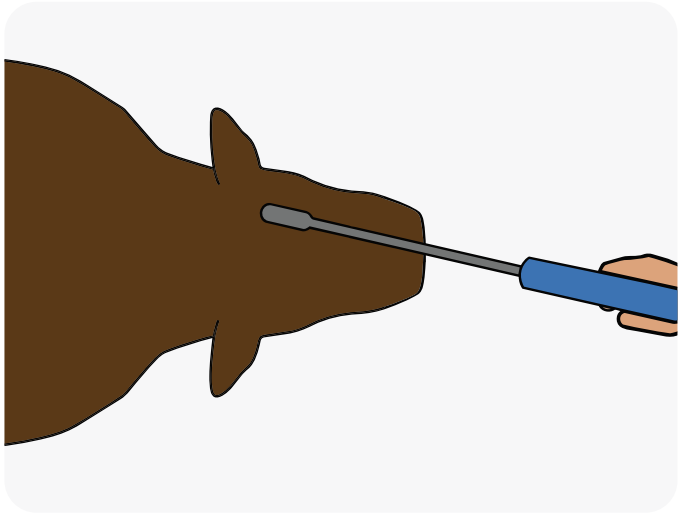
2

Place the applicator into the centre of the animal's mouth just beyond the back of the tongue and depress the trigger. If there is resistance, adjust the position of the applicator until the bolus releases easily.

If swallowing reflex does not occur easily, check that the animal's head and the applicator are straight and that the tongue is vertically aligned.



CORRECT



INCORRECT

DATAMARS
Livestock



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