DATAMARS
Livestock™



Designed to identify. Built to last.

Reliable identification, traceability and anti-pecking solutions for game and poultry bird management.

DATAMARS
Livestock

Datamars Livestock, a division of the international Datamars Group, has been supporting poultry and game bird professionals for decades. We provide practical, high-quality solutions designed to improve traceability, animal management, and operational efficiency. From visual to electronic identification, including anti-pecking systems, every system is developed to deliver accuracy, ease of use, and long-term reliability while helping simplify day-to-day operations.

Drawing on more than 25 years of expertise in bird identification and anti-pecking for game birds, originally developed under the Roxan brand and now part of the Datamars family, our range includes solutions designed to help bird management. Our anti-pecking range of products is designed to reduce cannibalism while respecting animal integrity.
Suitable for game birds and many other bird species, our products combine secure and easy application, and proven performance throughout the bird's lifetime.

For identification, we cover the needs of many species (Turkeys, Ducks, Geese, Broilers, Layers, Guineafowls, Pigeons, Quails etc…) with plastic wing tags from blank to bar-coded or QR coded up to electronic identification. The result is reliable, easily accessible data collection that supports effective bird management and precise genetic selection.

Effective identification is the foundation of organised and responsible bird management. It supports traceability, data collection, and informed decision-making throughout the production cycle.
With this catalogue, Datamars Livestock brings together a complete portfolio of bird identification and management solutions. Recognised worldwide for their quality, reliability, and outstanding retention performance, these solutions help breeders and industry professionals achieve the highest standards of animal welfare, traceability, and productivity.

At the heart of our approach is a simple belief: every animal deserves a reliable means of identification and protection, designed to accompany it throughout every stage of its life

Index

WING TAGS

VISUAL IDENTIFICATION **3-5**

ELECTRONIC IDENTIFICATION **6-7**

ANTI-PECKING

BITS AND BEAKS **9-12**

APPLICATION TOOLS **14-15**

GAME REARING ACCESSORIES

ACCESSORIES **16-17**

Wing Tags



Plastag AA

QUAILS AND SMALL SPECIES | VISUAL ID

Material: Plastic

Application age: From hatching

Application method: By hand

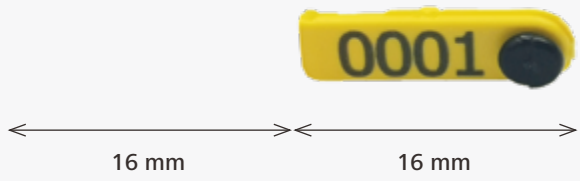
Retention: From hatch to life end

Available colours:

Printing: Printed or blank

Barcode or QR code: Printed in black

Required accessory: None





Plastag A

CHICKEN AND SIMILAR SPECIES | VISUAL ID

Material: Plastic

Application age: Day-old

Application method: By hand

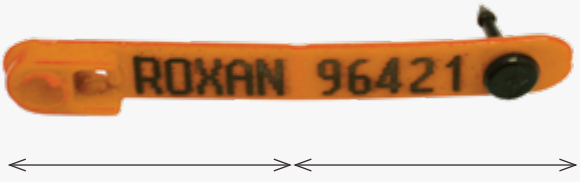
Retention: From hatch to life end

Available colours:

Printing: Printed or blank

Barcode or QR code: Printed in black (white print on black tags)

Required accessory: None





Plastag B

TURKEY POULTS AND SIMILAR SIZED BIRDS

VISUAL ID

Material: Plastic

Application age: Day-old turkeys 3-week-old poultry

Application method: Plastag B pliers

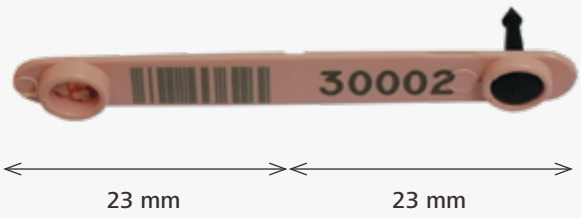
Retention: From hatch to life end

Available colours:

Printing: Printed or blank

Barcode or QR code: Printed in black (white print on black tags)

Required accessory: Plastag B pliers







Plastag D

ADULT POULTRY

VISUAL ID

Material: Plastic

Application age: Adult poultry

Application method: Plastag B pliers

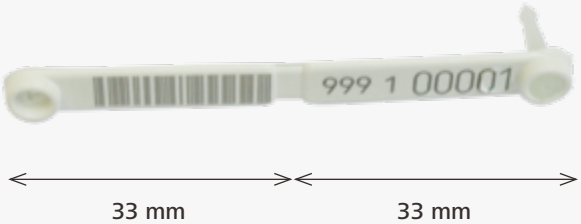
Retention: Lifetime of the bird

Available colours:

Printing: Printed or blank

Barcode or QR code: Printed in black (white print on black tags)

Required accessory: Plastag B pliers







TagFaster

ADULT POULTRY | VISUAL ID

Material: Plastic

Application age: Adult poultry

Application method: Applied with manual or automatic pliers

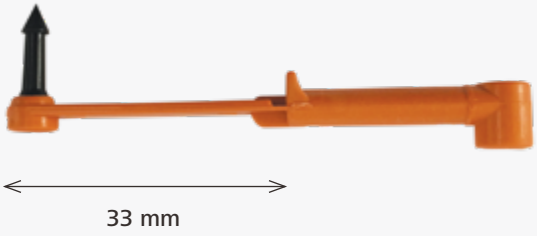
Retention: Lifetime of the bird

Available colours:

Printing: Printed or blank

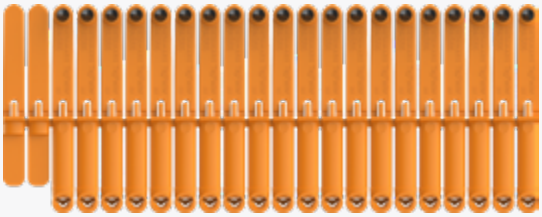
Barcode or QR code: Printed in black

Required accessory: Manual or automatic TagFaster applicator





Strip of **TagFasters**



TagFaster automatic applicator



Wonderband

CHICKEN AND SIMILAR SPECIES | ELECTRONIC ID

Small band with capsule for 3x13 mm transponder (reuseable chip). A smart and flexible solution for early identification.

Material: Plastic

Application age: Day-old

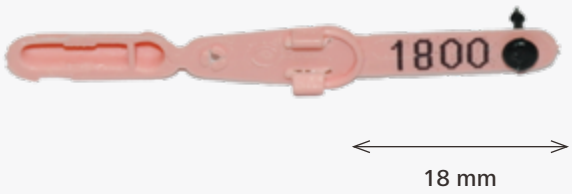
Application method: Manual

Retention: From hatch to life end

Available colours:

Printing: Printed or blank

Required accessory: None





CCC Tag

CHICKEN AND SIMILAR SPECIES | ELECTRONIC ID

Reliable electronic identification from the very first day: electronic wing tag with integrated RFID chip (single use). Printed ID number matches electronic ID for improved traceability.

Material: Plastic

Application age: From hatch to life end

Application method: Manual

Retention: Lifetime

Available colours:

Printing: Printed or blank

Required accessory: None







CCT Offset

TURKEY POULTS AND DUCKLINGS

ELECTRONIC ID

Designed for accurate tracking of poults from hatch: electronic wing tag for poults with integrated RFID chip (single use). Printed ID matches electronic ID for enhanced traceability.

Material: Plastic

Application age: At hatch

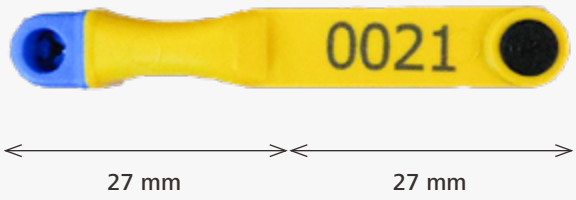
Application method: Applied with pliers

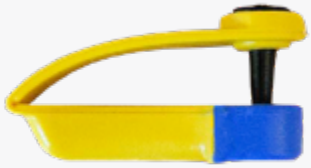
Retention: From hatch to life end

Available colours:

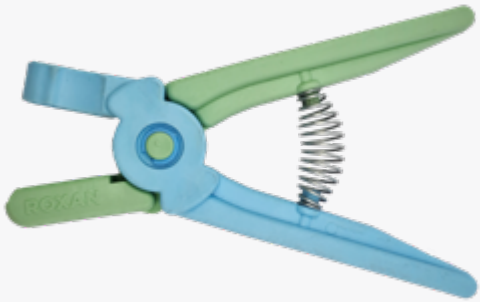
Printing: Printed or blank

Required accessory: CCT pliers





CCT Offset applicator



Anti-pecking



Mini A

PHEASANT BIT

A simple and effective solution for early-stage pecking control: automatic bit without piercing the nasal septum.

Material: Plastic

Application age: From 10 days to 3 weeks

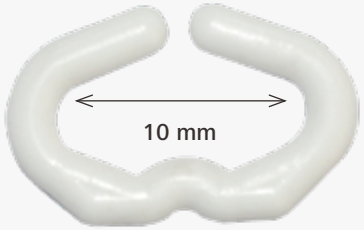
Application method: Automatic with BitFitter system pliers

Retention: Up to 3 weeks

Available colours:

Required accessory: BitFitter pliers size A

Packaged: In bags of 1,000



SKU: 700 2600-065



Standard Fat Size B 15 mm

PHEASANT BIT

A versatile solution for effective pecking control during early growth stages: automatic bit without piercing the nasal septum.

Material: 2 versions soft or hard plastic

Application age: From 3 weeks

Application method: Automatic with pliers

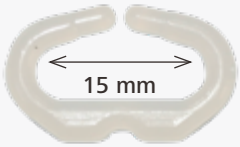
Retention: Up to the age of 6–7 weeks

Available colours for soft version:

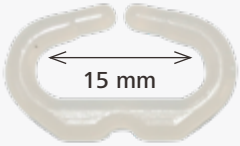
Available colours for hard version:

Required accessory: BitFitter size B or BitBetter pliers

Packaged: In bags of 1,000



Hard
SKU: 700 2600-122



Soft
SKU: 700 2600-577



Maxi C

PHEASANT BIT

Designed to support birds through extended growth periods: automatic bit without piercing the nasal septum.

Material: Plastic

Application age: From 5 to 7 weeks

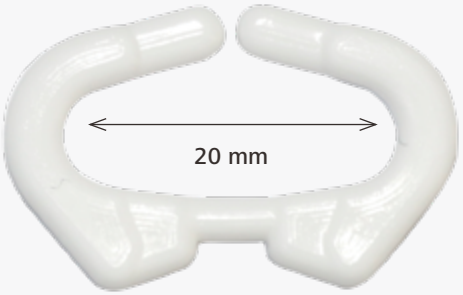
Application method: Automatic with pliers

Retention: Up to 12 weeks

Available colours:

Required accessory: BitFitter C pliers

Packaged: In bags of 1,000



SKU: 700 2600-140



Bumpa Bits

PHEASANT BEAK GUARD

Proven, humane solution to reduce feather pecking in growing birds: automatic beak bit system, no nasal septum piercing.

Material: Plastic

Application age:

- 30 mm: from 7 weeks to release suitable for smaller breeds.
- 35 & 37 mm: from 9 weeks to release.

Application method: Automatic with pliers

Retention: Until release.

Available colours for 30 & 37 mm versions:

Available colours for 35 mm version:

Required accessory: BitFitter D or circlip pliers

Packaged: In bags of 500



NEW MODEL



Clip-on Spex

PHEASANT BEAK GUARD

Quick and easy-to-fit solution for long-term pecking control: spectacles without nasal septum piercing.

Material: Plastic

Application age: From 7 weeks to release

Application method: Manual

Retention: Lifetime

Available colours:

Required accessory: None

Packaged: In bags of 100



Flexi Spex

PHEASANT BEAK GUARD

Proven, humane solution to reduce feather pecking in growing birds: automatic beak bit system, no nasal septum piercing.

Material: Flexible lastic

Application age: From 7 weeks to release

Application method: Manual

Retention: Lifetime

Available colour:

Required accessory: Circlip pliers

Packaged: In bags of 100



ScotBeak

PHEASANT BIT

Innovative and non-intrusive beak solution for pheasants. It prevents pecking and allows pheasants to sheath their beaks. Only mobile beak guard without nasal septum piercing.



Material: Plastic

Application age: From 7 to 8 weeks

Application method: Manual (with applicator ring)

Retention: Lifetime

Available colours:

Required accessory: Applicator ring

Packaged: In bags of 250





BitFitter A applicator

Fast and efficient application system for anti-pecking rings. Faster application with reduced stress for birds.

Suitable for: Size A bits (10 mm)

Loading Capacity: arrows of 50 bits

BitFitter B applicator

The original version of B bit applicator. Enables you to bit 50 birds in a row. Reduces handling time and bird stress.

Suitable for: Size B bits (15 mm)

Loading Capacity: arrows of 50 bits

BitFitter C applicator

Automatic applicator designed for bitting of birds. Ensures quick and efficient application. Reduces handling time and bird stress.

Suitable for: Size C bits (20 mm)

Loading Capacity: arrows of 50 bits



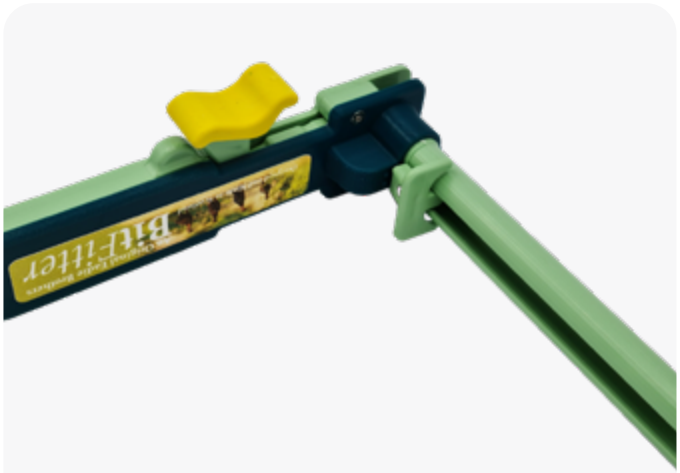
BitBetter

Latest-generation applicator offering enhanced fluidity and efficiency. An upgraded version of the BitFitter B. Enables you to bit 50 birds in a row. Reduces handling time and bird stress.

Suitable for: Size B bits (15 mm)

Loading Capacity: arrows of 50 bits





Bumpa Bits applicator

Automatic applicator for Bumpa Bits.

Loading capacity: Arrows of 34 bumpas.



Game rearing accessories

Game Hooks

Durable and hygienic solution for handling and displaying game birds: strong hooks made from extra-tough nylon.

Key feature: Extra tough nylon, ideal for game bird displays.



Top net clips

Secure and long-lasting fastening solution for aviary netting. Designed to withstand high tension and pressure.

Key feature: High resistance for aviary use





Spring feeder

Simple and efficient feeding solution with adjustable flow control with an adjustable flow feeder valve. To be used with a drum on a tripod.

Key feature:
Controlled feeding in closed aviaries or game repopulation area.

Pack size: 1,000



Pan feeder

Flexible feeding system designed for controlled and consistent distribution with an adjustable flow feeder valve. To be used with a drum on a tripod.

Key feature:
Controlled feeding in aviaries or game repopulation area.



DATAMARS

Livestock™

Jérôme Baudry

(+33) 6 16 84 29 03 jerome.baudry@datamars.fr

datamars.co.uk/game-and-poultry