



## Cutting-Edge New Product

Rapid Tags are the premier, cutting-edge, scannable, mini-ear tags which provide fast and accurate identification for mice and other lab rodents. The 2-D matrix barcode

is easily and instantly scanned with 100% reading accuracy providing millions of different, automated ID codes. Multiple colors allow rapid, secondary visual identification without scanning or disturbing caged animals. Priced well below the cost of RFID microchips, and with benefits and features superior to RFID and manual methods, Rapid Tags are the cost-effective, smart solution for automated laboratory animal identification.

## Innovative Features & Benefits

- Most humane method available; lightweight design
- 100% accurate, automated data collection
- Easy, fast scanning
- Multi-colored for quick, visual ID without scanning
- Secure, virtually indestructible; no ear deformation
- Minimally invasive
- Apply or remove in seconds with only nominal training
- Made from biologically-inert, medical-grade advanced polymers
- Suitable for most strains of mice
- Most cost effective method (reduced study costs)
- MRI and autoclave compatible
- Designed and manufactured in the United States of America

## Superior Technology; Unique Design

Rapid Tag's unique design and innovative, superior technology make them the most cost effective, humane, automated lab animal identification available. Automation eliminates identification errors and provides the easiest and fastest method for data collection compatible with study and colony management software and spreadsheet applications. Rapid Tags have been industry-tested confirming their performance, tolerability and durability.

**Rapid Tags vs. Metal Tags** Rapid Tags are superior to metal ear tags because they can be accurately scanned in seconds with automated data collection. They are more humane and effective because there are no loops to dislodge and no tissue reactions from contact with metal ions. Multi-colored Rapid Tags provide millions of different ID numbers guaranteed to be unique. They also offer quick, visual identification without scanning or disturbing caged animals.

**Rapid Tags vs. RFID** Rapid Tags are a much better value, costing a fraction of RFID chips. Additionally, Rapid Tags use ubiquitous laboratory light scanners instead of costly, custom, RF transmitters and receivers. Rapid Tags do not require anesthesia or specialized training, unlike RFID chips. Rapid Tags are also 100% MRI compatible, unlike RFID chips. Finally, Rapid Tags offer quick, visual identification without scanning or disturbing caged animals.

## Millions of Numbers + 5 COLORS

Rapid Tag's unique design encapsulates a hardened 2-D matrix barcode in a tough, chew-resistant advanced polymer body. The barcode contains an exclusive combination of alpha-numeric digits providing the lab technician with millions of unique ID numbers.

Rapid Tags are ordered and shipped in five colors – 20% of each color. Multi-colored Rapid Tags provide ultra-fast visual identification without disturbing caged animals.

Rapid Tags can be color-matched to computer-generated labels for cage-cards and specimens (see below).

## Rapid, Easy Scanning

Rapid Tag barcodes are easily and instantly scanned and read by the ubiquitous Code CR-1400 scanner (shown) and other popular hand-held or stand-held scanners.

Rapid Tag's industry-standard barcodes have been hardened to resist damage from aggressive, neighboring caged rodents. Getting a 'ping' has never been easier while minimizing or eliminating waiving the scanner (or rodent) back and forth.



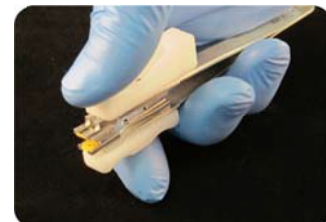
## Rapid Application

**LOAD** Choose a colored Rapid Tag and load it into our specially designed, ergonomic hand-applicator in *seconds*

**SNAP** Apply the Rapid Tag to the rodent's ear with one hand and one snap in *seconds*

**SCAN** The Rapid Tag data is automatically collected in *seconds*

**NEW...** Use our exclusive website application to generate colored-matched labels for cage-cards and specimens in *seconds*.



## Product Comparison Analysis:

	Rapid Tags	RFID	Metal Tags	Ear Notching	Tattooing
Most Humane Method Available	✓				
100% Accurate, Fast Identification	✓	✓			
Automated Data Collection	✓	✓			
Easy To Apply Seconds	✓		✓		
Multi-colored For Quick Visual ID	✓				
Nominal Training Required	✓		✓	✓	
Low Tissue Reactivity	✓			✓	✓
Low Cost Automated Method	✓				
Reduced Study Costs Through Automation	✓	✓			
100% MRI Compatible	✓			✓	✓

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