



PetLink's Digital Information Packet

for Shelter and Rescue Organizations



PetLinkTM

a DATAMARS brand

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Premium Microchips for Rescues and Shelters



SLIM Polymer Microchip

The PetLink SLIM microchips are a smaller microchip that doesn't compromise read distance. Our revolutionary, bio-compatible, polymer chips come preloaded in sterile syringes ready for implantation and are designed for ease-of-use. Our special "No Return Click" syringe offers the added safety of a locking injector, preventing the microchip from being sucked back by the piston.

The needles are easily separated from the syringe for quick sharps disposal.

Each syringe includes corresponding adhesive documentation and record keeping.



Standard Glass Microchip

PetLink Standard microchips come pre-loaded in a sterile syringe designed for maximum ergonomic comfort. The syringe can be used with one hand, leaving you one hand free to calm the animal.

Our special "No Return Click" syringe offers the added safety of a locking injector, preventing the microchip from being sucked back by the piston.

Each syringe includes corresponding adhesive barcode labels to simplify documentation and record keeping.



Value Glass Microchip

PetLink Value microchips come pre-loaded in a sterile, single-use syringe. Each is wrapped and ready for use. Each syringe includes corresponding adhesive barcode labels to simplify documentation and record keeping.

The needles are easily separated from the syringe for quick sharps disposal.

Technical Specifications

Dimensions 0.43" X 0.06"	Frequency 134.2 kHz
Weight 0.001 oz	Memory 64-bit (ISO 11784/5)
Casing Bio-compatible polymer	
Syringe 14-gauge	

Technical Specifications

Dimensions 0.52" X 0.0083"	Syringe 12-gauge
Weight 0.004 oz	Frequency 134.2 kHz
Casing Bio-compatible glass	Memory 64-bit (ISO 11784/5)

Technical Specifications

Dimensions 0.52" X 0.0083"	Syringe 12-gauge
Weight 0.004 oz	Frequency 134.2 kHz
Casing Bio-compatible glass	Memory 64-bit (ISO 11784/5)

PetLink's Universal Scanner Comparison Guide



COMPACT MAX
Universal Pocket-sized Scanner



OMNI MAX
360 Universal Scanner



XTEND MAX
Universal Stick Scanner

Portable	✓	✓	✓
Dimensions	6.29" x 3.14" x 0.78"	10.47" x 5.83" x 1.06"	Read Unit: 8.8" x 4.3" x 1.6" Stick antenna: 27.2" x 5.5"
Weight	6 oz	15.52 oz	Read unit: 11.50 oz Stick antenna: 15.34 oz
Frequency	Universal, scans all prevalent microchips: 134.2 kHz, 125 kHz, 128 kHz (this includes AVID and Trovan microchips)		
Power Supply	Rechargeable Lithium-ion battery	Rechargeable Lithium-ion battery	Rechargeable Lithium-polymer battery
Memory	None	2GB internal memory	2GB internal memory
Communication Interface	None	USB Windows and Mac Compatible with Optional Bluetooth connectivity	USB Windows and Mac Compatible
Read Distance	Up to 4.5"	Up to 7.5"	Up to 9.5"
Languages	English	English	English and Spanish
Accreditation	ISO 11784/5		

Technical specifications are subject to change without notice.

How to Create an Animal Professional Account

Overview:

Your PetLink Animal Professional (AP) Account can be used for numerous tasks. Here are some of our features:

- Mass Import* which allows the enrollment of prepaid PetLink microchips one by one or in bulk
- Transfers of Ownership for newly adopted or returned animals
- Microchip Certificates that may be printed or emailed for/to clients
- Issuing lost or found pet reports
- Guardian feature*

**Explained in detail below.*

Creating an Account:

It's easy to create a free AP Account for your facility. Once complete, you'll be able to use all the benefits of PetLink, as well as the features highlighted above.

1. Go to www.petlink.net.
2. Hover over Register/Login and select "Register Shelter/Rescue" from the dropdown.
3. Fill out the information requested.
4. Click submit.
5. You should receive an email confirmation from petlink@petlink.net when your PetLink account is live* (no more than 2 business days).

**You cannot login until you receive the confirmation email.*

PetLink's Guardian Feature:

Enrolling as a PetLink Animal Professional will automatically list your facility as the guardian for every pet registered through this account. This is something the owner or adopter cannot change after a pet is adopted. As the animal's guardian, your facility is a permanent contact in case the pet is ever reported lost or found. All Guardian alerts will be sent to the email address used to create your account. With the Guardian feature's email alerts, you will receive the pet's microchip number, their name on record, description, their owner, and (if provided) the finding organization's name and phone number. This will ensure that you remain involved in the pet's care and in making decisions on how it is to be treated when they are lost and found.

Mass Import Feature:

PetLink's Mass Import feature is based on a user-friendly Microsoft Excel spreadsheet template where the owner and the pet data are input into one document. This document can be uploaded directly into the PetLink database in bulk. No more mailing or faxing! Mass Import eliminates the need for individual registration and transfer of ownership forms. At PetLink, we are committed to client privacy. Mass Import helps ensure that the owner's contact data remains in secure hands.

Full instructions on using Mass Import can be found and downloaded once you log into your AP Account.

Marketing with PetLink:

Once you have set up an AP Account, you may get started with using the marketing materials available for Animal Professionals to promote the benefits of microchipping pets. Type petlink.marketing into your internet search bar. On the main page, you'll see content for social media, posters, and instructional videos. Click "Submit Order" to order posters, data sheets, and microchip guides.

The Guardian Feature and Trackback

The Guardian Feature:

PetLink offers a unique Guardian Feature for our shelter and rescue clients. This feature is only available when you enroll any PetLink prepaid chip option for your clients in your PetLink shelter/professional portal or via one of our many software partners.

The Guardian Feature goes beyond the microchip tracking back to your organization. This feature alerts you and their registered owner via email if any of your animals are reported as lost and/or found. It keeps you in-the-know for all your former shelter pets.

Trackback:

All PetLink microchips that are purchased by your organization are permanently tracked back to your organization through a LOT#. It is the most reputable record keeping system for PetLink to identify who we sold chips to. The LOT# on the side of each box is assigned to your organization at the time the product is shipped from our warehouse.

Tracking back microchips to your organization allows us to share your organization's information to other professionals who contact PetLink regarding lost pets who may not have been registered in an online database.

Trackback is a fail-safe that your organization will always remain connected to your purchased microchips. If you purchase from a distributor and not direct sales, there is an extra layer of tracking necessary to find the original purchasing agency or organization.

PetLink in Your Pocket: The PetLink Pro App

The PetLink Pro app is for U.S. and Canadian Animal Professionals (ACOs and Shelter staff) to use in the field. When Animal Professionals find a lost pet, they can use PetLink Pro on their phones to look up owner details via the pet's microchip number and submit a found pet report to PetLink. PetLink will contact the owner to let them know their pet has been found and set up reunification.

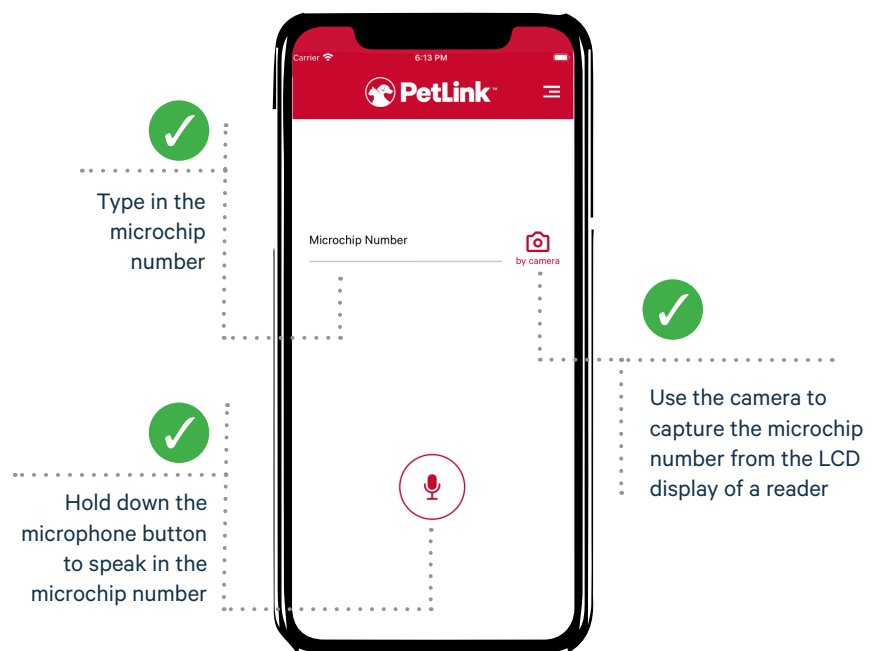
You can put the microchip number into PetLink Pro on your phone by keypad or speak the number in. You can also use the camera to capture the microchip number from the LCD display of a microchip reader. Using the camera makes it much faster to transfer the 9- or 15-digit microchip number from the chip reader to the search function of PetLink. It also reduces typing errors. PetLink Pro will search for owner details first in PetLink, then in PetLink's Backtrack system and finally in the AAHA Pet microchip look up tool.

PetLink Pro will help save the lives of lost animals. The quicker a pet is returned to their owner, the greater their chance of survival. PetLink Pro allows US Animal Professionals in the field to contact the owners of lost pets as soon as they have read the pet's microchip number. There is no need to call PetLink, no need to use a computer to look up details.

Animal Professionals can use PetLink Pro to submit a found pet report to PetLink in 4 easy clicks. PetLink will then notify owners via SMS, phone and email, that their pet has been found and organize reunification. If a lost pet is found by an Animal Professional and that pet is registered in PetLink, then PetLink Pro will show a photo of the pet, if available, to confirm identification. PetLink Pro will also show medical details, if available, for the pet, for example if a dog is diabetic and needs regular insulin, this information will be clearly shown. This will be beneficial for the health of all lost pets.

Use PetLink Pro in the field to search for owner details in:

- ✓ PetLink
- ✓ Trackback
- ✓ AAHA Pet microchip look up



Introductory Packages for New Clients

Premium Registration

Package A:

- ✓ 25 Premium Lifetime SLIM Chips
- ✓ 1 Compact Universal Scanner

\$380

Package B:

- ✓ 100 Premium Lifetime SLIM Chips
- ✓ 2 Compact Universal Scanners

\$925



Package A:

- ✓ 25 Basic Lifetime SLIM Chips
- ✓ 1 Compact Universal Scanner

\$329

Package B:

- ✓ 100 Basic Lifetime SLIM Chips
- ✓ 2 Compact Universal Scanners

\$849



Non-Prepaid Registration

Package A:

- ✓ 100 Non-Prepaid SLIM Chips
- ✓ 1 Compact Universal Scanner

\$599

Package B:

- ✓ 100 Non-Prepaid **Value** Chips
- ✓ 1 Compact Universal Scanners

\$525



Want to Get Started? How to Contact PetLink

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