



## **DATAMARS acquires Temple Tag Inc.**

**Temple Texas, USA and Lugano, Switzerland, 18<sup>th</sup> August 2012, ---**

Datamars SA ("Datamars"), a leading global supplier of high performance RFID-based solutions, is pleased to announce the acquisition of Temple Tag Inc. ("Temple Tag"). Based in Temple, Texas, Temple Tag has been a leading supplier of livestock identification solutions to the North American market for more than 50 years; it develops, manufactures and markets its products in the US.

Temple Tag will continue to focus on the North American market under its own brand and local management and to serve its customers as a US based company with its proven and innovative product portfolio.

*"The acquisition of Temple Tag positions Datamars as a leading local player in one of the most important livestock markets globally," said Klaus Ackerstaff, CEO of Datamars. "This acquisition builds on our leading US market presence in both Companion Animal and Rental Textile identification. I am very excited to work with the management of Temple Tag and support them in growing the business further in the future".*

*"We identified Datamars as the best international partner to grow the company in the future," said Roger Hinds, chairman and former owner of Temple Tag. "I am excited to continue to be working with the team in Temple and to be supporting Datamars in the future for the benefit not only for the company, but for our customers here in the US".*

*"Datamars is an ideal partner for Temple Tag because they have no overlap with our business, but can support us with their know-how and production capacity especially in electronic identification components to Temple Tag," said Bill McCoy, President of Temple Tag.*

The company, management, personnel, production as well as the brand will remain unchanged and Temple Tag will co-exist with Datamars Inc. (Boston), which will continue to serve the Companion Animal and Rental Textile markets in the US and Canada

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### **About Datamars**

Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the textile and animal identification markets. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. As an RFID manufacturing company, Datamars works with strong partners and has developed a worldwide distribution network in each of its target markets. Datamars employs around 350 employees globally with offices in Europe, Asia, and the Americas.

**About Temple Tag**

Temple Tag is a leading US supplier of livestock identification products and solutions. The company has developed a broad range of identification products, visual and based on RFID transponders. Temple Tag has a fully integrated production facility in Texas and serves clients in the US, Canada and Mexico. Temple Tag has developed a complete set of identification products for cattle in feedlots, dairies and all other cattle markets as well as for other livestock animals. The majority of the feedlots in the US trust Temple Tag as their supplier since several decades.

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