

Official News

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Datamars Announces New Branding: Focus on Integrated Solutions for Customers.

New brand underlines commitment to broad portfolio of purpose-built solutions for improving lives and businesses.

Datamars, a leader in delivering intelligent tracking, identification and livestock management solutions, has announced the introduction of new corporate branding to better reflect its purpose: solving customers' challenges and improving the lives of animals and people.

Datamars has experienced significant organic growth from customers who rely on its trusted product portfolio to grow and manage their businesses. This integrated portfolio represents 27 product brands and over 400 years of accumulated knowledge from serving these customers.

Datamars has also grown significantly by strategically acquiring and integrating market-leading brands into its product portfolio, such as:

- Simcro – a world-renowned innovator in animal health delivery systems, providing solutions to help customers easily and accurately administer vaccines and other medications.
- Tru-Test – A global leader in agri-technology products and livestock tools for intelligent information gathering and livestock management.

As the company embarks upon an expanded effort integrate its product offerings and global reach, Datamars new corporate brand has been developed to better unify the product brands and empower employees to work across the organization and deliver integrated solutions for companion animals and their families, livestock business owners and textile services companies.

Datamars leadership in the industry is the result of its passion for understanding technology and how it can be used to benefit its customers. Datamars active participation in global standards-making organizations reflects its industry leadership and commitment to its purpose. The new acquisitions and branding will strengthen Datamars' participation in these industries served and position the company for greater growth and success under the new Datamars brand.

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