

News

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Petkey finds international success with CoreRFID

A US company that helps to reunite owners with their lost pets has chosen CoreRFID to provide internationally recognised animal tagging technology. CoreRFID will supply ISO compatible radio frequency identification (RFID) tags to the Wixom, Michigan based organisation, allowing them to meet the demand for pet owners throughout North America.

Petkey LLC is a sister company to HelpmefindMYPET LLC who operates a lost and found animal service online at www.helpmefindmypet.com. Petkey will purchase the ISO chips from CoreRFID and distribute to their clients providing the membership information to HelpmefindMYPET for enrolment. The service supports a network of local pet communities and search facilities that allow an owner to search within a defined geographical area in USA, Canada, or Mexico. As part of this the HelpmefindMYPET services use a variety of identifiers to recover missing pets including their revolutionary mass pet alert system. The internationally recognised microchip, which CoreRFID will supply, is a key element in the process of identifying pets safely and efficiently. The HelpmefindMYPET service encourages the use of RFID tags injected into pets, so that found animals can be quickly identified.

HelpmefindMYPET estimates that, last year, just over 6 million dogs and cats were separated from their homes in North America. Unfortunately, less than 2% of cats and less than 15% of dogs were returned. The service helps to address this by not only providing a database of missing pets but by actively involving complete pet communities in a locality – veterinary surgeons, grooming parlours, kennels, breed association and other registered owners – in the search for the pet. The community based approach, coordinated through their web site and call centre, has allowed HelpmefindMYPET to become North America's largest companion animal re-unification network.

Animal tagging in Canada and Mexico uses the international standard chip conforming to ISO11784/85 also used in the UK and Europe although in the USA a different standard has been used. Now, increasingly, Petkey's clients such as veterinarians, municipalities and state governments are specifying the use of the ISO specification.

To meet this need, Petkey contacted RFID specialist CoreRFID to provide the ISO compatible electronic tags and has entered into a frame agreement with CoreRFID to meet their needs for ISO animal tags. Nick Acosta, President of HelpmefindMYPET, said, "CoreRFID has helped us by providing a reliable supply channel for these tags which are an important part of the way we can support pet owning communities right across North America."

About CoreRFID Ltd.

CoreRFID, based in Warrington, UK, is a specialist solution integrator and distributor for RFID applications and technology. CoreRFID develops and implements RFID solutions across construction, healthcare, transport, facilities management, government and high-value manufacturing. The company has delivered applications for asset management, health and safety monitoring, pick and pack manufacturing and plant maintenance.

CoreRFID's has capabilities in RFID technology selection, mobile computing platforms and solution design, development and deployment, working in conjunction with major clients and integrating where necessary with existing back office systems. CoreRFID also operates a web shop outlet and distribution facility.

For more information, visit: www.corerfid.com , our on-line shop at www.rfidshop.com or our animal tagging solutions area at <http://www.corerfid.com/solutions/IndustrySolutions/IndustryAnimals.aspx> .

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About Petkey.

Petkey the sister company to HelpmefindMYPET, LLC and Dogstar Productions, LLC, distribute animal tagging products to veterinarians, municipal authorities, state governments and other bodies. HelpmefindMYPET is the leading provider of community based pet reunification services in North America. Dogstar Productions provides a behaviour and training call centre to members across North America. All three companies are based in Wixom, Michigan. Their services cover USA, Canada and Mexico.

For more information, visit: www.helpmefindmypet.com.