

Leader Products NZ New E-Commerce Platform

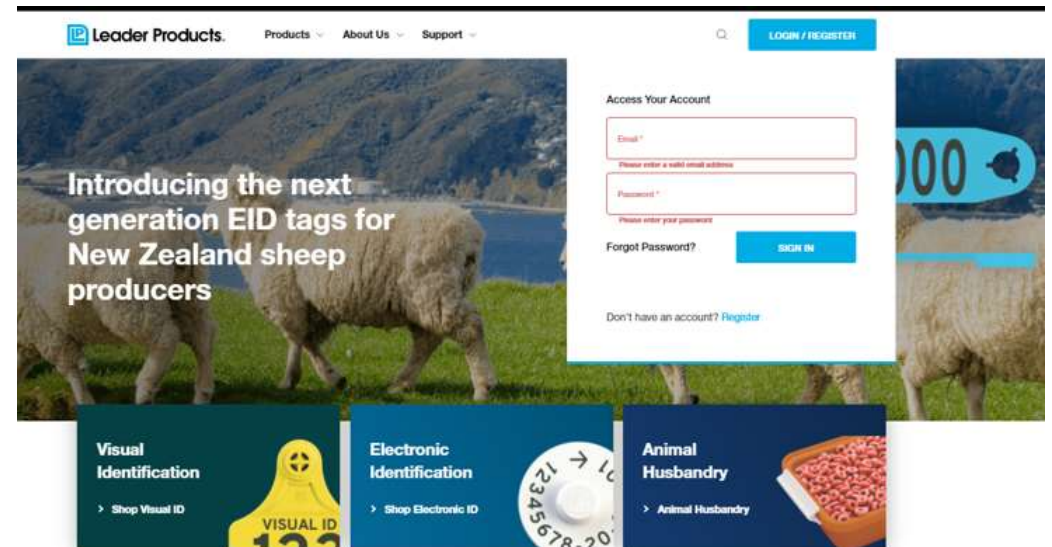
February 2021

Introduction - NZDFA

- Welcome. We are now operational with our new Website & Ecommerce platform.
- What does this mean? You now have the ability to easily order all of your Leader Products tags online. Yes, we will still process orders via phone for those who wish to do it that way, but we hope that most will start using the website.
- With our long association with the NZDFA, we are pleased to offer all members a **15% discount** across all our tag products. When ordering on the website, this discount can be redeemed via entering the following **Coupon Code - CNZ1206574**

Registration

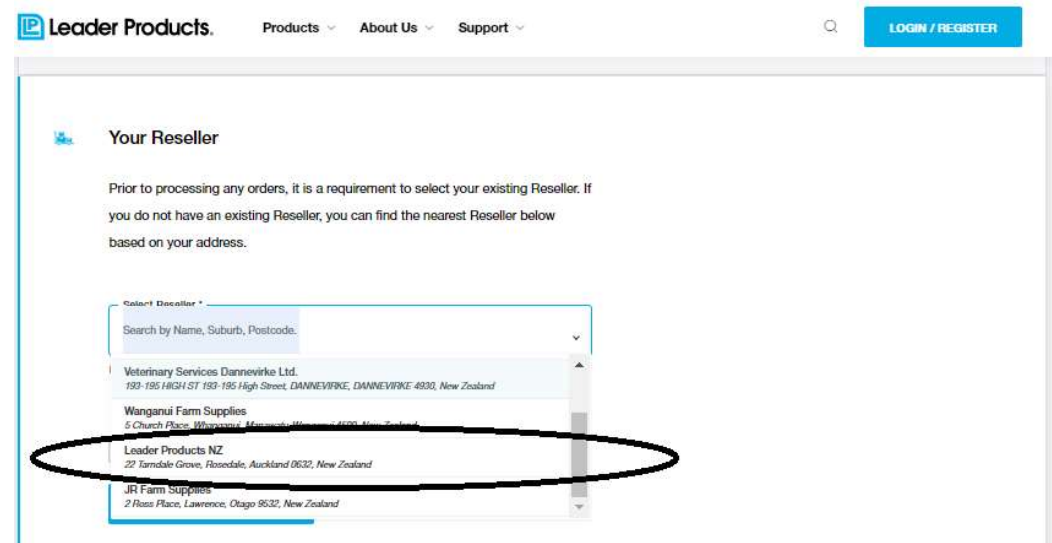
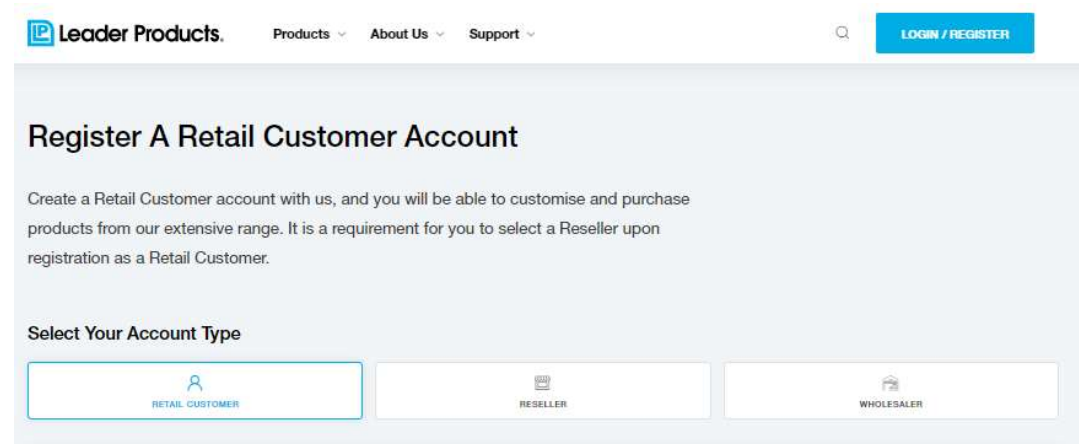
- Visit www.leaderproducts.com to begin the registration process.
- Click on the blue button **Login/Register** & down the button you the words **Register** to click on & follow the registration process.



Revolutionising the World's Livestock Identification Industry

Registration

- Select Account Type **Retail Customer**, then fill in all your account information requested.
- Further down the registration page you will be asked to choose your preferred reseller, please select the **Leader Products NZ** option here.



Registration

- Once you have filled in all your information & submitted via clicking the **Complete Registration** button, you will then receive an email to congratulate you on successfully creating an account.
- You are now ready to proceed & order the products that you need. Our products are grouped under the following categories Electronic Identification, Visual Identification, ID Accessories & Animal Husbandry. You can also use the search function to locate your required product.

Retail Customer Account Created



Leader No Reply

To [Redacted]

↩ Reply

↩ Reply All

→ Forward

Tue 26/01/2021 11:



PRODUCTS

ABOUT US

SUPPORT

CONTACT

Congratulations!







Your customer account has been successfully created. You can now browse and design selected livestock ID tags available in your region. Our vast product range also includes electronic identification tags and animal husbandry products.


[Click here](#) to view our product ranges online.



Electronic Identification









Electronic Identification


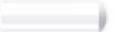




HOME / PRODUCTS / ELECTRONIC IDENTIFICATION

FILTER:      

SORT BY:  Default

LIST STYLE:  

 NBEENCMB8 NAIT Enviro Cattle Birth ID From NZD 3.45	 NREENCMB8 NAIT Enviro Cattle Replacement ID From NZD 3.45	 NBELTCMB8 NAIT Leadertronic Cattle Birth ID From NZD 3.78	 NRELTTCMB8 NAIT Leadertronic Cattle Replacement ID From NZD 3.78
 NBEENDMB6 NAIT Enviro Deer Birth ID From NZD 3.45	 NREENDMB6 NAIT Enviro Deer Replacement ID From NZD 3.45	 NBELTDMB6 NAIT Leadertronic Deer Birth ID From NZD 3.78	 NRELTDMB6 NAIT Leadertronic Deer Replacement ID From NZD 3.78

 EENC8 Enviro From NZD 3.62	 EBLC HDX Cattle Bolus NZD 4.48	 EMPS7 Multipin Sheep From NZD 2.41	 ELTC6 Leadertronic From NZD 3.96
 EJBS11 Jumbo EID From NZD 2.15	 EBLS HDX Sheep Bolus NZD 3.21		

Visual Identification









Visual Identification









HOME / PRODUCTS / VISUAL IDENTIFICATION

FILTER: CATTLE SHEEP PIG DEER GOAT NAIT

SORT BY: Default

LIST STYLE: Grid List

 <p>2PSM7 Super Maxi Female</p> <p>From NZD 1.12</p>	 <p>2PMX6 Maxi Female</p> <p>From NZD 1.07</p>	 <p>2PL5 Large Female</p> <p>From NZD 0.88</p>	 <p>2PS6 Small Female</p> <p>From NZD 0.72</p>
 <p>TF27 Tamper Proof Female 2</p> <p>From NZD 0.85</p>	 <p>2PM19 Mini Female</p> <p>From NZD 0.64</p>	 <p>FB7 Button Female</p> <p>From NZD 0.51</p>	 <p>FTO11 Feedlot Tag One Piece</p> <p>From NZD 0.72</p>

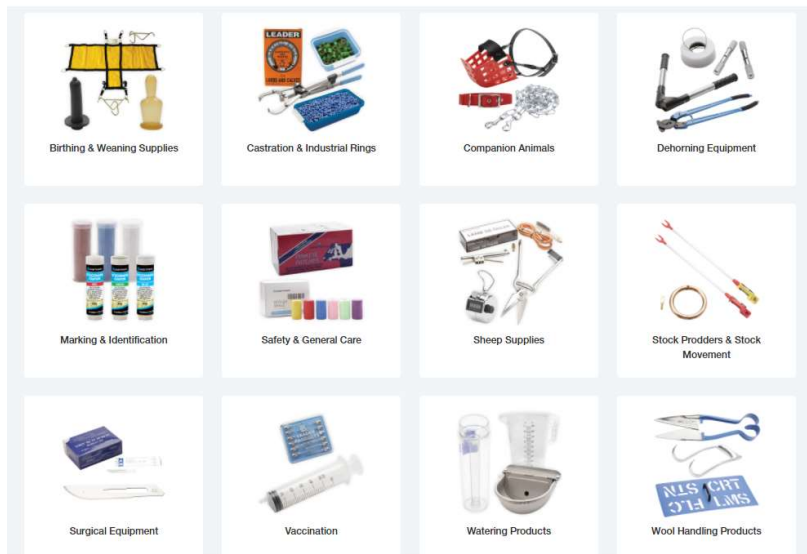
 <p>FT4 Feedlot Tag</p> <p>From NZD 0.64</p>	 <p>CT10 Cow Tag</p> <p>From NZD 1.12</p>	 <p>CAT7 Calf Tag</p> <p>From NZD 0.93</p>	 <p>MXM1 Maxi Male</p> <p>From NZD 1.07</p>
 <p>ML11 Large Male</p> <p>From NZD 0.88</p>	 <p>MS2 Small Male</p> <p>From NZD 0.72</p>	 <p>M27 Male 2</p> <p>From NZD 0.85</p>	 <p>MM3 Mini Male</p> <p>From NZD 0.64</p>


Animal Husbandry Range

- For our Animal Husbandry Range and ID accessories we have generated a standard shopping cart feature which easily shows you which products are in stock and available for purchase, simply select and add to cart.

Animal Husbandry

[HOME](#) / [PRODUCTS](#) / ANIMAL HUSBANDRY






Marking Rings 2000 Pack Blue

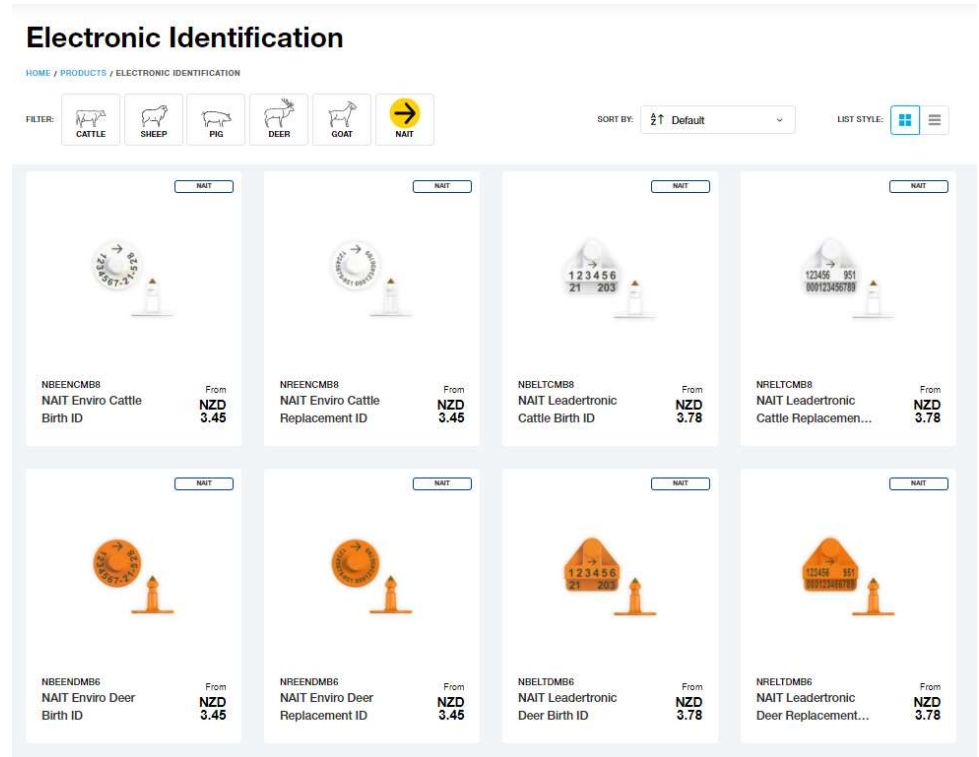
These pure latex standard marking rings contain no fillings to ensure positive, germ-free marking and are used for the castration of lambs and calves. When used for the castration of animals, please consult with your local veterinary practice before use. Applied using the Applicator Marking Rings Metal or Applicator Marking Rings Plastic.

[PRINT](#)

NAME	UNIT PRICE	PRICE	
 MR2000NZB Marking Rings 2000 Pack Blue VIEW DETAILS			<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;">-</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 0 5px;">1</div> <div style="margin-left: 5px;">+</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> NZD 64.40 NZD 64.40 </div> <div style="text-align: right; font-size: 0.8em; margin-top: 5px;">* Min. Order Quantity: 1</div> <div style="text-align: right; margin-top: 5px;"> ADD TO CART </div>

Ordering NAIT Devices

- Ordering NAIT devices has never been made so easy for resellers, you simply select your product whether it be:
- Deer Birth
- Deer Replacement
- Cattle Birth
- Cattle Replacement

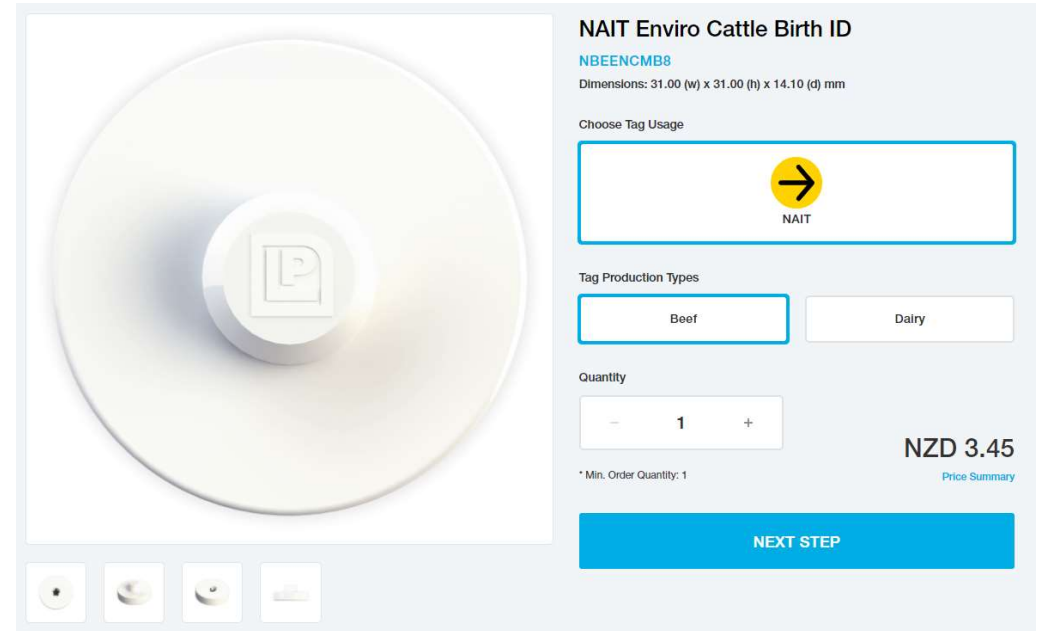


The screenshot shows the 'Electronic Identification' product page. At the top, there is a navigation bar with 'HOME / PRODUCTS / ELECTRONIC IDENTIFICATION'. Below this is a filter section with icons for CATTLE, SHEEP, PIG, DEER, GOAT, and NAIT (highlighted with a yellow arrow). To the right of the filters are 'SORT BY: Default' and 'LIST STYLE' options. The main content area displays eight product cards in a 2x4 grid. The top row features cattle-related products, and the bottom row features deer-related products. Each card includes a product image, a 'NAIT' label, a product name, and a price starting from NZD.

Product Name	Price (From NZD)
NBEENCMB8 NAIT Enviro Cattle Birth ID	3.45
NREENCMB8 NAIT Enviro Cattle Replacement ID	3.45
NBELTCMB8 NAIT Leadertronic Cattle Birth ID	3.78
NRELTTCMB8 NAIT Leadertronic Cattle Replacement...	3.78
NBEENDMB6 NAIT Enviro Deer Birth ID	3.45
NREENDMB6 NAIT Enviro Deer Replacement ID	3.45
NBELTDMB6 NAIT Leadertronic Deer Birth ID	3.78
NRELTDMB6 NAIT Leadertronic Deer Replacement...	3.78

Ordering NAIT Devices

- If Cattle Birth tag is your device choice, it is a few easy steps to order the product.
- Click on Beef or Dairy
- Enter the quantity you require
- Click Next Step
- Same process for Deer NAIT tags



NAIT Enviro Cattle Birth ID
NBEENCMB8
Dimensions: 31.00 (w) x 31.00 (h) x 14.10 (d) mm

Choose Tag Usage

→
NAIT

Tag Production Types

Beef Dairy

Quantity

- 1 +

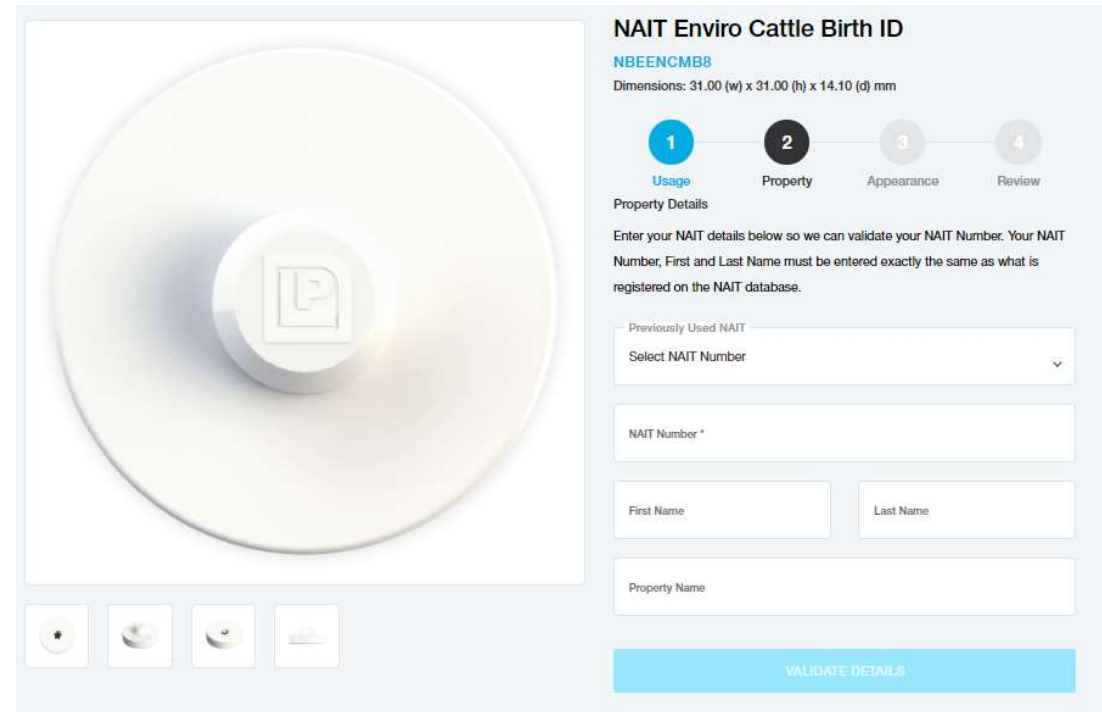
NZD 3.45
Price Summary

*Min. Order Quantity: 1

NEXT STEP

Ordering NAIT Devices

- Once you have selected species of choice it is a few easy steps to order the product.
- Enter the NAIT Number
- Enter First and Last Name
- Click Validate Details



NAIT Enviro Cattle Birth ID
NBEENCMB8
Dimensions: 31.00 (w) x 31.00 (h) x 14.10 (d) mm

1 Usage 2 Property 3 Appearance 4 Review

Property Details

Enter your NAIT details below so we can validate your NAIT Number. Your NAIT Number, First and Last Name must be entered exactly the same as what is registered on the NAIT database.

Previously Used NAIT
Select NAIT Number

NAIT Number *


First Name Last Name

Property Name

VALIDATE DETAILS

Ordering NAIT Devices

HOME / PRODUCTS / ELECTRONIC IDENTIFICATION / NAIT ENVIRO CATTLE BIRTH



NAIT Enviro Cattle Birth
NBEENCMB8
Dimensions: 31.00 (w) x 31.00 (h) x 14.10 (d) mm

1 Usage 2 Property 3 Appearance 4 Review

Property Details

Enter your NAIT details below so we can validate your NAIT Number. Your NAIT Number, First and Last Name must be entered exactly the same as what is registered on the NAIT database.

Previously Used NAIT
12345984

NAIT Number *
12345984

First Name
Farmer

Last Name
Leader

Property Name
aa1

Use Participant Code

Year This is a duplicate tag order

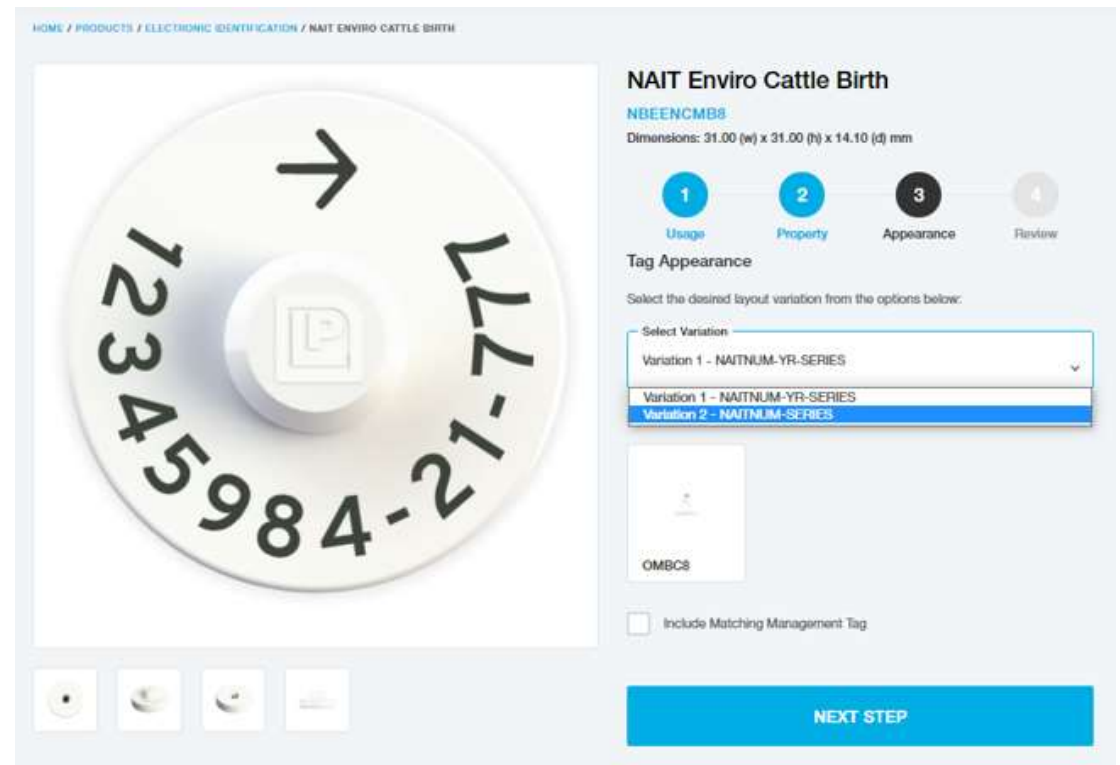
Starting Number * Custom List

NEXT STEP

- We have fully integrated our system with the NAIT database to ensure the process is very easy for you.
- Once the NAIT Number and Name details are validated you simply enter the year and starting sequence number

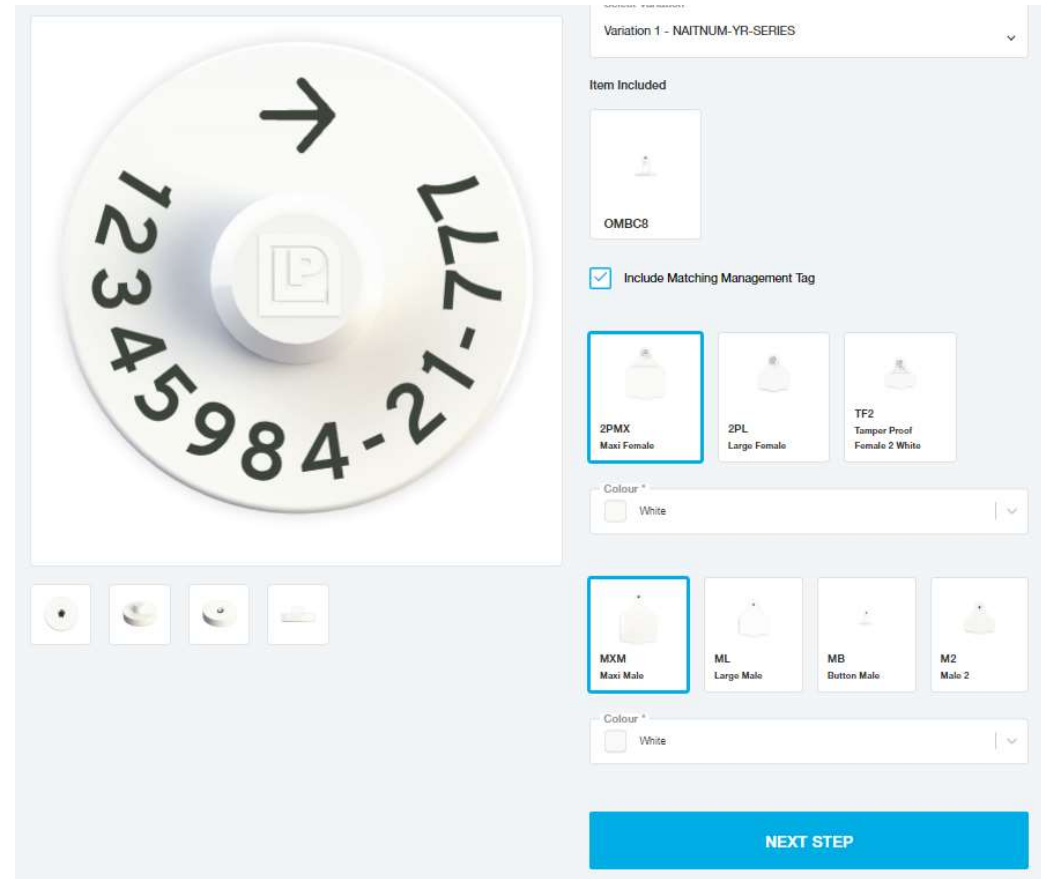
Ordering NAIT Devices

- The tag image will then show the NAIT number, Year and Sequence Number exactly how they will be printed.
- There also an option to select not to show the year and to include Matching Management Visual Tags.



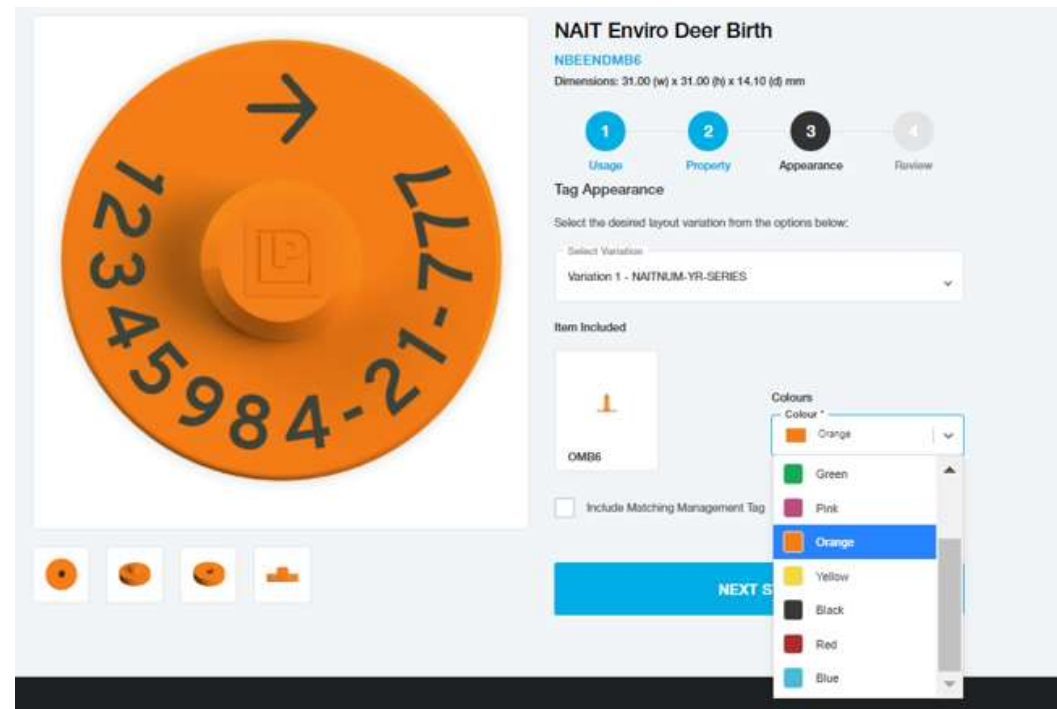
Ordering NAIT Devices

- If Matching Management Tags are selected, you then have the flexibility to choose the Female and Male Visual Tag size plus the colour of your choice.
- The Matching Management tags will then be printed with the same NAIT Number, Year & Sequence



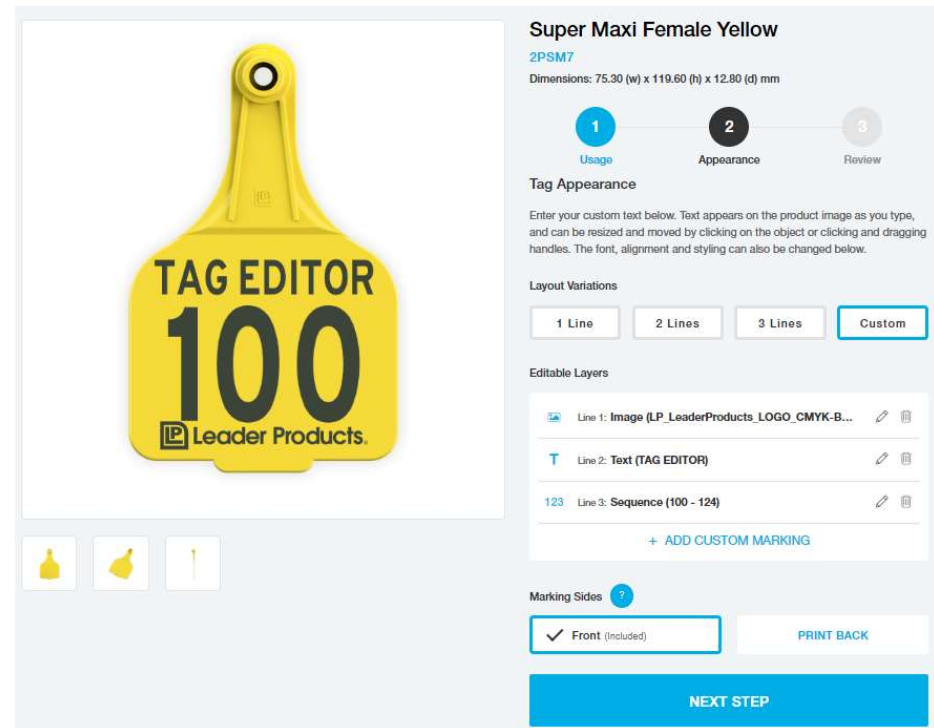
Ordering NAIT Devices

- For NAIT Deer tags the process is exactly the same as cattle, but you have the added option of changing the colour of the Male Button in one easy step. All colour options available, except white.



Visual Identification

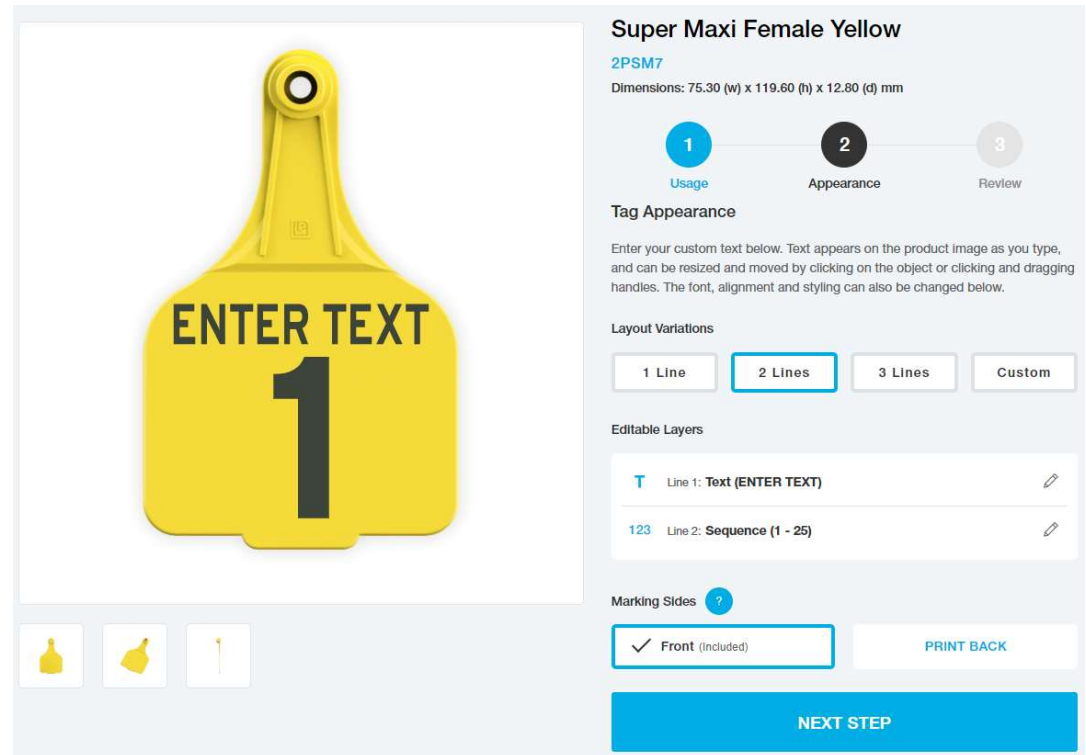
- We provide full visual representation so you can see exactly what they are going to get.
- We have included some unique features to our Visual Identification range as well.
- Our tag editor that allows you to order exactly what you want/need. It is fully customisable, the visual representation you see on the screen is exactly what you will get as we send directly from your order to the lasers.



Tag Editor

- Your staff have the ability to choose from
- One line
- Two line
- Three line
- Custom

Hot Foil Print options are more limited than the Laser Print, please get in touch for more detail on this.




The screenshot shows the 'Tag Editor' interface for a 'Super Maxi Female Yellow' tag (model 2PSM7). The tag dimensions are 75.30 (w) x 119.60 (h) x 12.80 (d) mm. The interface is divided into three steps: 1. Usage, 2. Appearance, and 3. Review. The 'Appearance' step is active, showing a preview of the tag with the text 'ENTER TEXT' and a large number '1'. Below the preview are three icons representing different tag shapes. The right-hand panel contains the following sections:

- Tag Appearance:** A text input field for custom text, with instructions: 'Enter your custom text below. Text appears on the product image as you type, and can be resized and moved by clicking on the object or clicking and dragging handles. The font, alignment and styling can also be changed below.'
- Layout Variations:** Four buttons: '1 Line', '2 Lines' (selected), '3 Lines', and 'Custom'.
- Editable Layers:** A list of layers with edit icons. Line 1 is 'Text (ENTER TEXT)' and Line 2 is 'Sequence (1 - 25)'.
- Marking Sides:** A section with a question mark icon and a 'Front (Included)' checkbox checked. A 'PRINT BACK' button is also present.
- Next Step:** A large blue button labeled 'NEXT STEP'.

Tag Editor

- All Visual Identification products are fully customisable, you can include,
- Text
- Numbers
- Barcodes
- Logos
- Lists



Super Maxi Female Yellow
2PSM7
Dimensions: 75.30 (w) x 119.60 (h) x 12.80 (d) mm

1 Usage 2 Appearance 3 Review

Tag Appearance
Enter your custom text below. Text appears on the product image as you type, and can be resized and moved by clicking on the object or clicking and dragging handles. The font, alignment and styling can also be changed below.

Layout Variations
1 Line 2 Lines 3 Lines **Custom**

Editable Layers

Image (LP_LeaderProducts_LOGO_CMYK-B...	✎	🗑
Text (TAG EDITOR)	✎	🗑
Sequence (100 - 124)	✎	🗑
Code (QR Code (HELLO))	✎	🗑

+ ADD CUSTOM MARKING

Marking Sides ?
 Front (Included) Back (Optional) 🗑

NEXT STEP

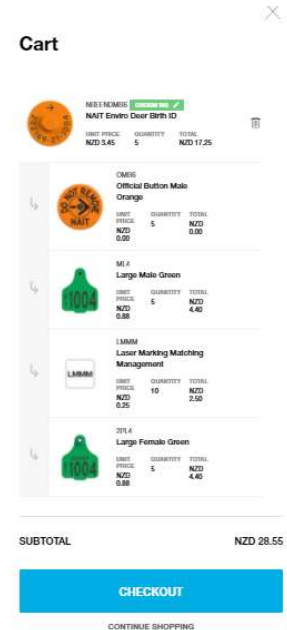
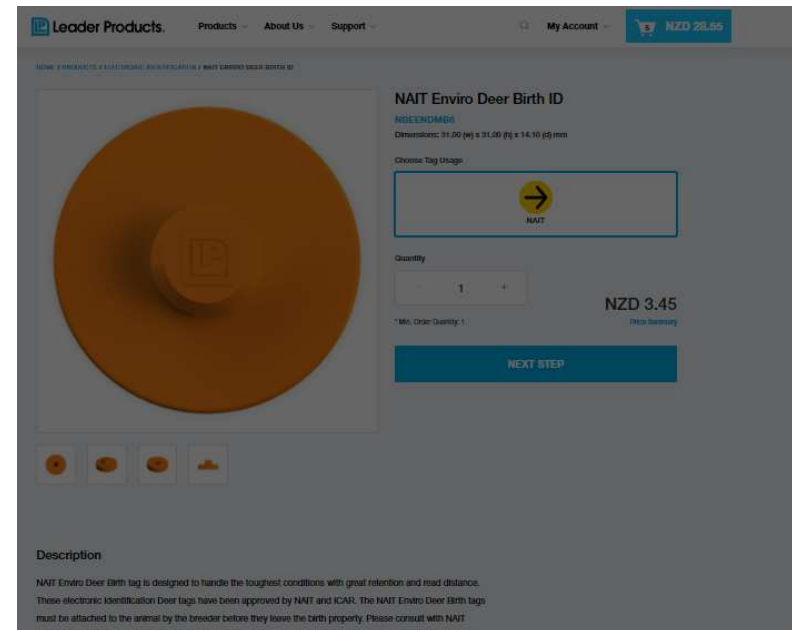
What you see is what you get! Using our BMT technology

- These features are available across our entire product range and it is important to remember that “what you see is what you get” when ordering.
- With our unique Browser to Mark Technology (BMT) we are providing the customer the ability to get exactly what they have ordered.



Tag Ordering

- Once you have followed the tag order process through & have added these to the cart, you can then review your order in the cart by clicking the blue button in the top right-hand corner.
- Once you have completed your order, view your cart & check your order before proceeding to check out.
- **For all new Leader Products tag customers, if you are buying 50 or more NAIT tags, we will provide you with a free applicator. Please make note of this on your order.**



Tag Ordering

- Once in Checkout you have another opportunity to review your order before proceeding to payment.
- Once in the final **Delivery & Payment** page, you can review your account info & delivery address, which can be changed if required.
- You are provided with two payment options Credit Card & Charge Account (if you hold an account with us).
- Input your NZDFA discount code to claim your member's discount. A PO# (# or name) must also be included to complete the payment.
- Place here to include any additional order or delivery notes.

Payment Method



Name On Card *

Card Details

Card number

MM / YY

Save This Card



Discount Code

Discount Code **CNZ1206574**

Purchase Order Number

Purchase Order Number *

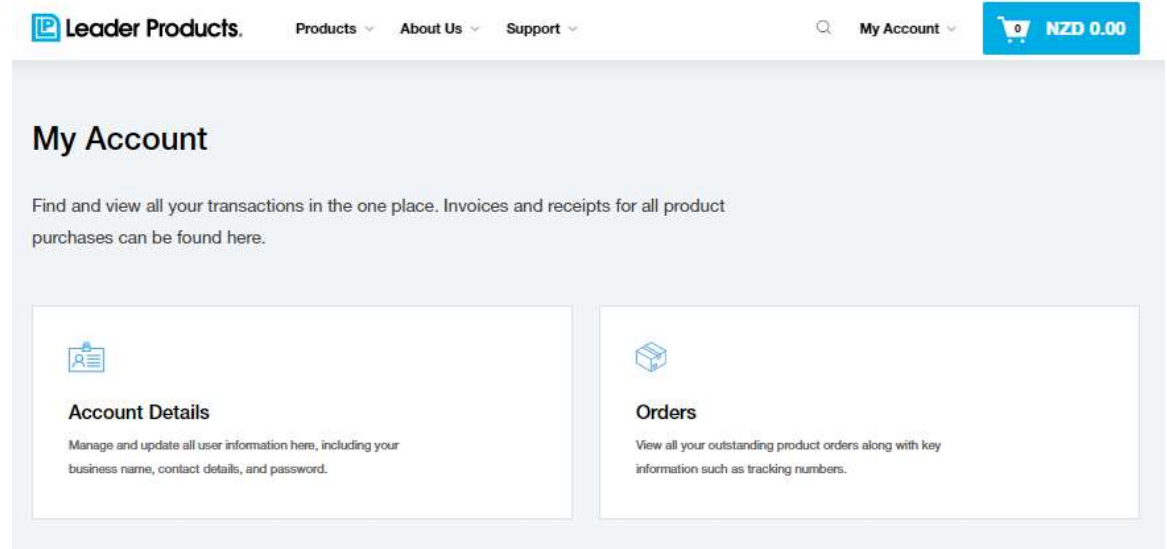
Summary

Your Products	NZD 28.55
Freight / Handling	NZD 0.94
<hr/>	
TOTAL	NZD 29.49
Included GST	NZD 3.85

PROCESS PAYMENT

My Account

- Under **My Account** you have the ability to view & update your account details.
- This is also the place where you can see all the orders you have placed & track the orders through production & delivery.



The screenshot shows the 'My Account' page of the Leader Products website. The navigation bar at the top includes the Leader Products logo, 'Products', 'About Us', and 'Support' menus, a search icon, a 'My Account' dropdown, and a shopping cart icon showing 'NZD 0.00'. The main content area is titled 'My Account' and contains a sub-header: 'Find and view all your transactions in the one place. Invoices and receipts for all product purchases can be found here.' Below this are two main sections: 'Account Details' with a user icon and a description 'Manage and update all user information here, including your business name, contact details, and password.', and 'Orders' with a box icon and a description 'View all your outstanding product orders along with key information such as tracking numbers.'

Website Ordering Benefits

1. The order process is very straight forward & easy.
2. Greatly improves order accuracy
3. NAIT Number Validation and Tag Reservations automatically
4. Freight pricing shown at point of order
5. Full order traceability
6. Drive overall efficiencies through the whole value chain

**100% Retention Guarantee on all our tag products
(You lose & we replace)**

- Thank you for taking the time to review our exciting new e-commerce platform we look forward to having you as valuable customer for many years to come.

WWW.LEADERPRODUCTS.COM