Leader Products

Leader Products NZ
New E-Commerce Platform

February 2021

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since 1948

Leader Products

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**

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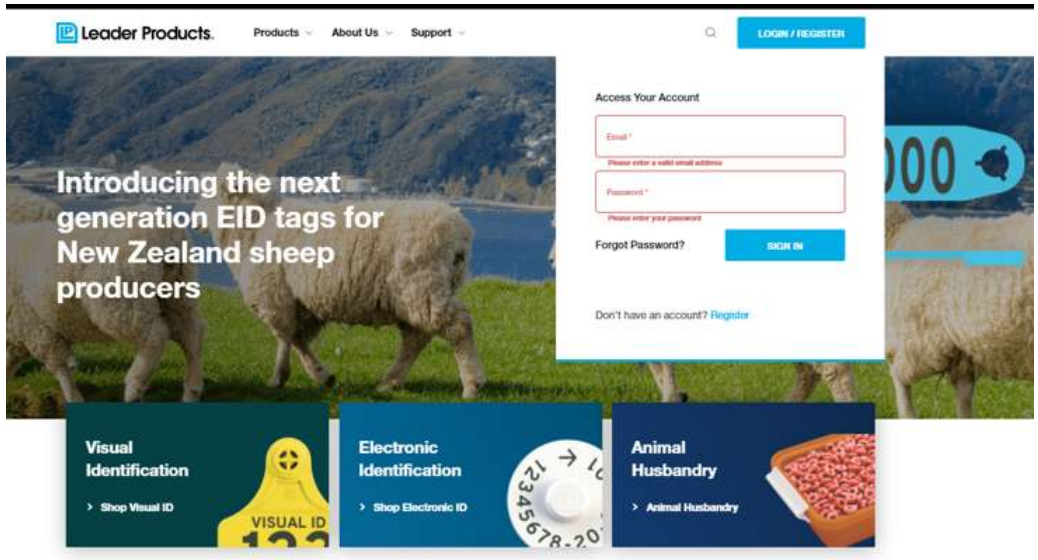
Registration

- 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

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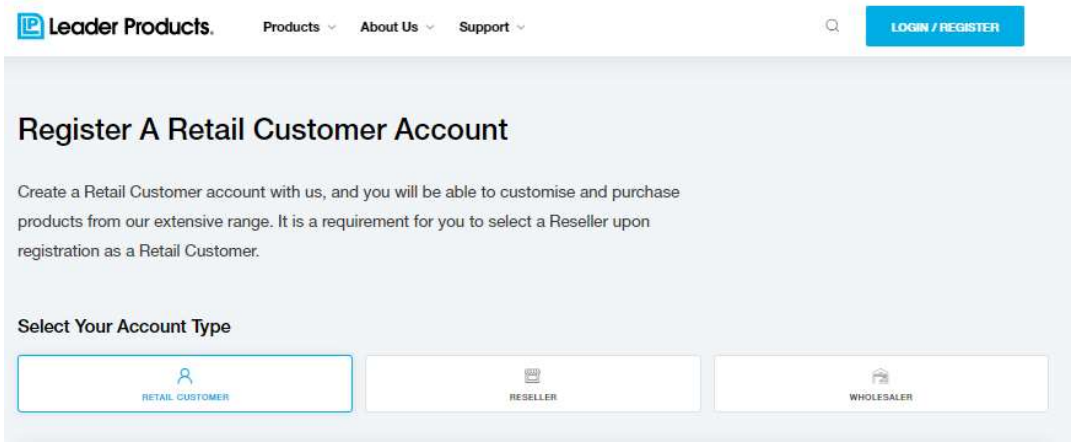
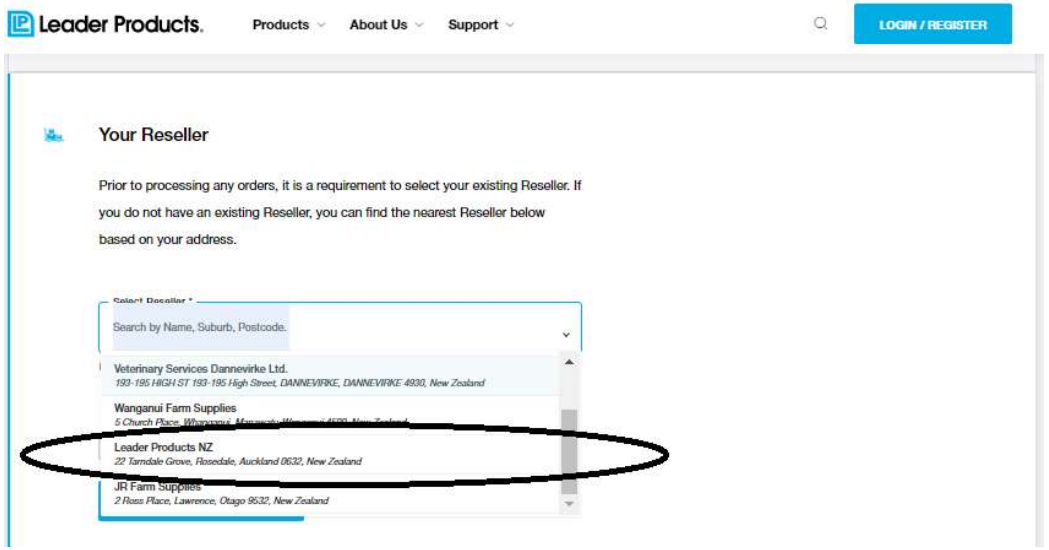
Registration

- 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.





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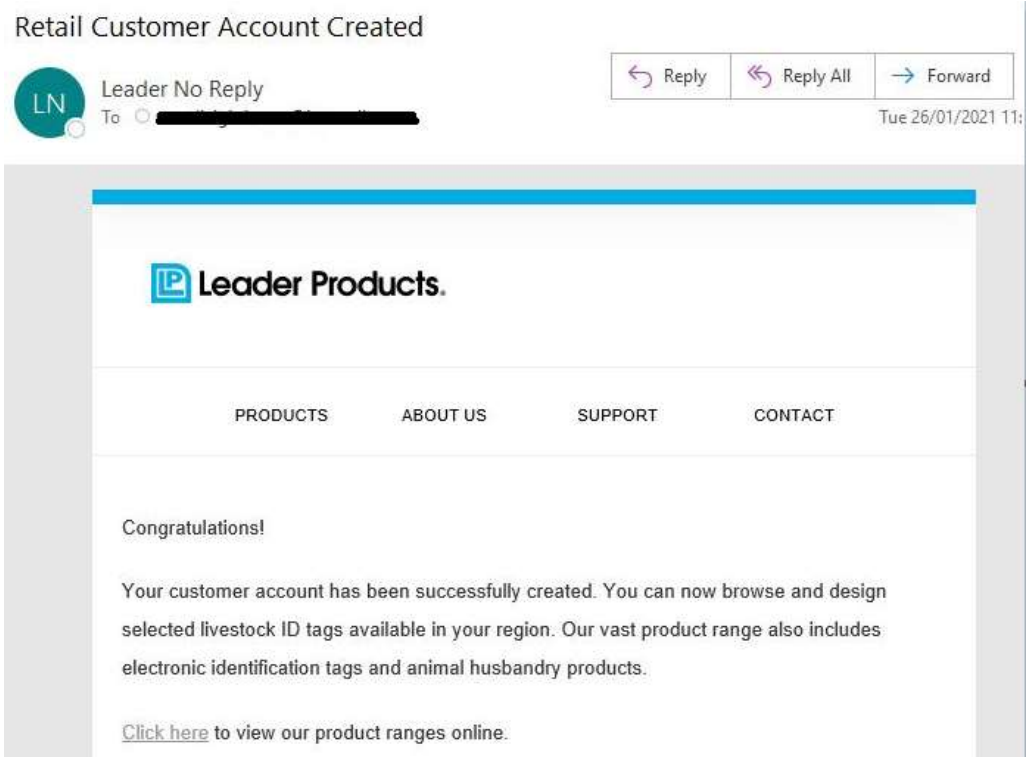
Registration

- 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.



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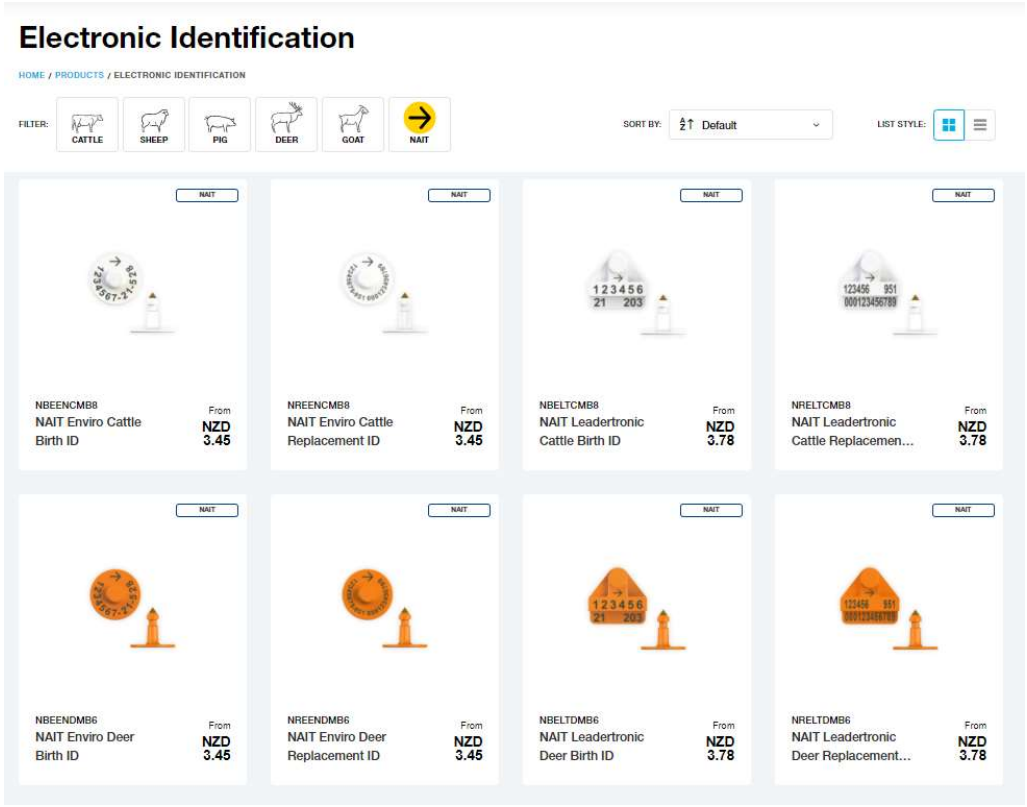
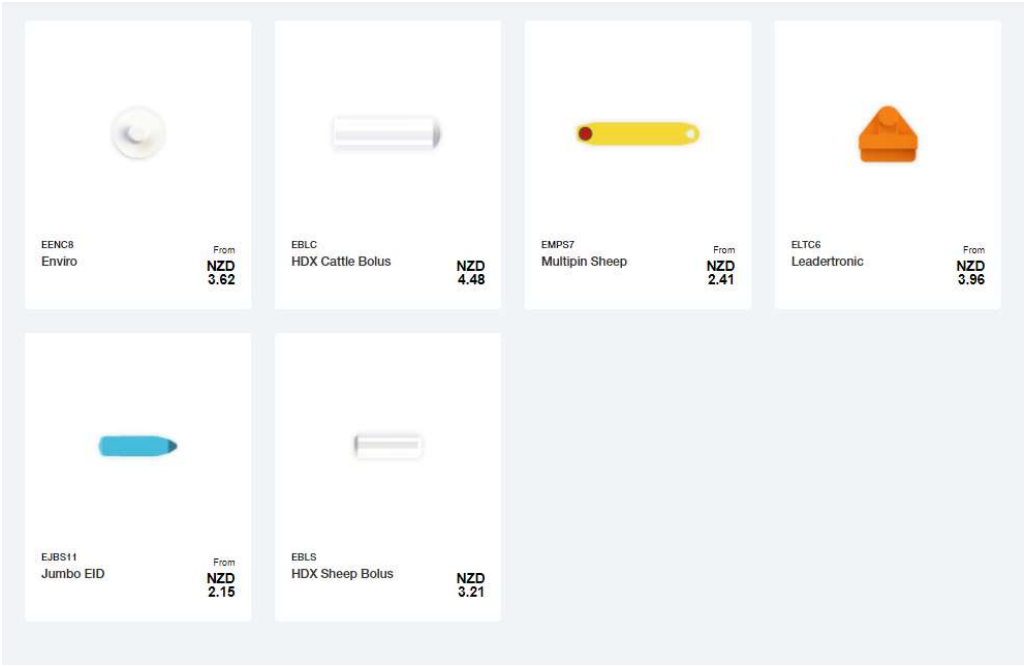
Electronic Identification





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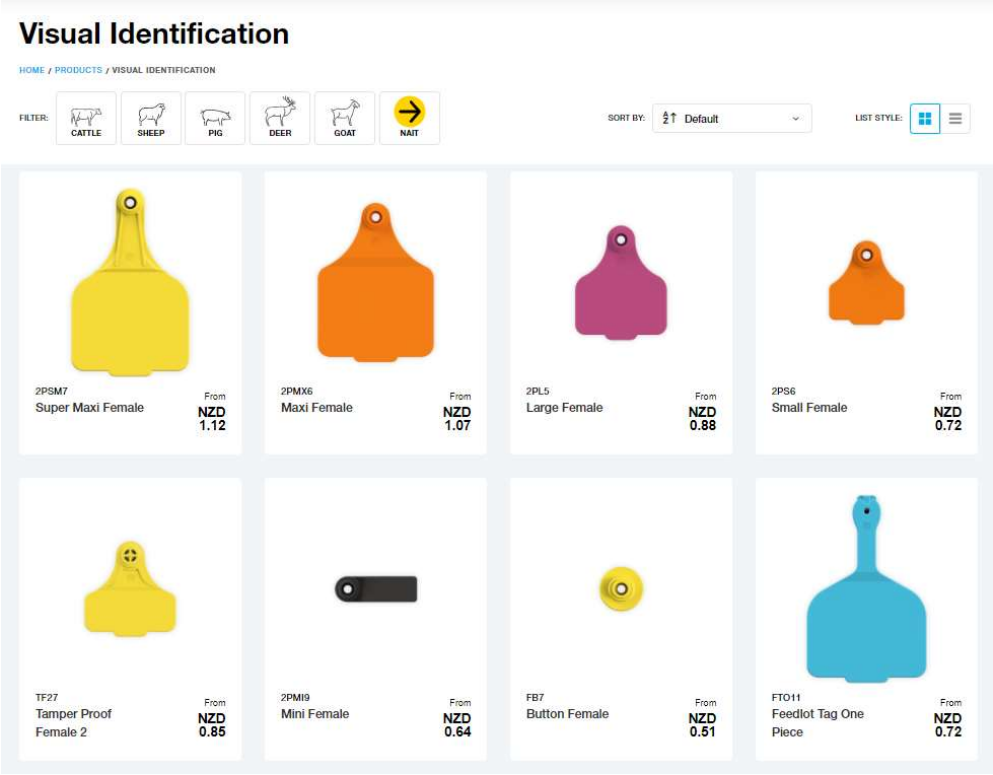
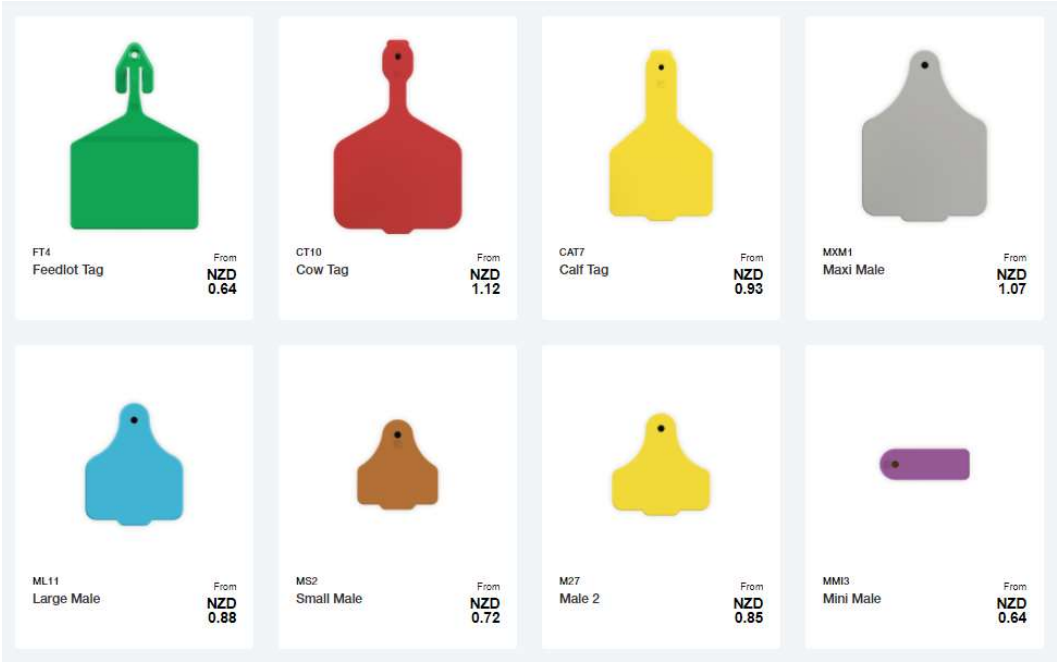
Visual Identification





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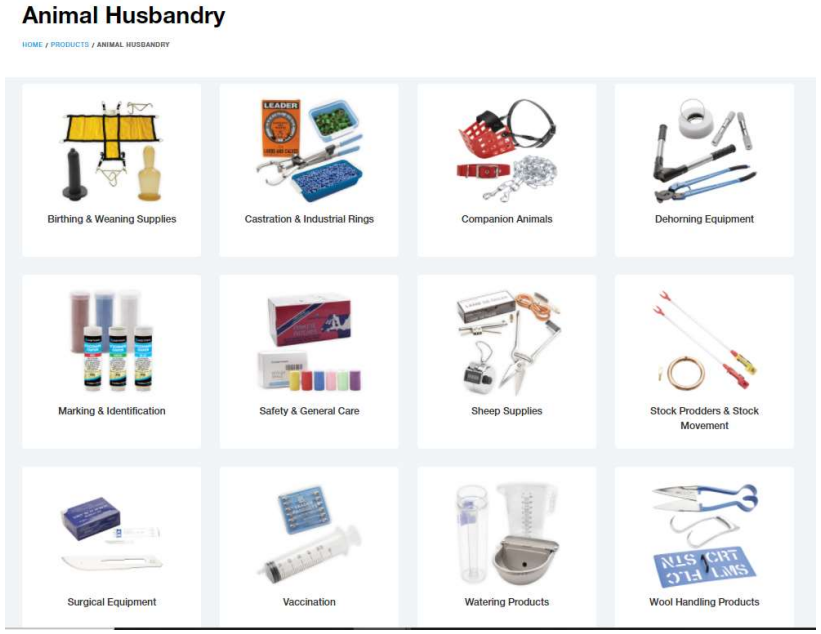
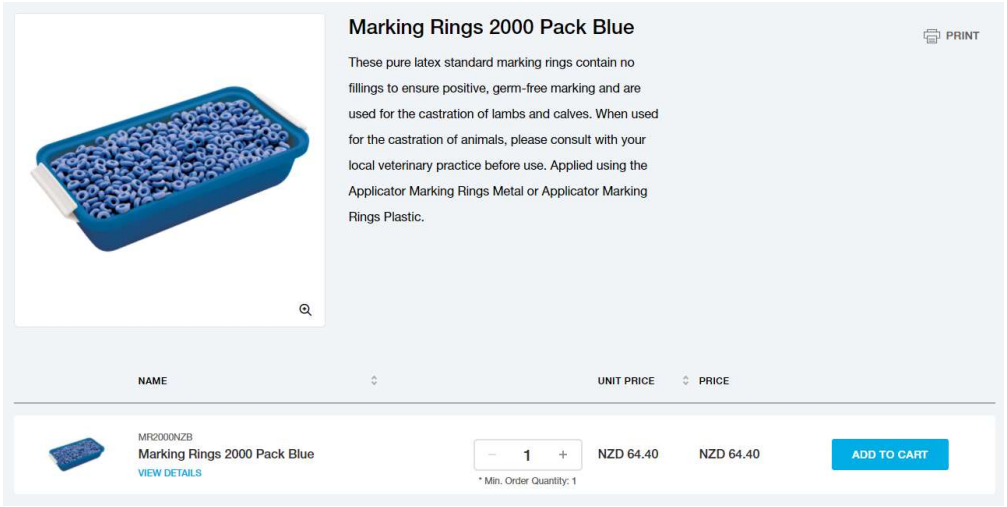
Animal Husbandry Range

- 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.





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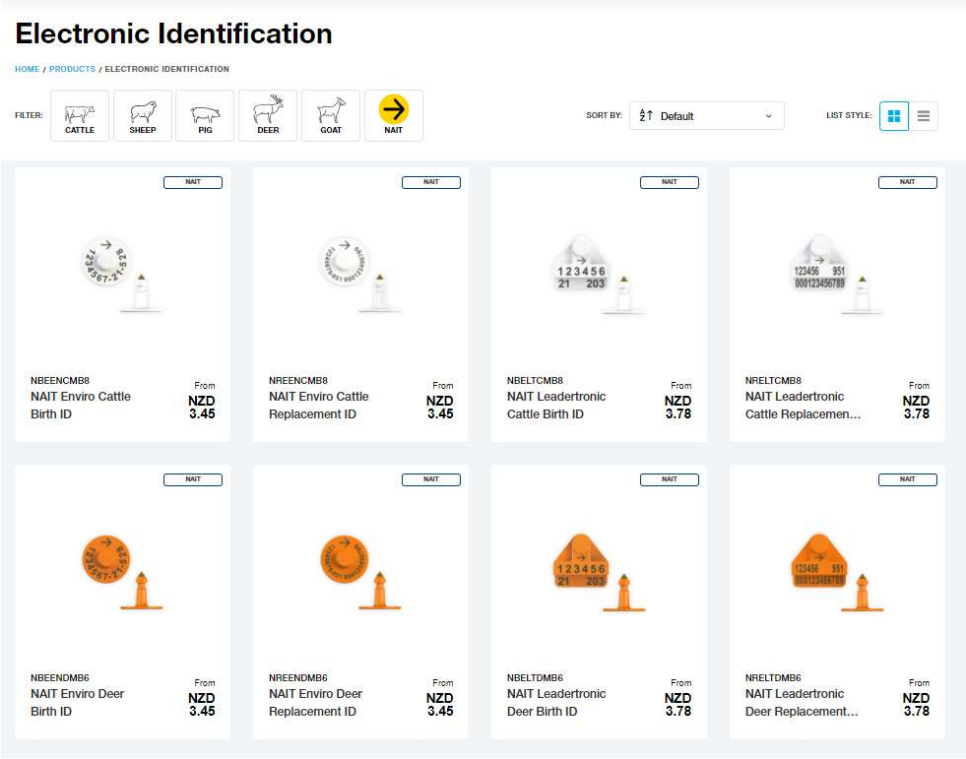
Ordering NAIT Devices

- 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



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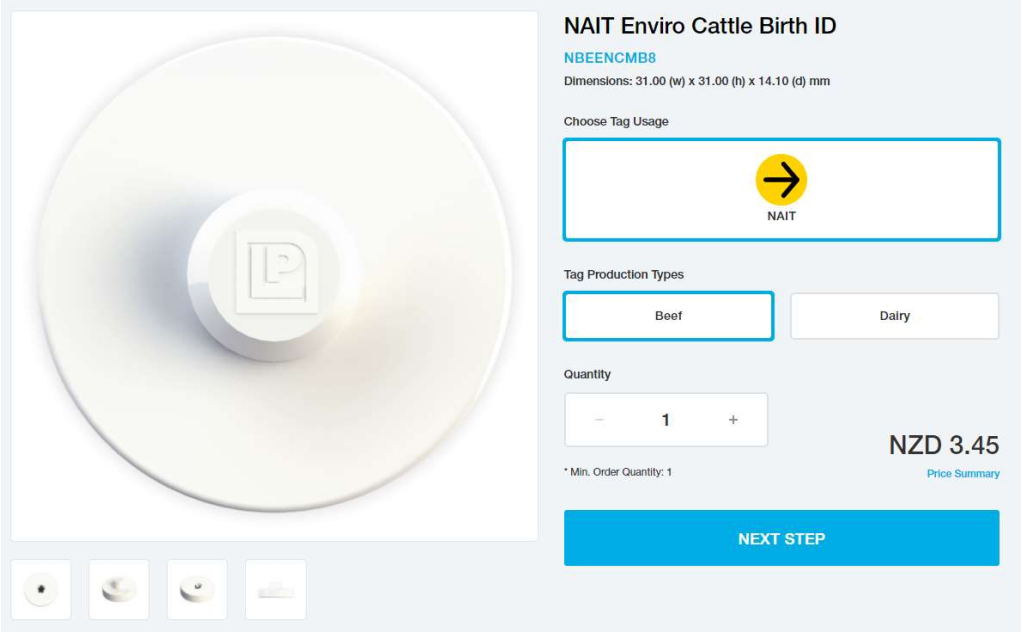
Ordering NAIT Devices

- 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



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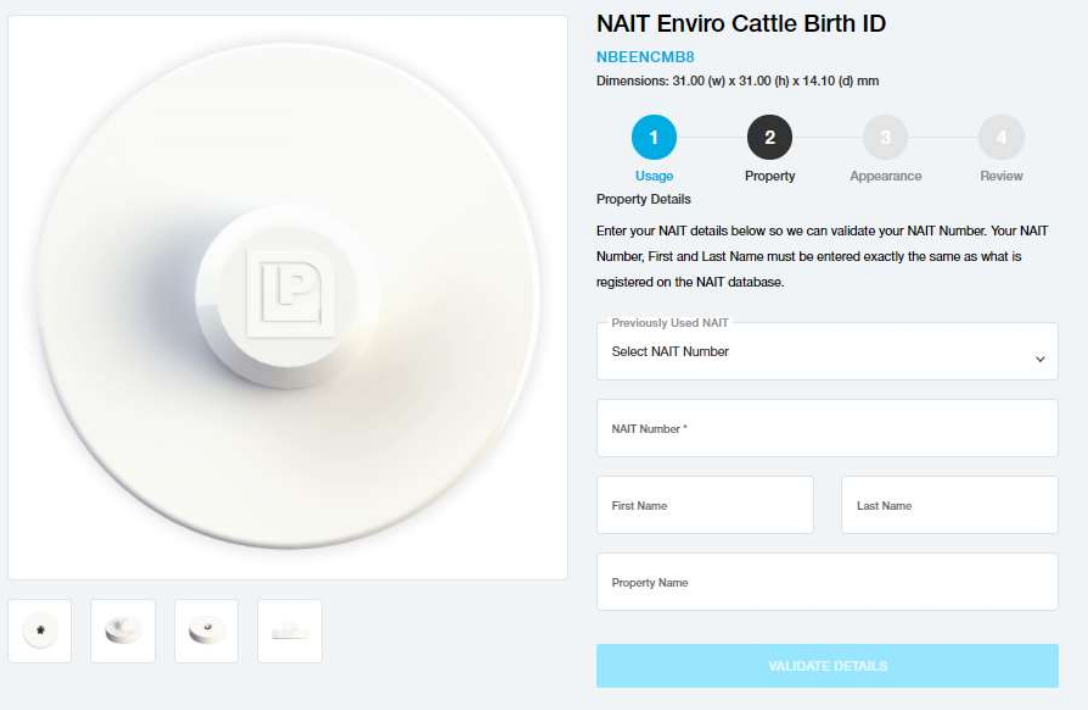
Ordering NAIT Devices

- 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



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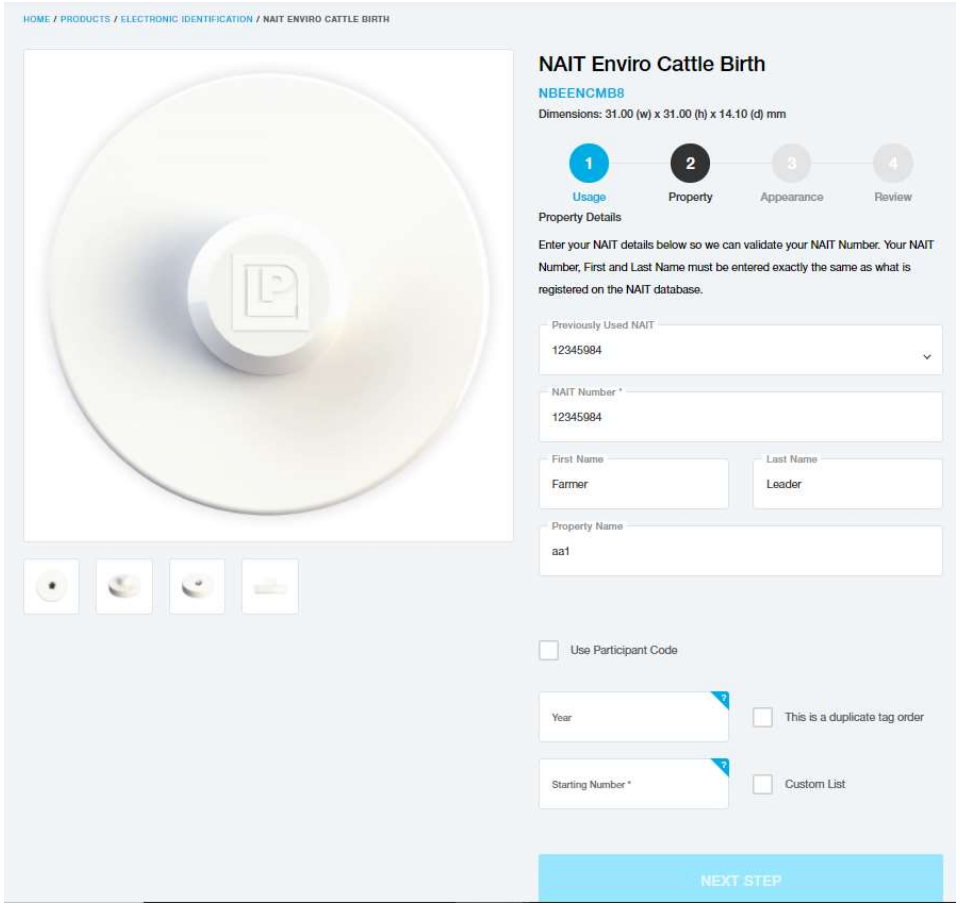
Ordering NAIT Devices



- 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

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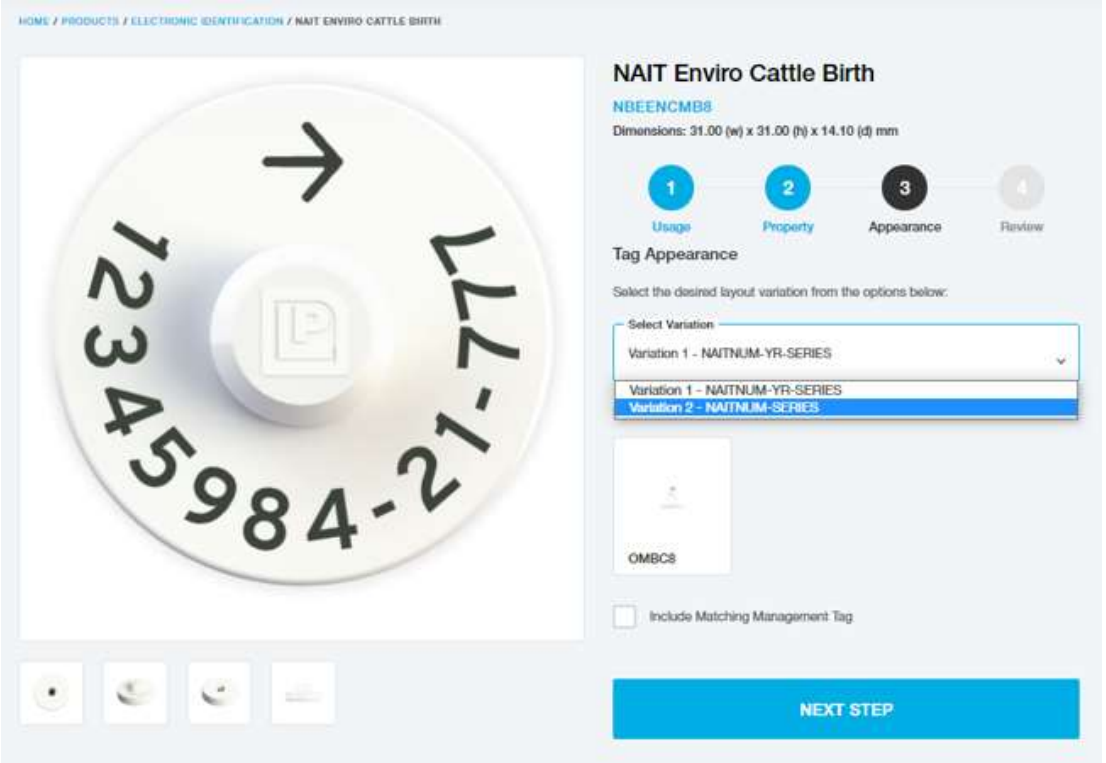
Ordering NAIT Devices

- 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.



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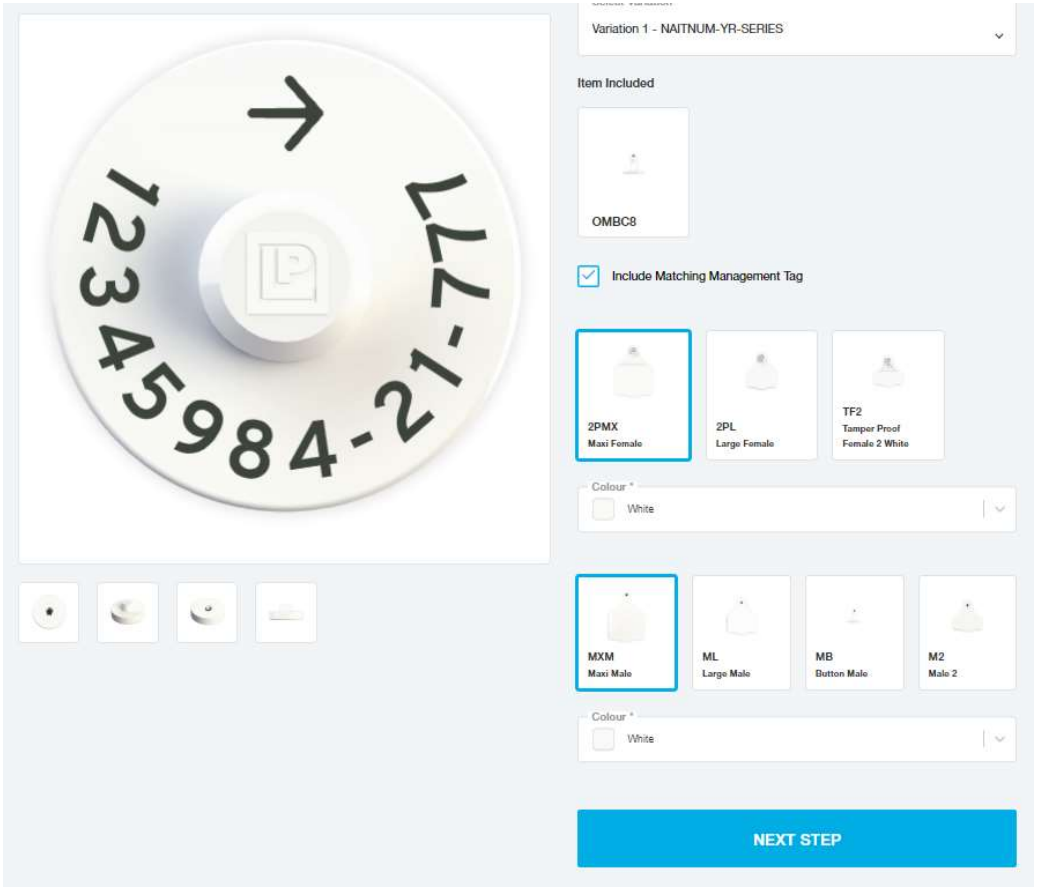
Ordering NAIT Devices

- 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

Female

Male



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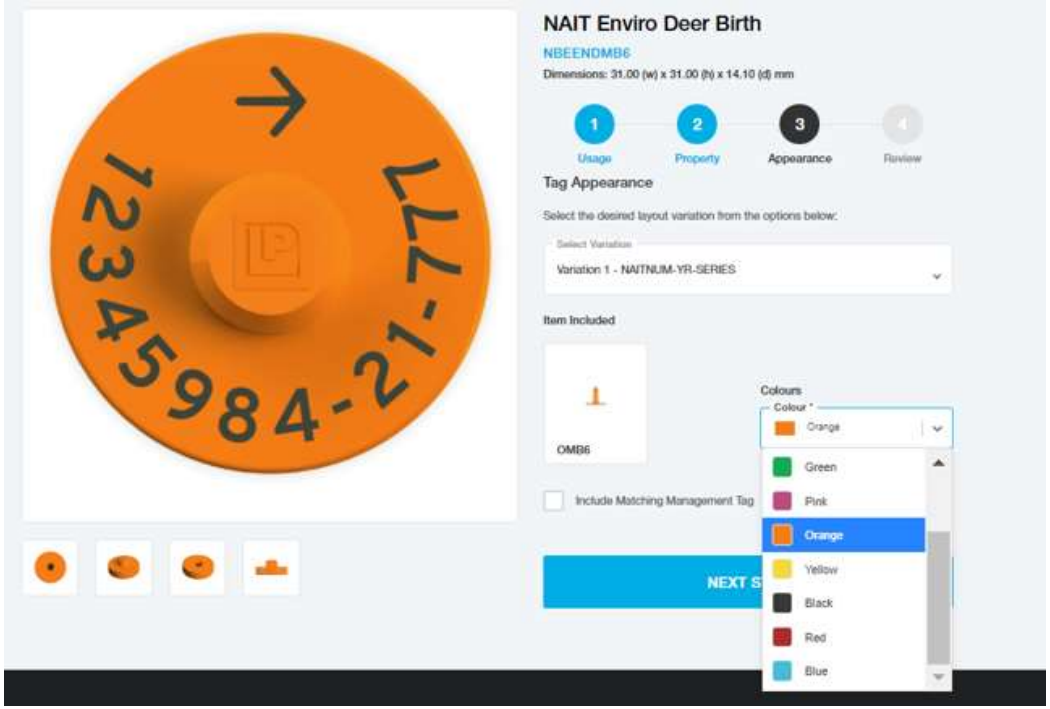
Ordering NAIT Devices

- 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.



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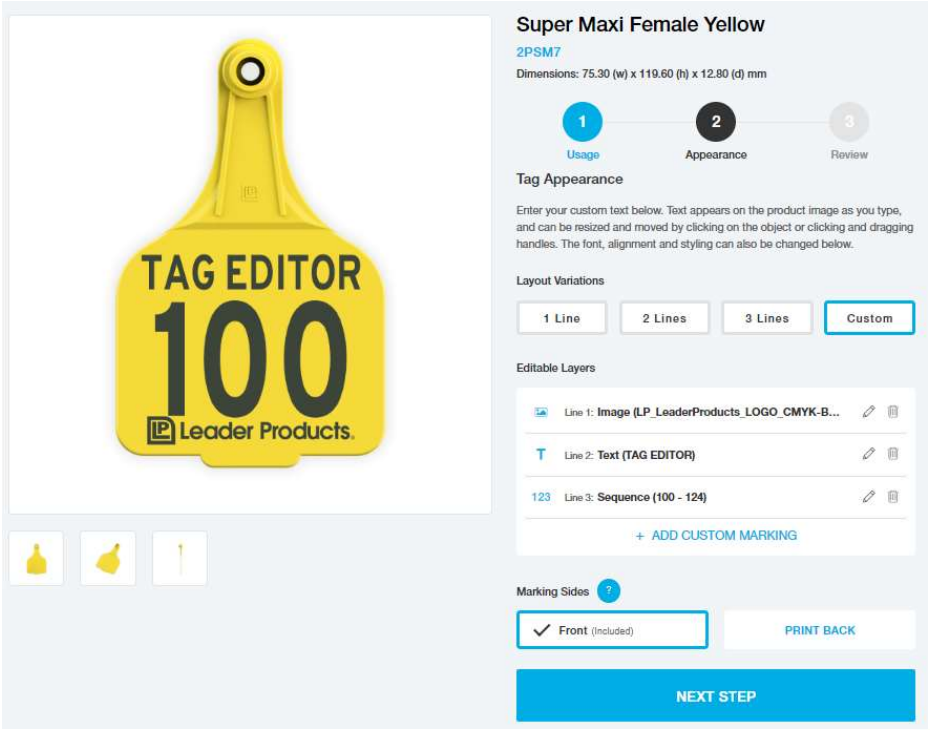
Visual Identification

- 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.



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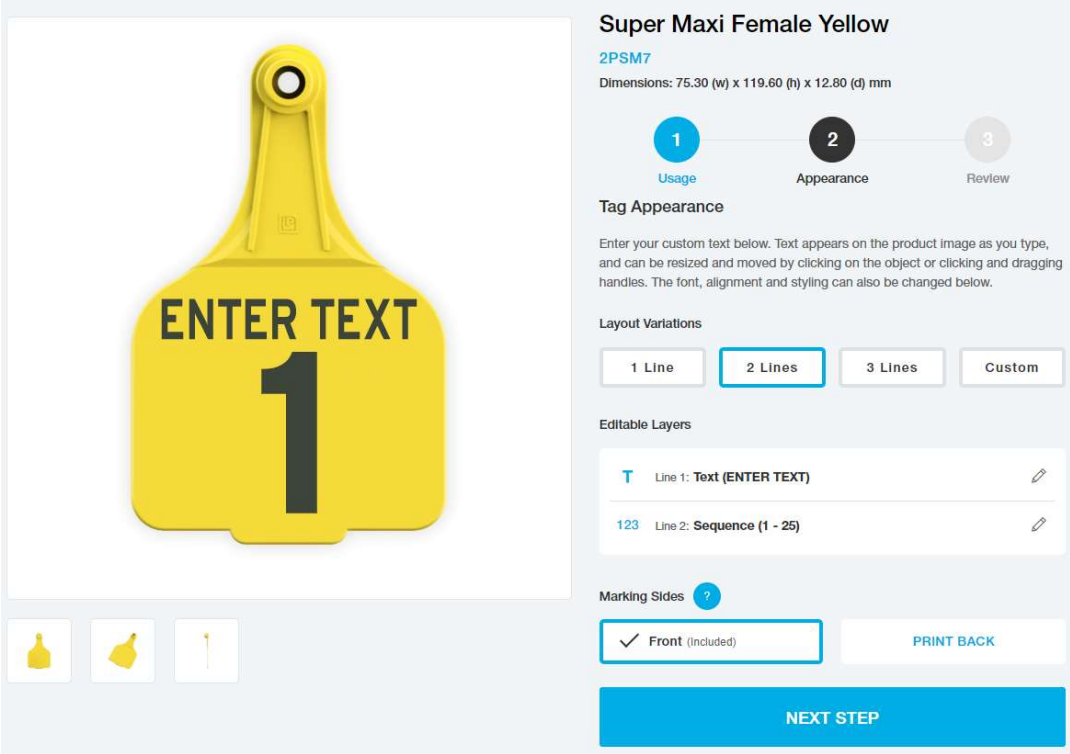
Tag Editor

- 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.



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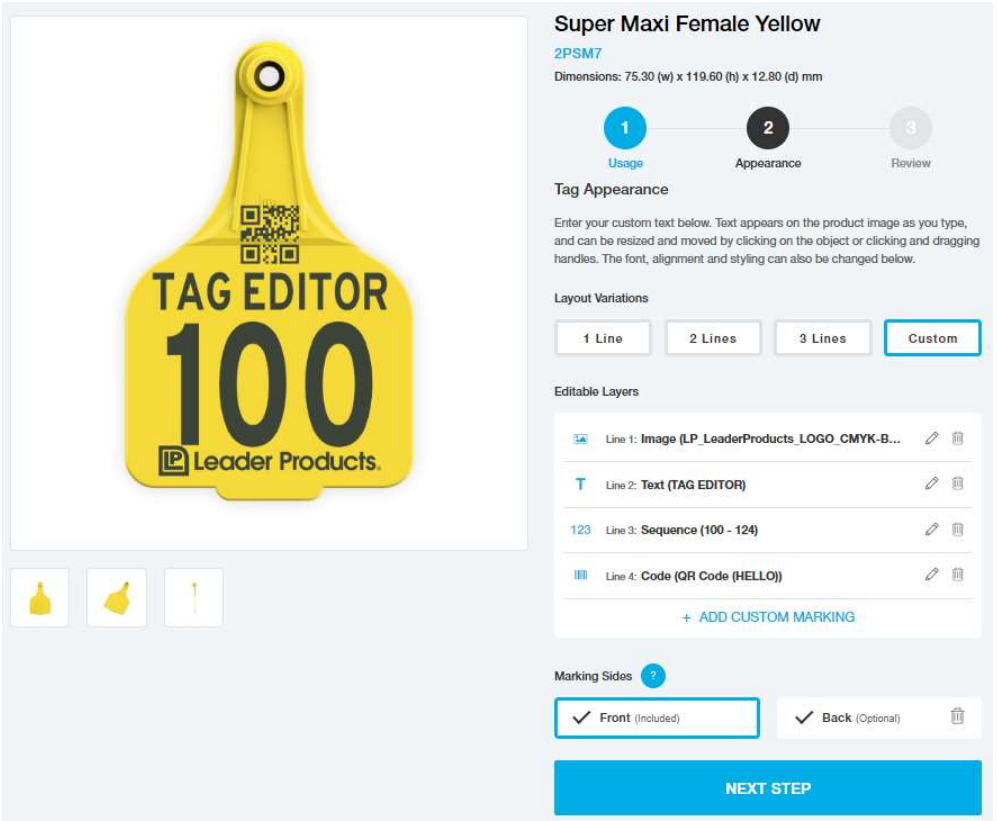
Tag Editor

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



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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.

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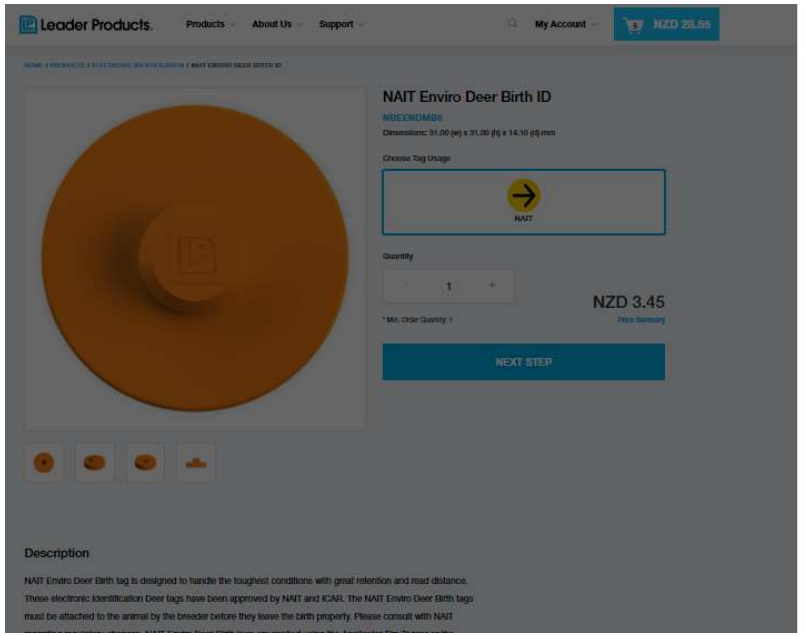
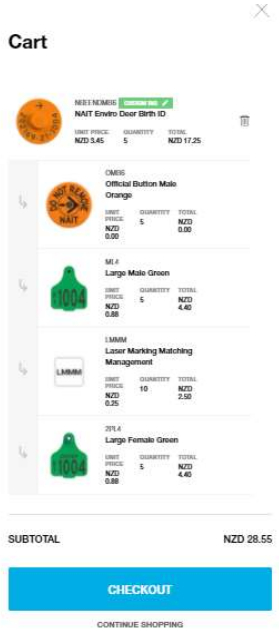
Tag Ordering

- 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.**





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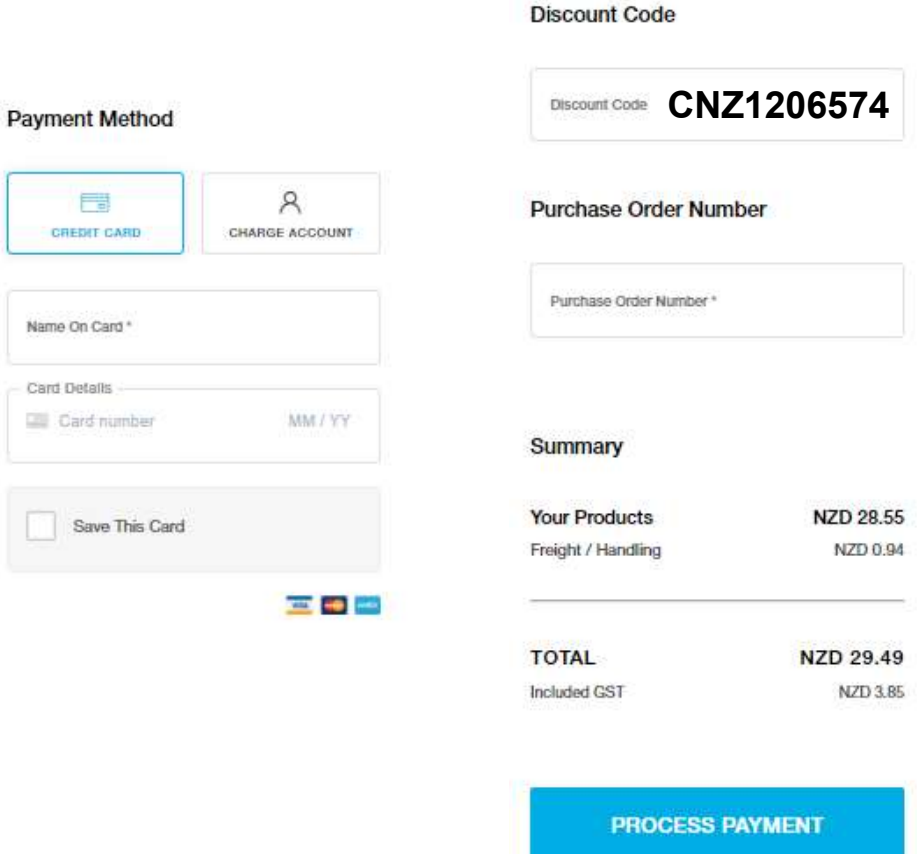
Tag Ordering

- 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.



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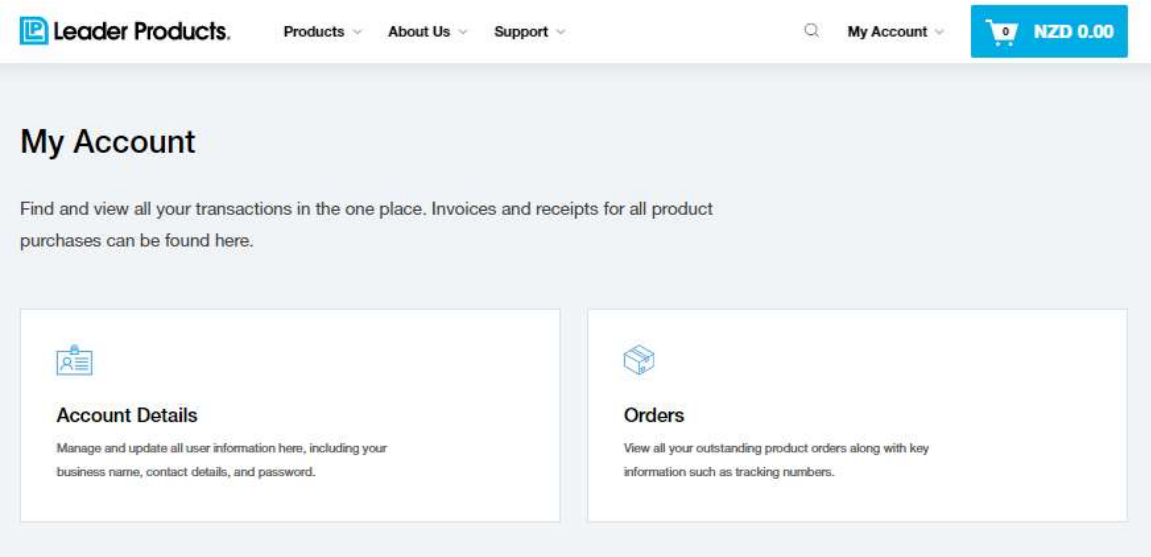
My Account

- 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.



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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)

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- 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

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