

METALIMAGE®

Durable Images Delivered with Passion and Precision

LONG LIFE METAL DOG REGISTRATION TAGS





From Small Beginnings

Now based on the North Shore of Auckland, our story began in 1974 in a cramped bathroom converted into a darkroom on a semi-suburban street in Mt Eden. As certified MetalPhoto Converters all our print processes were based around the MetalPhoto family of Anodised Aluminium products in our early years. Full colour AliChroma joined the family in the 2000's and then fibre laser marked Stainless Steel products in the 2020's.

As Metal Image eyes up 50 years of service for size we continue to embrace ground-breaking technologies. We are at the leading edge of laser cutting and marking and continue to invest in new technologies such as robotics.

We set out together as a team with intent, not just to endure but to thrive. We've done so through an incredibly challenging time, and we look to the future with excitement. Our innovative approach to problem solving for our amazingly diverse and wonderful customers sets new challenges for us every day – and so our mission continues.

Durable Images Delivered with Passion and Precision.

Long Life Dog Registration Tags - a silent evolution

Long Life Dog Tags are just a challenging new way of deploying the same reliable MetalPhoto product. We are passionate about the process of continual improvement in every facet of our operations and we've found that even this simple tag has been constantly improving as we react to comments and suggestions from each roll-out. Kiwi dog owners have been very generous with feedback in each of the regions we have helped transition to life-long aluminium. Complaints about the noise of a jangling tag has driven the development of our totally silent wrap-around SnappyTag.

The Long Life solution

To quantify durability we can look to our experience with industrial applications and to decades of supply to friends and family. Field tested by the likes of Puku, master of escape and relentless pursuer of flies. Puku (see below) had worn his tag for over ten years now. The text is readable, and although badly worn because no eyelet was fitted the tag is secure.

We are confident in a lifespan exceeding 15 years. The edges will erode, and the background colour slowly fade. This gradual wear is evident (see below) where the edges have sacrificially protected the image. The set of motor-scooter keys pictured have commuted most days for over 20 years. The abrasion of sharp keys has not damaged the image safety protected by the anodic layer. The tag continues to deliver value two decades on.

Other applications

MetalPhoto can be found all the world (and beyond) where-ever reliability is critical. From power and light poles to cemetery plot markers, street furniture and playground equipment. The botanic ID labels in DOC reserves, historic plaques with photos and stories. Military, medical, commercial and institutional asset ID. The tow bar on your car, the rating plate on your boat, even the QR code on the table at your favourite restaurant. Everywhere a dog can go, and further.



The totally silent SnappyTag



Puku, 11 years. R.I.P.



Worn, secure, readable.



20 years of commuting in all weathers

What makes our tags the LongLife sustainable choice?

The sub-surface MetalPhoto imaging process is the key to our durability. Weather-proof, heat, solvent and scratch resistant images sealed in anodised aluminium. **Exceptionally durable, widely specified, always readable.**

- The image is embedded **in** not on the aluminium pore then sealed under a super-hard 12 micron anodic layer (Fig.1). Not all anodic layers are equal – many are thin and not that hard resulting in premature wear.
- Photographically imaged in black, crisp and clean for easy legibility not white fibre marked whereby the anodic layer is laser eroded to expose mill soft raw aluminium. No nasty protective plastics required.
- Sturdy 0.80mm thick anodised aluminium. Our split rings are made right here in Aotearoa from high tensile spring steel wire protected by hard bright zinc.
- To improve wear resistance a press fitted eyelet is essential protection, both 25 and 35mm tags have a generous 5mm lobe for years of frantic movement.
- Eliminate the jingle! Our SnappyTag wraps securely around the dogs collar so there is no movement, it won't get snagged and best of all - silent.
- Precision laser cut with no sharp edges, our tags are flat so the edges sacrificially protect the image. A curved surface exposes the entire image to wear (Fig.2).
- In addition to your logo or text title we can include bar or QR codes along with the human readable registration number.
- Choice of seven base colours. The rear side is un-coloured mill finish, perfect for personalised engraving or laser marking.
- Supplied in full sequence sheets, easy to store and handle the tags are super simple to pop out on demand. The skeleton goes direct to recycle.
- All components, including our upcycled packaging, are curb-side recyclable in support of carbon neutral projects.
- Manufactured in Aotearoa from imported aluminium. But we're keeping it local with design, product evolution, imaging and fabrication are all taken care of by our dedicated team in Tāmaki Makaurau.



[Learn more](#)

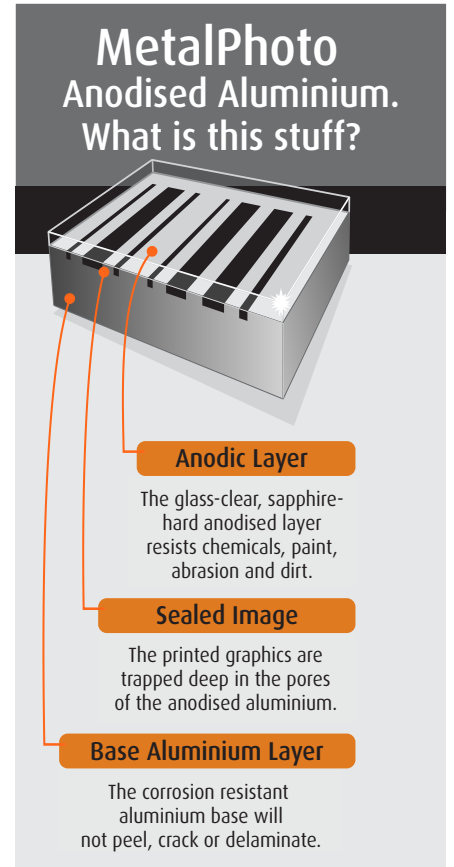


Fig.1

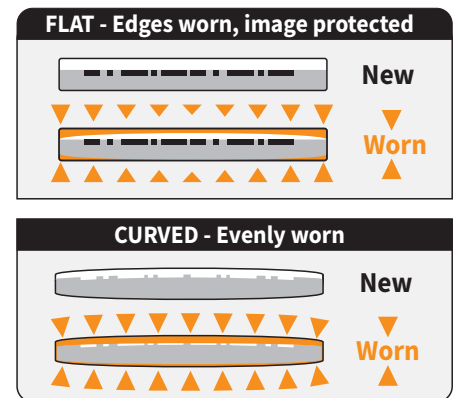


Fig.2



References Characteristics - Specifications

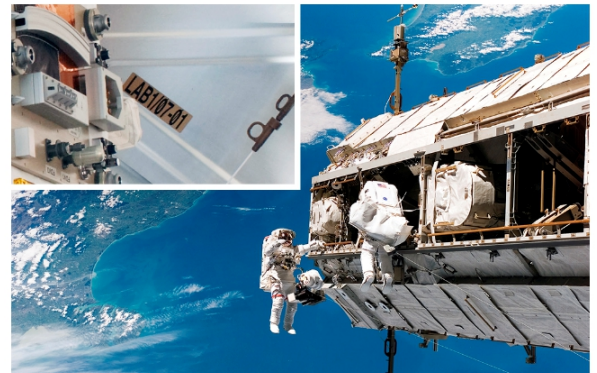
References

Wellington City Council	Judith Austin	021 530 942	judith.austin@wcc.govt.nz
Selwyn District Council	Tracey Wheeler	03 347 2800	tracey.Wheeler@selwyn.govt.nz
New Plymouth District Council	Cheryl Gazley	06 759 6060	cheryl.gazley@npdc.govt.nz
Queenstown Lakes District Council	Carrie Edgerton	03 441 0499	carrie.edgerton@qldc.govt.nz
Hutt City Council	Damian Nunns	04 560 1080	damian.Nunns@huttcity.govt.nz
Ashburton District Council	Rick Catchpowle	027 518 2444	rick.Catchpowle@adc.govt.nz
Christchurch City Council	Lionel Bridger	027 212 3867	lionel.bridger@ccc.govt.nz
Other regions (No references available)	Porirua City Council		Central Hawkes Bay District Council

<https://wellington.govt.nz/news-and-events/news-and-information/our-wellington/2021/05/one-tag>
<https://www.selwyn.govt.nz/services/dogs-And-animals/dogs/dog-registration/one-tag-dogs-lifetime-tag-in-selwyn>
<https://www.newline.ccc.govt.nz/news/story/new-single-use-registration-discs-for-dogs>
<https://www.thebreeze.co.nz/home/must-see/2021/05/city-councils-around-the-country-begin-to-replace-plastic-dog-ta.html>
<https://insidegovernment.co.nz/selwyn-council-takes-lead-with-nz-first-metal-dog-tags/>
<https://www.ashburtondc.govt.nz/news/2023-news/new-metal-dog-tags-proving-pup-ular>

Characteristics - Specifications

- Asset tracking labels and tags.
- Industrial ID tags.
- Dog Tags - Canine and Human.
- Compliance and rating plates.
- Nameplates and serial labels.
- Control fascia, mimic panels.
- Branding, promotional and point of sale products.
- Heritage and commemorative plaques.
- Military, medical and Aerospace grade IUID.



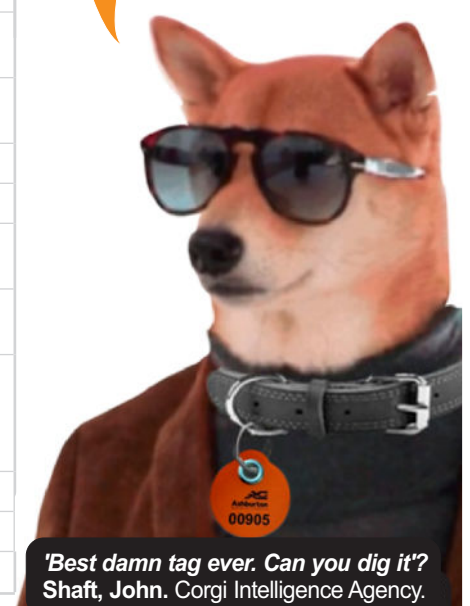
Metalphoto Performance Characteristics - 1100 SERIES ALLOY

Meets many DoD requirements including MIL-STD-130N, GGP-455B, MIL-A-8625F and MIL-DTL-15024F

Characteristic	Result
Abrasion Resistance	No pronounced image loss, degradation or reduced readability after 7000 cycles on an abrading wheel.
Acid Corrosion	No deterioration or image degradation after 24 hours in 3% nitric acid.
Heat Resistance	No legibility loss or degradation when subjected to 316°C/427°C with UV boost.
Salt Spray Corrosion	No deleterious effect after a 720-hr salt spray (fog) test. 2,6 "Very Good" corrosion resistance after 113 days seawater exposure.
Accelerated Light and Weather Resistance	No pronounced deterioration of legibility after 400-hr carbon arc weatherometer exposure.
Accelerated Oxygen Aging	No discoloration or fading after 96-hr/300 psi/ 70°C oxygen bomb aging
Stain Resistance	No black fading when plates are exposed to tincture of iodine.
Cleaning Resistance	No deleterious effects when tested with alkaline cleaners (MILC-87937 or equivalent) for aircraft surfaces.
Low Temperature Resistance	No deleterious effect or image fade after 1 hour at -45°C. No impairment of legibility upon exposure at -67°F.
Organic Solvent Resistance	No softening, staining or noticeable fade after 24-hr exposure to: JP-4 fuel, Gasoline, Mineral Spirits, Methyl Ethyl Ketone, Turpentine, Turbine & Jet Fuel, Kerosene, Xylol, Acetone, Toluol, Heptane, Trichlorethylene, MIL-H-5606 Hydraulic Fluid and MIL-L-7808 Jet Engine Oil.
Fungus Resistance	Visual reading of "0" per ASTM-G21.
Thermal Shock	No deterioration after 3 cycles between -65°C and 125°C
Moisture Resistance	No deterioration after 10 humidity cycles per MIL-STD-202, method 106.

**Made right here
by Kiwi, for dogs**

**Stay cool,
BUY KIWI MADE**



**'Best damn tag ever. Can you dig it?'
Shaft, John. Corgi Intelligence Agency.**

Content



FRONT
Printed Black
+
one background colour.

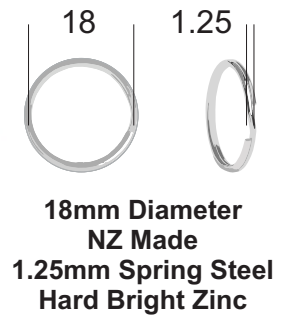
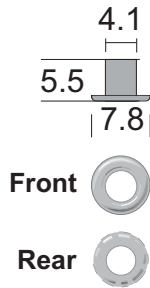
REAR
Fibre mark
or
Engrave to personalise.



Due to the process of colouring anodised aluminium colour may vary slightly from sheet to sheet.

Colours

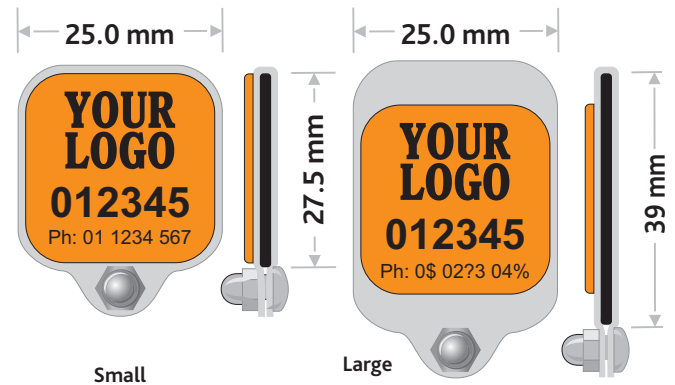
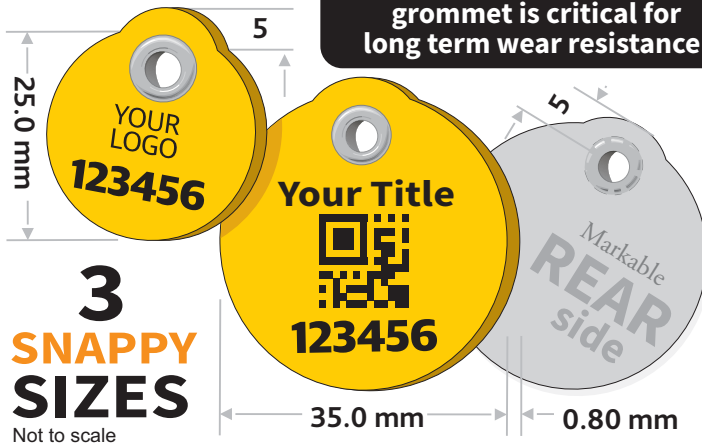
Grommets & Split Rings



Tag Sizes & Styles

The traditional style. A fitted grommet is critical for long term wear resistance.

Something for the strong, silent types. Clamps securely with no movement, and no sound.



Price list - GST not included. Feb 2023.

Product	Description	1 - 5,000	5,001 - 10,000	10,001 - 20,000	20,001 +
Small Tag	25mm dia, fitted eyelet.	\$1.56	\$1.31	\$1.22	\$1.09
Large Tag	35mm dia, fitted eyelet.	\$1.93	\$1.64	\$1.51	\$1.41
Small SnappyTag	Fits up to 27mm collar width. Fittings inc.	\$2.98	\$2.59	\$2.47	\$2.35
Large SnappyTag	Fits up to 39mm collar width. Fittings inc.	\$3.59	\$2.97	\$2.63	\$2.55

All sales are subject to the Metal Image Ltd standard terms and conditions as laid out on the website www.metalimage.co.nz.
Metal Image Ltd reserves the right to alter specifications and pricing. Feb 2023