SCR. Make every cow count.

SCR **by Allflex**

Make every cow count

Leading pioneer in cow intelligence

Over **5.5M** tags sold since 2007, in more than 15,000 farms worldwide

SCR Heatime® systems are installed in more than **50 countries**

Over **15.5M** cows around the world use SCR technology

Over **400,000** electronic milk measurement devices sold

9 out of 10 milking robots in the world contain key SCR components

Because the success of your farm depends on the health and productivity of your individual cows, SCR is committed to making every cow count.

Monitoring millions of cows worldwide, our data-driven solutions are trusted by successful dairy farmers to help them improve efficiency and drive growth. We provide the insights and analytics that are essential for optimizing the productivity of every cow, thereby maximizing herd performance and helping to ensure a secure and prosperous future for farmers and their families.

Building on over 35 years of meaningful innovation, our pioneering solutions enable smarter, more sustainable dairy farming through leadership in:

Cow Intelligence

Our leading edge cow monitoring systems collect and analyze critical data points, from activity to rumination, on every individual cow, delivering the heat, health and nutrition insights farmers need, when they need them.

Milking Intelligence

Our advanced milking solutions, led by best-in-class milk measurement technologies, simplify and streamline the milking process to save time, improve accuracy and drive overall efficiency.

Herd Intelligence

Our powerful and scalable management system provides integrated, actionable information, for efficient and profitable herd management. The system enables intelligent utilization of the data provided by SCR cow and milking intelligence solutions and is compatible with third-party solutions.

SCR innovations are guided by the following principles:
– **Expertise:** Deep industry experience, with a focus on enhanced cow productivity
– **Commitment:** Focus on efficient tools that answer farmers' most pressing challenges
– **Practicality:** Grounded approach, ensuring ease of use and actionable information
– **Agility:** Scalable and modular systems designed to adapt as farms grow in size

With a global partner network, all of our products are backed by responsive support and highly trained staff.

SCR. Make every cow count.

Cow Intelligence

Advanced cow monitoring systems designed to collect and analyze critical data points, from activity to rumination, for every individual cow. Delivering the heat, health and nutrition insights farmers need, when they need them.

SCR Heatime® HR Series

The SCR Heatime® HR series eliminates the guesswork and inconsistency of evaluating the **reproductive**, **health**, **nutrition** and **wellbeing** status of each and every cow, allowing early and proactive action to alleviate the full effect of the incidents that prevent each cow from achieving its genetic yield potential. With this advanced, **real-time**, centralized system, you can power-up your cow monitoring capabilities.

Boost herd-wide productivity with powerful, individual animal status monitoring
· Early detection of health issues, enabling preemptive action
· Optimal lactation curve management for maximal milk production
· Real-time, effective health monitoring at high-risk times - including labor related alerts
· Fast insight into the effectiveness of veterinary treatment
· Insight into ration and nutrition issues
· Analysis of environmental factors for optimal decision making

Optimize heat detection and achieve high conception rates
· Proven on **15,000** farms and millions of cows to detect heat accurately
· Uniquely combines rumination, movement and movement intensity, recognizing behavior patterns
· Actionable information – optimal time window for insemination

NEW - HealthyCow24® Solution - Stay connected and in control of your farm from anywhere
Full mobility - access your farm data from a mobile device or computer, get real-time alerts and reports and always stay connected and in control.
Enhanced management - manage your farm more efficiently and effectively using easy-to-understand data
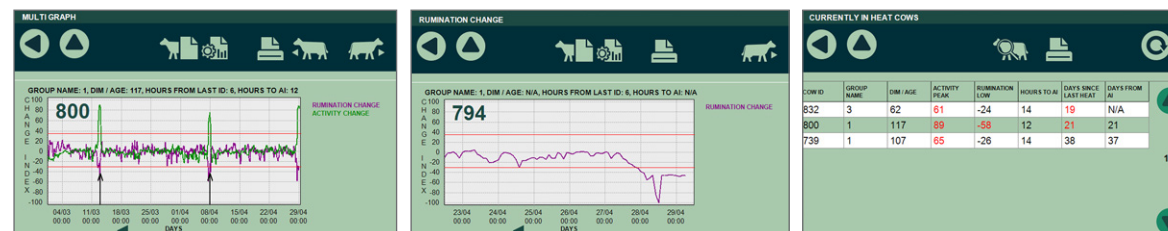**Advanced service** - advanced support and maintenance ensure reliable, efficient serviceability

SCR Heatime® HR System

Complete reproduction and health monitoring solution

The SCR Heatime HR System is a standalone terminal-based system that provides a complete, **real-time**, reproduction and health monitoring solution, with no PC required. The intuitive operation and low maintenance enable you and your employees to work more efficiently and with greater confidence.

SCR Heatime ® Pro System

Powerful cow monitoring solution for maximum efficiency in managing individual cow monitoring data

The SCR Heatime Pro System is a powerful cow monitoring solution that enables maximum efficiency and flexibility in managing individual cow monitoring data. The PC-based system works with all SCR Heatime neck tags, creating an advanced, centralized solution for heat detection and health monitoring. A sophisticated managerial solution with lifetime cow history tracking and rich data analysis capabilities, it delivers cow intelligence, for individual cows, groups and herds.

Milking Intelligence

Advanced milking solutions, led by best-in-class milk measurement technologies, simplify and streamline the milking process to save time, improve accuracy and drive overall efficiency.

SCR MC200 Milking Control System

Optimize your milking efficiency and improve cow well-being. With modular systems that deliver market-leading milk yield measurement accuracy, outstanding ease-of-use, and long-lasting reliability.

Get accurate milk yield data and improve milking efficiency, while safeguarding cow comfort.
• Accurate milk yield data, with the SCR FreeFlow™ milk sensor
• Advanced milking control optimizes and shortens milking, while safeguarding cow wellbeing
• Advanced pulsation arrest and cluster removal safeguard cow comfort

Grow with a modular, reliable, and easy-to-install and use system
• Easy-to-install, modular milking system that can grow with your needs
• Easy and flexible setup, and one operation button
• Reliable milking with very low maintenance

Herd Intelligence

Complete, integrated, real-time milking management and cow monitoring solution

The SCR DataFlow™ II System is a real-time solution for milking and cow monitoring management. It provides the herd manager as well as the milking pit operator with a set of tools designed to help with daily tasks and work in a more efficient and productive way. The system provides powerful management tools, including reports, graphs, analytics, task lists and lifetime cow card history. The system also enables control and support of other components like sorting gates, individual feeding, in-parlor messaging board, and others.

Advanced Herd Management Solution
• On-line milking monitoring and milk production using SCR FreeFlow™
• Accurate heat detection and advanced health monitoring graphs, reports and analysis -
  only the information you need when you need it!
• Daily task lists and actionable information
• Synchronization and connectivity with 3rd party solutions
• Real-Time notifications including labor related alerts
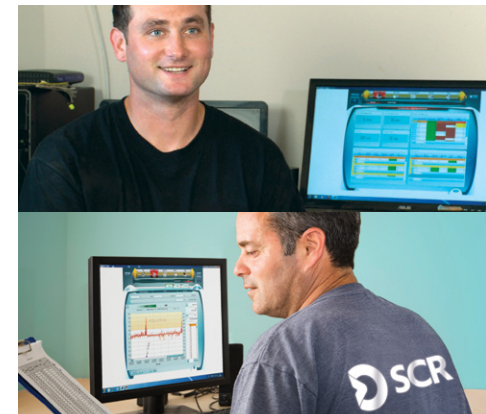
Easy to use and flexible solution
Milking operator:
-The system presents only the exact information required for milking pit
operation, at the individual SCR MC200 milking points and on a central
LCD screen
-Relevant information such as sick cows, dangerous cows, or cows that are under-producing, is visible at a glance from the milking point
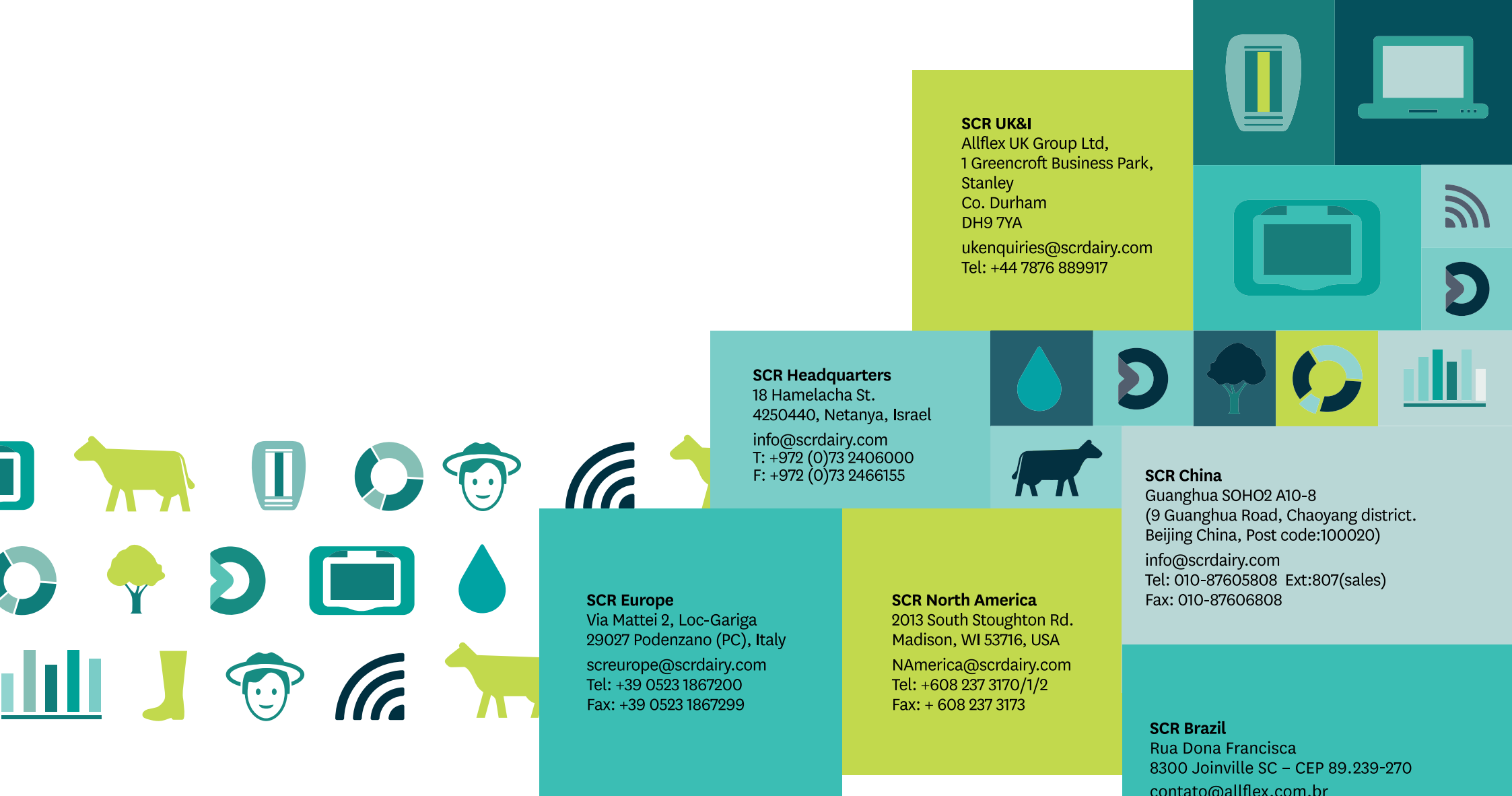-The operator is able to enter information directly from the pit
Herd Manager:
-Customizable interface, reports and graphs
-Full support for multiple users (such as herd manager, veterinarian or
nutritionist), multiple herds, and different milking parlors
-All data can be accessed from distant locations, including home and mobile phone

Durable and scalable solution to protect your investment
• Highly durable, with virtually no maintenance required
• Simple to install
• Can be easily added to any existing parlor to protect previous investments
• Upgradable – can grow with the herd and needs

SCR UK&I
Allflex UK Group Ltd,
1 Greencroft Business Park,
Stanley
Co. Durham
DH9 7YA

ukenquiries@scrdairy.com
Tel: +44 7876 889917

SCR Headquarters
18 Hamelacha St.
4250440, Netanya, Israel

info@scrdairy.com
T: +972 (0)73 2406000
F: +972 (0)73 2466155

SCR China
Guanghua SOHO2 A10-8
(9 Guanghua Road, Chaoyang district.
Beijing China, Post code:100020)

info@scrdairy.com
Tel: 010-87605808 Ext:807(sales)
Fax: 010-87606808

SCR Europe
Via Mattei 2, Loc-Gariga
29027 Podenzano (PC), Italy

screurope@scrdairy.com
Tel: +39 0523 1867200
Fax: +39 0523 1867299

SCR North America
2013 South Stoughton Rd.
Madison, WI 53716, USA

NAmerica@scrdairy.com
Tel: +608 237 3170/1/2
Fax: + 608 237 3173

SCR Brazil
Rua Dona Francisca
8300 Joinville SC – CEP 89.239-270

contato@allflex.com.br
Tel: +47 55 3451 0500 / 0800 6457776
Fax: +47 55 3451 0524

SCR by Allflex
Make every cow count

www.scrdairy.com | info@scrdairy.com