

MWI Buying Group

Distinct Advantage™

MWI identi support pack

identi, also known as identicare Ltd consists of a microchip supply business, 'identichip' identichip.co.uk and a DEFRA compliant pet database 'identibase' identibase.co.uk

identibase is one of the UK's largest and the longest established pet microchipping databases. With a pet protection team available 24/7, support is continually available to pet keepers for the lifetime of their pet.

- Sell an estimated 20% of all UK pet microchips
- Capture hundreds of thousands of new pet registrations each year

Why keepers trust identi

-  One of the UK's largest and the longest established pet microchipping databases
-  Supplies three of the largest Animal Charities in the UK
-  Registering 1K new pets every single day
-  Rated 4.8 'Excellent' on Trustpilot
-  29 dedicated Pet Protection Experts
-  Leading digitisation of pet data and keeper engagement

Accredited to



contact@identichip.co.uk



identichip.co.uk



0330 912 8059

identi's aim is to provide veterinary practice staff with clear support materials which can be used to guide owners on the pet protection journey.

The Practice Pet Protection Pack is available to existing or new identichip clients and includes:

- Cat Law Guide
- Dog Law Guide
- Horse Law Guide
- Practice Registration guide
- General Client Leaflet
- Puppy/Kitten Leaflet
- Detail Aid
- Compulsory Cat Chipping client flyer for practices (England)
- Registration Flyer (replacing the plastic wallet cards in boxes)
- Cat Chip Tip List
- Silent Scanner Flyer

There will be a Vimeo link for 3 short staff videos:

- Video - What identi does
- Video - Registration of microchips
- Video - Compulsory Cat Chipping for practice staff

The pack is available in hard copy or in digital format for existing or new identichip clients. identi do not provide the pack for those practices not purchasing identichips as all guidance directs to our DEFRA compliant database - identibase.

Buy 3 Boxes, Get 1 Box Free!

As part of the Compulsory Cat Chipping campaign, identi will offer MWI members a buy 3 get 1 box free offer between April 1st - July 31st 2024. This is on top of MWI discount. Stock has a 5-year expiration date.

All new MWI members that become identi clients are eligible to one box FOC.

Q&A Sessions

Do you have any questions regarding microchips and the cat chipping legislation? MWI members can request an individual Q&A teams calls for practices with identi.

Email contact@identichip.co.uk to schedule a 30-minute team call to answer any questions you have or to discuss support they need from identi in the lead up to June 10th 2024.



Free identialert for 12 months

MWI practice staff members are being offered identibase's identialert plan FOC for the first year. It is a saving of £30 a year or £4 a month. Visit identibase.co.uk/identalert for details.



The FOC identialert code will be emailed out on request for practice staff members who purchase & register identichips.

Please email contact@identichip.co.uk for further details. The code is not to be shared outside of the practice. Pets will need to be registered with identibase or transferred to identibase to take advantage of the FOC identialert offer. The offer ends 31st Dec 2024.

identi are here to help you with the microchipping journey.

Feel free to email the team with any questions: contact@identichip.co.uk

