



**Part A** - Guide to Choosing a Microchip Company

**Part B** - Guide to Choosing a Microchip Registry

## Guide to Choosing a Microchip Company


The basics are simple. A tiny microchip serves many purposes during the life of an animal. **Make it count.** The chip must last a lifetime and perform on demand when needed.

Microchips may look alike, but they are far from it. The United States has no designated quality requirements on regular chips for animal use, so a 'Buyer-Beware' situation exists. Many overseas companies are now selling chips into the United States animal market, so price may be used as a lure. Be careful!

The company you choose makes all the difference. As with any electronic device, quality can vary from excellent to very poor.

### Check List of Absolute Essentials

#### 1. ✓ Manufacturing Standards

Designing and producing a microchip device that can withstand years of animal life is not easy. It takes a number of components to make a microchip. Printed circuit boards, copper coiling, ferrite rods, bio-safe glass are just a few. **An external sealing method must also be used to seal the glass and help curb migration.** 

Choose a company that has input into the design and use of the chip they are selling. Many microchip suppliers are just resellers and have little knowledge regarding what they are selling to YOU.



#### **Simple Questions to Ask:**

Do you manufacture the chips you are selling?  
If not, who makes the microchip you are selling?

#### 2. ✓ ISO Standards

Everyone is familiar with ISO standards for machinery, cars and equipment. Microchips have ISO standards, too. These standards are spelled out and are highly specific. Do not settle for a chip provider that is not ISO Compliant and or Certified.



#### **Simple Questions to Ask:**

Are your microchips ISO compliant?  
What is the number of the ISO standard to which they comply?

### 3. ✓ Warranty and/or Guarantee

Any microchip company worth its reputation will stand behind their products. If a chip is made to last a lifetime, the warranty should be the same. Your best bet is to choose a company that has been in business at least 10 years with a track record to stand upon. There are many excellent ones from which to choose.

#### Questions to Ask:

- How long have you been in business?
- Do you have a warranty on your microchips?
- Do you replace the chip if it stops reading?



### 4. ✓ Microchip Codes – Unique or Shared?

***This is important!*** Microchip manufacturers that have a reputable and long standing business have unique three-digit codes. This code consists of the first three digits of the chip number. In the example, **933023450075432**, **933** is the unique code assigned for this company.

Unfortunately, so many overseas companies have applied for codes, that 'Shared' codes are now being issued. **The Shared Codes present a huge problem. They all begin with 900.**

Here is an example: **900000054312345**

This means that more than 90 companies are now selling chips with the same beginning code of 900. The chaos is obvious. Tracking - or the ability to reach any of these companies - is almost impossible.

**SOLUTION:** Do not buy microchips that have a shared 900 code unless track-ability is of no importance to you.

#### Question to ask:

- What are the first three digits of the microchips you sell?
- Note: 900 (Literally nine-zero zero) is the code to avoid.

### 5. ✓ Microchip Syringe or Delivery Method

For anyone who has ever installed a microchip, you know this does matter. Proper installation of the chip is dependent upon a high quality delivery system that fits well in any hand and is solid. Cheaply made units will not do the job.

#### Question to ask:

- Can you describe your delivery system? (Better yet, ask for a sample.)

### 6. ✓ Company Location - Office and Database

Operating and managing a real microchip company requires a physical location, a trained staff and a live call center. You should expect real people to help you when needed. Additionally, any microchip company with integrity will record and track every microchip they have ever sold.

#### ALERT TIPS:

- If a registry website has no phone number or location - AVOID.
- If the phone is listed but you never get a real person or a call back - AVOID.
- If email is the only way to communicate – AVOID.



***There are plenty of real and excellent companies to choose from!***

**Question to ask if you reach someone:**

What are your hours?

Where are you located?

Do you keep track of the exact chip numbers you sell to me?

What is your contingency plan if you go out of business?

### Guide to Choosing a Microchip Registry

If you are in the business of caring for pets, you need to care about registering the microchips you install in those pets. A pet microchip is useless without owner contact.

**Registries vary greatly in services and costs.** Choose carefully. The Internet has enabled many copy-cat registries that simply dump owner data into a database. That is where the service ends.

If you are interested in a 'Free' registry, decide what matters. If you want real care for a lost pet, it takes live customer service. Remember that animal shelters holding a found pet need live customer service, too.

**Beware:** Some so-called registries are in business to collect owner data in order to sell it to pet product vendors.

**Choosing a Microchip Registry should revolve around one thing. *Does it work?***



**Check List:**

- ✓ The Registry is listed on the AAHA Pet Microchip Lookup Tool. (American Animal Hospital Association)
- ✓ The Registry has live operators to handle the critical communication between pet owner and shelters.
- ✓ The Registry can be reached hassle-free by phone and they return your calls!
- ✓ Read published Privacy Policies. If data sharing is the main agenda - AVOID.
- ✓ Call the registry and speak to a representative. Ask how they handle lost and found pets.

**Nothing is better than full service. It should be your goal if you want the system to work as it should.**



Contact: 800.434.2843

© Microchip ID Systems, Inc.  
Can be reproduced in full as pdf or web document.