

# Theft-reduction program launched

THE Construction and Mining Equipment Industry Group (CMEIG) and the Civil Contractors Federation (CCF) have joined forces in a program to have all new and much existing equipment marked with a whole-of-vehicle-marking (WOVM) microdot spray application, known as DataDotDNA.

Under this process, thousands of microdots, encrypted with the equipment's make, model and serial number or a unique PIN, are sprayed onto multiple locations on a vehicle or piece of equipment. All the information is held on the DataDotDNA register along with ownership details for ease of identification and to assist police in tracing ownership. As thieves are unable to ensure that every last one of these microdots can be removed, there will always be some form of identification remaining on a stolen machine or piece of equipment.

DataDot Technology Lim-



**South East Excavations operations manager Jon Gibson, applying DataDot. Looking on is Greg Gothard, managing director of DataDot Commercial.**

ited (DTL), the company which developed and markets DataDotDNA technology, maintains a global database, in which the equipment make, model, serial number and owner details are recorded. Police around the world have 24/7 access to this database. The most recently available statistics provided by the

National Motor Vehicle Theft Reduction Council indicate that in both 2005 and 2006, around 2,000 heavy vehicles and 500 pieces of plant and equipment each year were reported stolen in Australia.

Recovery rates for heavy vehicles were around 75 per

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cent, while plant and equipment were only around 45 per cent. Under the combined CMEIG/CCF theft-reduction program, OEM importers of plant and equipment would apply DataDotDNA to every item of new equipment sold in Australia. In addition, DataDotDNA packs would also be available as aftermarket products. At the time of servicing equipment, the DataDotDNA application would be offered as a value-add to customers.

In the equipment hire sector, where equipment theft is a major issue, individual rental companies would be encouraged to apply the process to

every item of plant they rent. And as well as the DataDotDNA aftermarket packs being available through the OEM partner's network of dealers, they will also be available to independent suppliers who can become accredited DataDotDNA installers.

Chris White, CCF's national CEO, says, "The other big advantage of this program will be that contractors purchasing used equipment will have peace of mind knowing that it hasn't been stolen. A simple phone call or check on a dedicated website will assure them that the machine is being sold legitimately."

The joint CMEIG/CCF program is being supported by Oamps Insurance Brokers.