



*Dispatch #38: 08.07.2008*

*DataDotDNA and DataTrace<sup>DNA</sup> at the forefront of construction theft prevention*

### Australia

Earthmover and Civil Contractor magazine discuss the issue of construction plant theft. The CCF (Civil Contractors Federation) in conjunction with partners OAMPS insurance brokers, DataDot Technology and the Construction and Mining Equipment Industry Group (CMEIG), have committed to launch a concentrated effort to highlight the issue and reduce this industry-wide problem. [click here](#)

Engineers Australia publication look at the issue of concrete and premature reinforcement corrosion. Building owners faced with this issue would benefit if they had more information regarding the historical makeup of the concrete. DataTrace<sup>DNA</sup> looks to be the solution to this [click here](#)

Several items covering Country Energy's utilisation of DataTrace<sup>DNA</sup> to mark copper and other valuable items. [click here](#)

Brisbane Lord Mayor Campbell Newman has allocated funds to providing residents with DataDots, described as a "crime fighting revolution in a can." [click here](#)

Master Builders magazine endorses the use of DataDotDNA [click here](#)

### Canada

The Calgary Herald features an alarming report on a potential death as the result of suspected copper theft. DataDot Canada is working to indelibly mark wiring, valuable materials, vehicles, anything that could be the target of thieves [click here](#)

### US

There is a new tool in the fight against copper theft in east Texas. Wood County Electric Cooperative unveils the use of DataDots to prevent copper thefts. To see and read more [click here](#) and [here](#)

Eyewitness News, MEMPHIS features a story of the use of DataDots to mark personal property (click on the video link upper right of web page to view) [click here](#)

## LATEST FEATURES

Country Energy using DataTrace<sup>DNA</sup> to prevent copper theft

Tragic consequences of copper theft

Brisbane Lord Mayor to fund the provision of DataDots to residents

*Remember if you have any recent articles, brochures, or anything that you would like to share, please email them (or a link) to me with the source.*

*This email was sent by Alex Harris, Marketing Coordinator DataDot Technology (Aust) Pty Ltd Ph: 02 8977 4900 Fax: 02 9975 4700 Email: aharris@datadotdna.com*

*This e-mail and any files transmitted with it is intended solely for the use of the individual or entity to whom it is addressed. If you are not the intended recipient, or the person responsible for delivering the e-mail to the intended recipient, please immediately notify the sender by e-mail and delete the original transmission and its contents. Any use, dissemination, forwarding, printing, or copying of this e-mail and any file attachments is prohibited.*

# “TIME TO GET TOUGH ON THEFT”

*Earthmover and Civil Contractor May, 2008*

“With the increase in theft of construction plant, the CCF in conjunction with partners OAMPS insurance brokers, DataDot Technology and the Construction and Mining Equipment Industry Group (CMEIG), has committed to launch a concentrated effort to highlight the issue and reduce this industry-wide problem.

While there are no accurate figures on the actual size of the problem, it is estimated by industry sources, that it could run into millions of dollars a month. Also, there are indications of “made-to-order” thefts, with links to organised crime.

## **Containerised theft**

There are the reports of heavy construction equipment being dissembled and shipped in containers to countries where levels of policing are less stringent

In addition to the theft of plant we are receiving reports of the disappearance of construction materials from sites. These include pipes and rolls of cable.

There are some factors which inherently make such equipment difficult to track. These include same-key systems - while a distinct advantage to floating operators - makes such plant particularly vulnerable to theft. Also, the lack of registration makes the equipment almost unidentifiable and particularly attractive to thieves.

Industry sources indicate late model plant and equipment is most vulnerable to theft with most stolen plant and equipment being up to five years old with an average age of two years.

They also indicate smaller and more easily transportable equipment, such as mini excavators, which are considered high-risk equipment with a higher rate of theft compared to larger plant and equipment while larger organisations are at the greatest risk of targeted and well-organised theft.

## **Weekend vulnerable**

Sources also say high incidences of theft occur over weekends which are usually when plant and equipment is unattended.

And while tracking systems have been available for many years, often they are not fitted and thieves are often tipped off as to which vehicles are fitted with anti-theft devices which can be disabled or removed. Despite the emphasis on the cost of not recovering expensive pieces of equipment, there are the hidden costs. These include lack of productivity caused by replacement equipment and the length of time it can take to find replacement stock.

Beyond replacing the machinery, profitability is affected by increased insurance premiums, decreased employee activity, paperwork, legal costs, higher costs for additional security and internal controls.

## **Awareness campaign**

That is why we are embarking on a Plant Theft initiative involving industry-wide intelligence gathering and an awareness campaign with our partners OAMPS, DataDot and CMEIG.

Microdotting has been used in the motor vehicle industry for many years and is a way of deterring theft and increasing vehicle recovery. Other technologies such as GPS and wireless tracking are viable deterrents too.

# “ METHOD TO TRACE A CONCRETE’S ORIGIN”

*Engineers Australia May, 2008*

“A common quality problem with concrete, especially close to the coast, is premature reinforcement corrosion. Building owners faced with this issue would benefit if they had more information regarding the historical make up of the concrete, without the expense of taking cores and sending samples off to a laboratory.

Answers to these and other concrete questions now look like being satisfied by a new forensic tracing technique called Datatrace<sup>DNA</sup>. This method allows for immediately determining the origin, homogeneity and approximate proportion of cement in concrete, both before pouring and after the concrete has set. As the Datatrace<sup>DNA</sup> indicators are embedded in the concrete, measurements relating to the concrete’s composition can be carried out for at least 25 years after the concrete has been poured, according to Dr Jerry Swiegers, one of the developers of the technology.

Swiegers heads strategic research at Datatrace<sup>DNA</sup> Pty Ltd, a joint venture firm formed in 2005 by Datadot Technology and CSIRO

The Datatrace technology works by incorporating tiny quantities (5g to 50g for each tonne of concrete) of tracing materials in the concrete mix. The tracers give the concrete an invisible spectral signature that can be read and interpreted using a handheld, electronic reader called the Datatrace<sup>DNA</sup> authenticator.



The Datatrace authenticator is being used here to detect tracing materials in concrete in the plastic state.

As the tracers are embedded within the concrete and are active for approximately 25 years, one may retrospectively measure the homogeneity with which the concrete was mixed even many years after the concrete has set.”

# “ ROBBERS BEWARE: YOU CAN BE TRACED”

*Extract from Port Macquarie News 30/5/2008*

“COUNTRY Energy is going high tech in a bid to prevent thefts of copper and other valuable items.

The DataTrace<sup>DNA</sup> system marks items with their own “genetic-style” material, allowing objects to be identified if stolen.

Molecular tracers, invisible to the naked eye, are simply sprayed on to equipment.

Each tracer is embedded with the Country Energy business name and Australian Business Number and is impossible to remove without defacing the product.

The new process was an important measure to protect Country Energy’s assets for customers and the safety of the power network, regional manager Andrew Latta said.

The DataTraceDNA can be applied to items such as copper reels and earthing straps, trucks, tools and computers.

One of the main items targeted by thieves recently has been copper because of its rapid global price increase.

Chairman of Crime Stoppers Australia, Peter Price, said copper theft had a dramatic impact on the community.



□ **Eyeing the dots:** Country Energy’s Andrew Latta and Port Macquarie Police crime manager Mick Heap watch Data Dot’s Wayne Topper spray the identification tracers on to a roll of copper cable.

“Electricity is interrupted, phone lines cut, trains cancelled and lives put in danger - the public should not have to cop the cost of this crime,” Mr Price said.

Mr Latta said Country Energy always was looking at ways to increase the security of its premises and property.

Police and metal recyclers will be provided with special DNA readers they can use to identify stolen property, allowing them to return the items.”

# “ HELPING THEFT PREVENTION”

Daily Advertiser 11/6/2008

“DataTraceDNA is now being used on all products and tools owned by Country Energy.

The DataTraceDNA product is a fine mist, invisible to the naked eye, containing molecular traces embedded with a business name and ABN number.

The product is simply sprayed onto an item and cannot be removed.

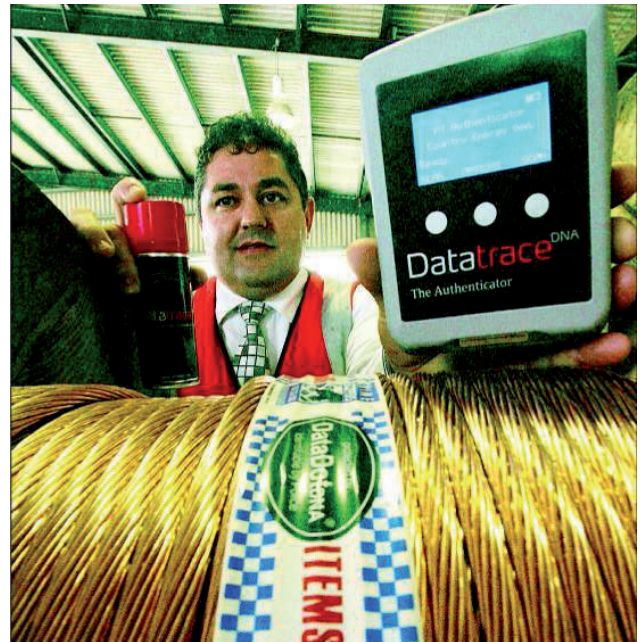
As the price of copper continues to rise - now costing an average price of \$12/kg in Australia Country Energy has fallen victim to a significant number of copper wire related thefts.

Across the industry we would have lost hundreds of thousands of dollars, but it is not so much the cost we are concerned about, but the impact it is having on our customers,” Country Energy’s Riverina regional general manager, David Nardi said.

According to Mr Nardi the company will use the DataTraceDNA on a range of products including copper wiring, hand tools, ladders and trolleys.

The new DNA technology has taken security to the next level, DataDots Stewart Woodger said.

“It is not about recovery of the products but deterring the theft in the first place,” Mr Woodger said”



**CRIME FIGHTER:** Country Energy’s Riverina regional general manager David Nardi shows how the new DataTraceDNA technology works. The technology is the latest in crime prevention and has helped lower property theft numbers globally. After falling victim to the recent spike in copper wire theft, Country Energy is one of a number of companies using DataTraceDNA to deter thieves from stealing company products. Picture: Brett Koschel



**DON'T COP IT:** Data Dot national manager Stewart Woodger and Country Energy Far North Coast community relations manager Doug Hackett test out the new Data Dot technology protecting Country Energy copper stores.

## “COPPER THIEVES, YOU’RE ON NOTICE”

*Daily Examiner 28/5/2008*

## “SPACE-AGE TECHNOLOGY BEEFS UP SECURITY”

*Daily Liberal 19/6/2008*



Country Energy north western regional manager Peter Halliwell with the new security technology

# “ LORD MAYOR PROMISES FUNDS FOR SELF DEFENCE COURSES AND ANTI-THEFT SPRAY”

*Bayside Star 18/6/2008*

“FREE self-defence courses and anti-theft DataDot spray will be offered to Brisbane residents, as part of Lord Mayor Campbell Newman’s budget.

\$250,000 has been allocated towards providing access to DataDots, a crime fighting revolution in a can.

Cr Newman said the microscopic labels which carry unique serial numbers invisible to the naked eye, can be applied to any item with a spray can or cotton buds which means people will stand a greater chance of recovering stolen goods.

“The packs will also come with warning stickers which can be displayed on windows or the items themselves,” he said.

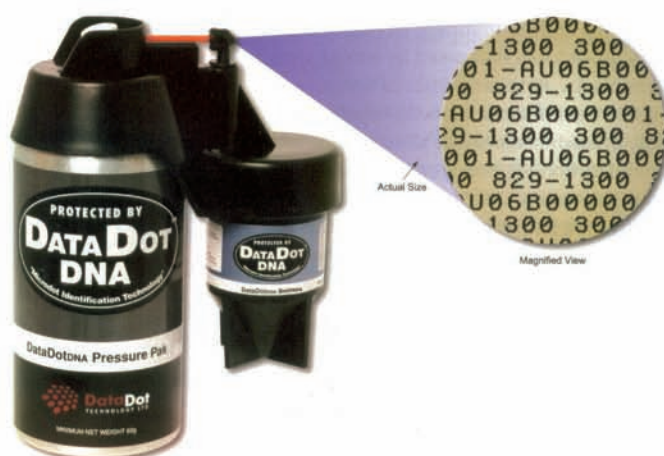
The DataDots will be bought in bulk and offered to residents.

Project Manager for Project ID-IT (a property marking initiative which began in Sandgate last year) Sergeant Cherie Crane said the police were very supportive of the Lord Mayor’s Data Dot initiative.

“In terms of our Project ID-IT this will go a long way to making more people aware of property identification and that is our aim so we are very happy with the Council’s plans,” she said.

The results of the project were so successful that it has been rolled out across the Metro-North police region.

# Reducing theft on worksites



**Stephen King, General Manager of Business Development and New Products, discusses Master Builders latest initiative to help members and the industry combat theft on building sites, with an added bonus for helping consumers to curb theft at home.**

A thief could make a pretty good living from a building site – there are plenty of tools and equipment, as well as new appliances and materials just lying around. This theft accounts for one to two percent of the value of every project, so to try to help the industry combat it, Master Builders is now an agent for DataDot technology in Queensland.

## What is DataDot?

DataDot is a revolutionary property marking system which involves spraying your property with microdot technology. The microscopic DataDots are laser-etched with a serial number that is registered against the property and owner and are sprayed onto equipment from an aerosol container.

The dots are the size of a grain of sand and are suspended in a liquid adhesive, with one spray can marking around 30-40 items.

## Old idea, new technology

Once upon a time, people used engraving to etch names or numbers onto their property, and police tried to use this to recover stolen property. The problem with engraving is that thief could easily scratch the details off.



With DataDot, the thief would need to scratch thousands of tiny pinhead-sized dots off the property in order to resell it. Although the dots are difficult to see with the naked eye, police can read the dots with a UV light and microscope, helping to identify and return stolen property.

### Early warnings

An important aspect to the concept is the idea of warning would-be thieves. As well as the application of the DataDots themselves, stickers and police warning signs on sites and around the home alert potential thieves to these additional security measures, making them less likely to take the risk.

### Product choice

There are kits that are specially designed for builders, homeowners/tradesman/offices, and marine, vehicle or motorcycle use, so almost anything of value could be sprayed with DataDot.

Vehicles can be linked to the Vehicle Identification Number (VIN), while other applications can be linked to names, business names and phone numbers.

Builders and tradies can fight theft on building sites by spraying DataDots on tools and building materials, as well as in their office or home on



*Microscopic DataDots are the size of a grain of sand*

items like computers, cameras, photocopiers, printers, cars and phones.

A number of infrastructure companies are even using DataDot to reduce copper theft, while several local councils around Australia are using the technology to protect everything from building materials and signage to plants and equipment.

### Crime prevention that crosses boundaries

Combining the unique technology of DataDot with the high profile Crime Stoppers program, Master Builders sees this as an excellent crime prevention initiative for homes and the industry, which could eventually lead to the overall reduction in the cost of building or renovating a house.

The Home/Tradesman DNA Kit for \$99 is designed specifically for tradespeople to use on tools, equipment and materials, as well as some items around the house.

The Builders DNA Kit for \$511.50 is a much more comprehensive kit designed to cover numerous items on a building site, and includes two 900 x 600 Warning signs plus stickers and labels to help deter thieves from your site.

Other kits like the marine or vehicle kits are also available.

### More information?

**To find out more about DataDot, or to buy a kit, visit [www.masterbuilders.asn.au/datadotdna](http://www.masterbuilders.asn.au/datadotdna). cfm or call 1300 554 543.**