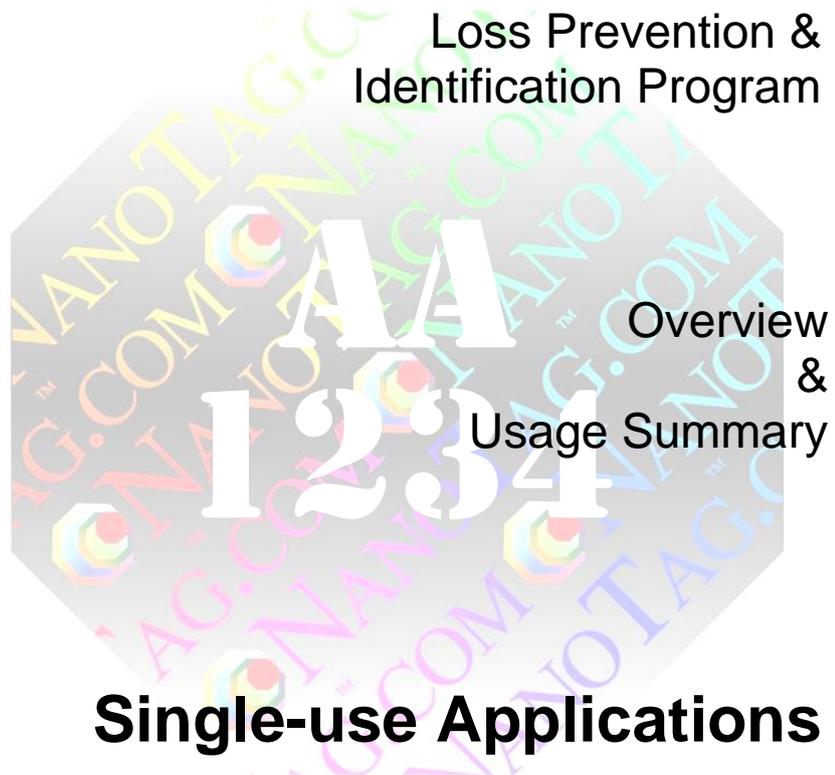




Loss Prevention & Identification Program



Single-use Applications



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Commercial in Confidence

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Executive Summary

Theft of specific items continues to be a significant problem for individuals, companies and government agencies across Australia. Targeted items vary greatly and the list is endless but items from jewellery, bicycles, mobile phones, laptops and AV-equipment, to guns, collectors knives and military paraphernalia, to tools, plant, equipment and machinery, through to scooters, motorcycles and cars are all exposed to targeted theft. It is commonly thought that criminals disburse most of the stolen property in exchange for cash and/or drugs as follows:

- To “fences” in direct exchange for cash and/or drugs
- to buyers who purchase the stolen items at a much lower price than otherwise available to them;
- to tradesmen who can utilise the stolen items to generate their income;
- to distribution outlets in other states;
- cut up and sold as scrap material for cash;
- via eBay, pawnbrokers, car park markets, second-hand goods magazines & papers, etc.

If stolen items are subsequently discovered in any form, identifying the rightful owner has been nigh on impossible to date. Serial numbers, id tags and painted identification are very easy to remove or disguise. It also follows that those caught in possession cannot be charged with theft but with the much lesser charge of being in possession of stolen goods – and only if reasonable proof can be found. This ensures large incentives remain for repeat crimes with little chance of the criminal being caught let alone charged with a significant offence. As such, it has become a multi-billion dollar annual problem for communities right across Australia.

A comprehensive approach to loss prevention would involve adopting a *market reduction approach*¹ to reduce the theft, loss and damage to property. A key element of this approach is property marking.

Property marking has long been recognised as a crucial measure in discouraging and detecting crime and should therefore be considered when adopting a comprehensive loss prevention strategy. No thief wants items that can be identified to their rightful owner, so marked items quickly become very unattractive to would-be thieves and they will typically look for easier, less risky targets. **MicroDOTS** provide the simplest practical method of property marking available today.

Property marking, associated signage and public education act to reduce the attractiveness of valuables to thieves by making them identifiable after the event. It is recommended that this approach be undertaken upon any item subject to potential theft, thereby discouraging the theft of property and significantly reducing the risk of security breaches in the home, at business premises and in depots, yards & warehouses – generally across the whole community.

¹ Australian Institute of Criminology 2005. *The market reduction approach to reducing property crime. AICrime Reduction Matters No. 32.* Canberra: Australian Institute of Criminology.

MicroDOTS

Leading-edge **MicroDOTS** employ a metal substrate, which is electrically etched with a unique identifying code and cannot lose any information as a result of sunlight, high temperatures or usage time. It is a very robust product and has significant advantages over older microdot technology, which typically uses a plastic substrate that is subject to destruction in sunlight and/or high temperatures, heavy degradation over usage time and de-lamination within its own adhesive after 6 or more months. None of these issues exist with **MicroDOTS**.

MicroDOTS can range in size from 0.3mm to 3.0mm and can be packaged to mark items with a rapid application pressure-pak spray or very simply from a “brush-wand” applicator. Each **MicroDOT** contains a hologram, which can be customised with a Corporate Name and/or logo (see images below), if desired. In addition, each **MicroDOT** in a pack contains a unique PIN, which is subsequently allocated against the owner of the marked property. Signs, labels and stickers can be similarly customised.

MicroDOTS are simply a modern and very simple way to “engrave” property. **MicroDOTS** are very easy to apply and then extremely difficult to detect and remove. Items of all shapes and sizes can be marked with **MicroDOTS** in just a few seconds. Used with warning signs, warning labels and item stickers, **MicroDOTS** provide a very effective “hardening” layer of security for valuable property of any kind.



Samples of Holographic Corporate Logos on Customised **MicroDOTS**

The MicroDOT Theft Deterrent Model



MicroDOT Kits

MicroDOT Identification Kits



*MicroDOT identification kits are provided in a “brush-wand” or as a can of propellant, each including the unique identifying tags inside. This identifying code on the tags can be generic or can be produced with a holographic Company logo as the **MicroDOT** background.*

MicroDOT identification kits, can be enhanced with the addition of supporting signage, warning labels & item stickers. These supporting items provide overt announcements to would-be thieves that property is marked for Police identification.

Standard kits are provided with product support materials, such as Application & Registration Instructions.

*MicroDOT identification kits provide a very fast, mobile and easy way to deliver identification to virtually any item that may be a target of theft. They are most commonly used where there are items of value to be marked for identification as a primary loss prevention strategy. Some items commonly marked include bicycles, jewellery, tools, plant, machinery, equipment & materials; as well as laptops, PC’s, flat screens, digital projectors, mobile phones, and other home & office equipment; plus copper cables, copper & aluminium reels, air conditioning units, water piping, power cables & window frames; to guns, knives & military collectibles; through to scooters, motorcycles, cars, jet ski’s, boats, caravans, trucks & trailers. In fact, a **MicroDOT** solution can be effective in virtually any circumstance where there are items of real or intrinsic value that may be a target of theft.*



Usage Summary – Single-use Application

- Bicycles
- Jewellery
- Mobile Phones
- AV-Equipment
- Tools
- Plant
- Machinery
- Equipment
- Materials
- Guns
- Knives
- Military Paraphernalia
- Copper Earthing Straps
- Copper Cable
- Air-conditioning Units
- Whitegoods
- Aluminium Window Frames
- Water Meters
- Scaffolding
- Metal Inspection Covers
- Scooters
- Motorcycles
- Cars
- Caravans
- R.V.'s
- Jet Ski's
- Boats
- Outboard Motors
- Fishing Equipment
- Crab/Cray Pots
- Diving Equipment
- Trucks
- Trailers
- Hire & Rental Equipment
- Building Materials
- Asbestos
- Aluminium Window Frames
- Oyster Shells
- Abalone Shells
- Livestock
- Copper/Brass Gravestone Markers
- Copper/Brass Headstone Decorations
- Copper/Brass Church Decorations & Equipment
- Semi-precious Metals

Benefits Analysis

- Mark (overtly and/or covertly) valuables with unique identification. With associated warning signage & labelling, this provides a unique “hardening” layer of security for each item.
- Announce clearly to would-be thieves, staff, suppliers, business associates and the community at large that all items of value are marked for Police identification.
- Full commitment to the **MicroDOT** solution will significantly increase the risks involved to a would-be thief, in stealing any items of value.
- Higher risk of theft and lower returns (cash and/or drugs) for identifiable stolen property, will significantly reduce possibility of theft.
- Less theft typically results in direct reductions in damage & vandalism caused as a result of thefts.
- Lower theft rates mean significantly reduced interruptions to personal and business processes and far less imposts on family or staff caused as a result of theft.
- Lower theft means less disruption to Family business or Company services.
- Reductions in breaches of premises, damage & subsequent theft, has a very positive impact upon community’s feelings of safety and well-being.
- Ability to identify stolen items improves the potential for return of those items when found.
- Identification of stolen items enables Police to upgrade charges against criminals caught with stolen property.
- Identification of stolen items will improve conviction rate of criminals perpetrating theft.
- Improved catch & conviction rate of criminals, is a significant disincentive for future occurrences of theft.
- Reduced theft has an immediate impact upon the “bottom line”.

Gallery



MicroDOT Ute



Air Conditioning Unit



Tools



Copper Wire



Internal Storage Yard



School Fence



Warning Sign/Label



Item Labels/Stickers