

Xtratec Pty Ltd

# DataDot DNA

## Why marking property deters thieves?

The main reason for theft is to steal items of value that can be quickly converted to cash or drugs. Of all the security measures available, the **ONLY** one that can render items worthless to the thief, is to mark them permanently for identification to the rightful owner.

Alarms, cameras, guards, locks, dogs, security screens etc. all act as a deterrent. However, **NONE** of these will take away the primary objective of a thief, that of stealing items of value that can be exchanged for cash or drugs. If goods are marked for identification however, it makes them extremely hard to dispose of **AND** poses a much greater risk to the thief to be caught with them in their possession (it gives the police means to impose a much heavier penalty on the thief). With the increased risks involved in handling marked stolen goods, and the increased difficulty in disposing of these goods, it becomes pointless to steal those goods in the first place.

In fact in the eyes of the thief, the goods marked with **DataDotDNA®** become virtually worthless, removing the very reason for theft.

Marking goods therefore **MUST** be the highest priority in security measures taken by owners of property.

## Options for marking your property

### Hard Engraving

- Cumbersome and time-consuming, may be difficult for physically challenged people;
- Physically damages the goods being marked and may void manufacturer's warranties;
- Nearly impossible to apply to most jewellery and smaller items.

### DataDotDNA®

- Very easy to apply, most homes can be completed in as little as half an hour;
- Can be applied simply and quickly to jewellery and smaller items;
- Very difficult to detect with the naked eye, making removal by would-be thieves almost impossible.

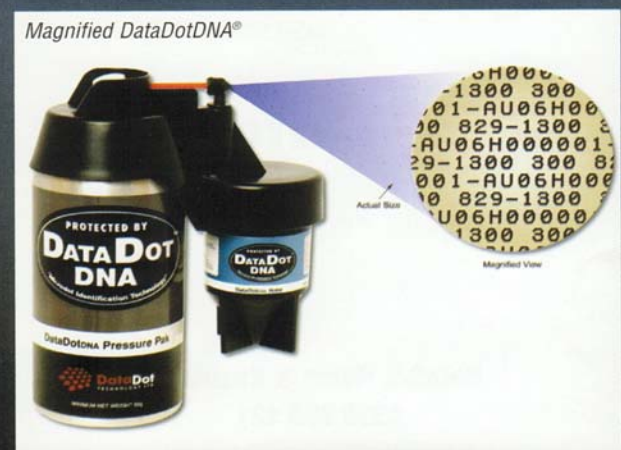
## DataDots – DNA for your property

DataDotDNA® is a modern way of engraving property for identification. DataDots are made from a polyester base, smaller than a grain of sand, with a life expectancy of at least 20 years. Each "dot" is laser-etched with several lines of your own unique identification. The dots are suspended in a clear drying, environmentally friendly, water-based adhesive and are applied to your goods with a simple to use spray pack.

## What can DataDotDNA® be applied to?

DataDotDNA® can be applied to almost anything – electrical goods, PC's, watches, rings, bracelets, mobile phones, CD's, DVD's, tools, bicycles, golf clubs, art works, family collectibles – anything of value that you want simply identified as your own. These items can be at home, in the office, in the car, truck, boat, caravan or trailer, or perhaps carried to school or university such as calculators and electronic diaries.

DataDotDNA® kits come with a set of warning stickers, clearly highlighting that goods are marked for identification.



Available From:

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