



Working together to stop theft

PHIL Rodgers, co-owner of Rodger Bros Hire & Rental Newcastle, is one of a growing number of business owners supporting the HRIA initiative to reduce theft by applying DataDots to all equipment. "Theft costs our industry over \$60 million dollars every year. It's a big problem but if we work together we can reduce theft and save ourselves a great deal of time and money," Mr Rodgers said.

Last year, the HRIA, Crime Stoppers Australia and DataDot Home and Business joined forces to implement an industry wide crime prevention program. As part of this program all HRIA financial members were provided with a DataDot Business Kit, containing a spray can of DataDots and point of hire signage alerting thieves the equipment carries security marking. DataDots are a modern and high-tech way to engrave property. Each dot is laser-etched with company name. The dots, suspended in a liquid adhesive, are as small as a grain of sand and difficult to see with the naked eye. One spray can will mark up to 250 plant and equipment items.

According to Mr Rodgers, the police are always encouraging property marking because it deters thieves and helps with the recovery of stolen goods.

For more information, call 1300665121 or email info@datadothb.com.au.



Mr Rodgers urges all HRIA members to spray their equipment with DataDots as part of routine maintenance and checking of plant and equipment.