



Lusty EMS
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Lusty EMS Helping Operators to Keep Their Equipment Safe

Lusty EMS understands that theft of heavy plant machinery can be a very expensive, inconvenient and frustrating experience. In order to combat theft and help transport operators protect their valuable assets, Lusty EMS is now integrating DataDotDNA® into their tipper manufacturing.

DataDotDNA® is a cost effective security identification system that protects machinery from theft and uses "DataDots", which are tiny microscopic discs that contain unique information that's linked to the equipment and operator.

"DataDots are as small as a grain of sand and literally thousands of DataDots are easily sprayed or brushed onto various locations underneath and within the trailer," Rick Child, National Sales and Marketing Manager for Lusty EMS explained.

DataDots play a crucial role in the recovery and return of stolen machinery as each DataDot contains a unique code that is stored on a secure national database and can be accessed by police when investigating machinery theft.

For those who may be concerned with the appearance of their trailer, Rick is quick to assure operators that DataDots do not interfere with the quality finish.

"DataDots are virtually invisible to the naked eye and can only be identified by a UV light and magnifying glass. Because they are located in a number of areas on the trailer, it is virtually impossible to remove all the DataDots."

"It'd be a brave thief who would try to on-sell a trailer and its parts without fear of being caught."

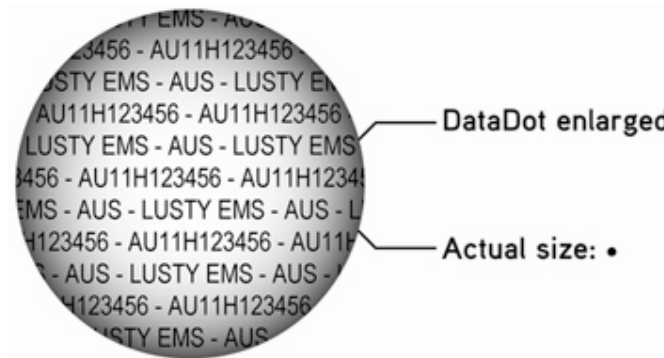
Warning stickers on the trailer also act as a further deterrent to thieves and operators may find that there are potential insurance discounts and incentives available.

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Images Overleaf ->



Above: Tyrell Reavey from Lusty EMS applies the DataDots to the latest trailer of the production line.



Above: DataDots - As not seen by the naked eye

Further information contact:

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