

# Media Release

## Ontario's Police Leaders Fight Theft of Personal Property By Endorsing New Anti-theft Tool

**Trace™ Pen Helps Property Owners Mark and Register Their Property on Secure Database**

**For Immediate Release:** September 16, 2014

**(Brampton, ON)** – Ontario's police leaders are endorsing a crime prevention tool that helps property owners prevent crimes resulting from break-ins and personal property theft. The Ontario Association of Chiefs of Police (OACP) today announced that the association is endorsing the new **Trace™** pen, which allows property owners to invisibly mark and then easily register their valuables online in a secure Canadian centralized database. The database and product detection tools will be utilized by police to identify stolen property with the goal of reducing property theft in Ontario.

In 2013, there were a total of 1.1 million reports of property crime across Canada. Break and enters and theft under \$5,000 (non-motor vehicle) were among the biggest crimes under this category

The **Trace™** pen is an application device filled with thousands of tiny plastic discs suspended in a phosphorus adhesive (visible with a black light) that is difficult to remove and hard to find. Property owners can easily mark and register their valuables on-line on a centralized, secure database.

Each tiny disc, about the size of a grain of sand, is laser-etched with a unique PIN (Personal Identification Number) that can be linked to the property owner through the **Trace™** Identification Network, essentially creating DNA for the user's property. Property owners can mark roughly 50 items per **Trace™** pen across Canada. The pen will initially be available through participating Home Hardware stores.

"Home Hardware is focused on providing expert advice to our customers," said Jason Schierholtz, Product Manager at Home Hardware Stores Limited. "We are proud to partner with **Trace™** in our efforts to deliver innovative products to our communities across Canada."

RSR Solutions Inc., the company that developed the **Trace™** Identification Network and sole Canadian licensee of the **Trace™** pen, has now moved from the development stage to work with the OACP to inform the public, second-hand stores, and pawnshops as to how they can be active participants in property theft prevention, detection, and conviction.

"Having something stolen is a traumatic ordeal to go through. Often, very personal and sentimental items are stolen and lost forever. Marking and registering your valuables with **Trace™** will reduce your chances of becoming a victim and improve the likelihood of those things you hold so dear being returned" said Karey Davidson, President & CEO, RSR Solutions Inc.

OACP President Chief Jennifer Evans, Chief of Police of Peel Regional Police, noted that the OACP is pleased to work with Home Hardware and RSR Solutions Inc. to make this crime prevention tool available to property owners.



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[#TRACEpens](#)

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**The Ontario Association of Chiefs of Police is the voice of Ontario's Police Leaders**

*Members of the Ontario Association of Chiefs of Police serve their communities as the senior police leaders in municipal, regional, provincial, national, & First Nations police services across Ontario.*

“The **Trace™** pen does three important things: it enables police to identify stolen property, assist in returning owners’ stolen property, and empowering property owners, through theft prevention, to make a difference in their community, said Evans. “Preventing property crimes is a priority for all police services. When such crimes do occur, we want to reunite property owners with their stolen property. Empowering property owners and working with retailers is an important component in fighting property crimes.”

For more information on **Trace™**, please visit: [www.traceidentified.com](http://www.traceidentified.com).