

tesa Case in Point

January 2009

Unique tesa Products used to Mark Vehicles with Identification Codes

The Virginia State Police "Help Eliminate Auto Theft" (H.E.A.T.) Program is turning up the heat on motorcycle and ATV (all-terrain vehicle) thefts. With 465 motorcycles stolen in the Virginia Beach and Richmond areas within a twenty-month period, something had to be done to curb the rates of theft. The H.E.A.T. Program began looking for ways to place permanent VIN (vehicle identification number) identifiers on motorcycles. They explored technologies similar to etching, as all cars in Virginia now have etched VIN numbers, a measure put into place in Virginia in 1997.

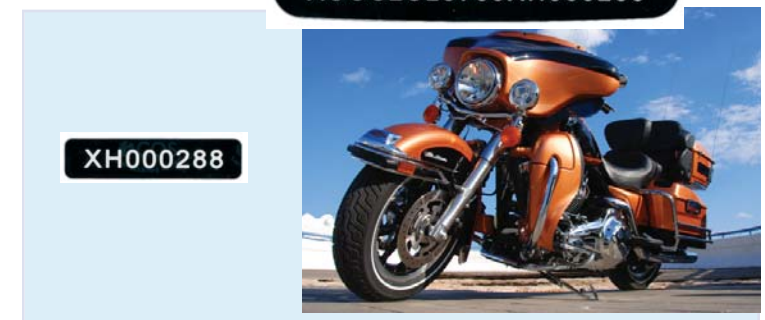
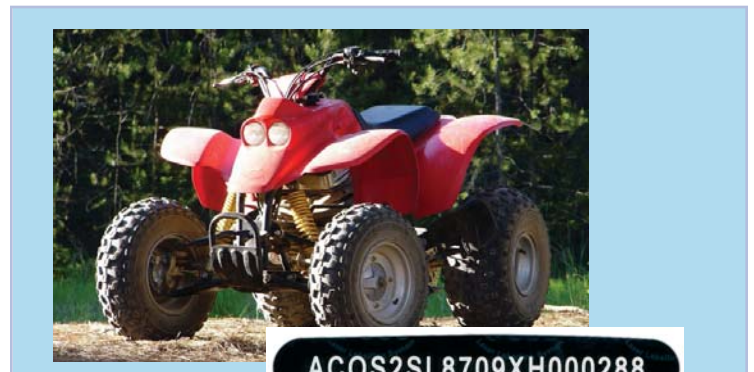
While attending the SEIAATI (Southeast International Association of Auto Theft Investigators) conference in 2005, members of the Virginia State Police H.E.A.T. Program were introduced to representatives from tesa tape, inc., and the company's unique label identification systems. Members of the H.E.A.T. team were intrigued with tesa's offering, but they ultimately sought a system that could allow VIN identifiers to be embedded on vehicles and detectible with an ultraviolet (UV) light, even if the VIN labels / tags were removed. At that time, this technology did not exist. If the VIN label was removed from the vehicle, only the rectangle shape where the label originally resided could be detected by UV light.

After contacting more than a dozen laser companies, tesa tape representatives suggested that H.E.A.T. members speak with one of tesa's partners - CodeSource, Inc. Initially, CodeSource's technology was not an exact fit, as it too was faced with the challenge of embedding VIN identifiers onto surfaces beyond their label stock, such as plastic, fiberglass, and painted metal; but company representatives gladly embraced the challenge.

By the next SEIAATI conference, a solution had been developed. Utilizing a unique tape product from tesa tape, in conjunction with a newly-developed laser-etching technology by CodeSource, vehicle VIN identifiers can now be transferred onto vehicle components and remain visible with an alternative light source, even if the VIN label is removed! The tesa / CodeSource laser technology is also capable of micro-etching the VIN into the tesa tape label material in a data matrix format, all in a space smaller than two stacked human hairs!

In the Spring of 2007, the H.E.A.T. Program received two complete laser systems from CodeSource, Inc., complete with tesa tapes, and they are traveling across Virginia providing a free identification service to anyone with a motorcycle or ATV.

About CodeSource, Inc.: CodeSource is a focused supplier of laser marking, pin marking, and data matrix code reading equipment and software. In addition, the company's contract marking services offer small to medium volume outsourcing with an emphasis on IUID direct part marking and tagging / labeling applications.



About tesa tape: For over a century, tesa tape has pioneered the development of pressure-sensitive adhesive tape technologies. This rich tradition of innovation dates back to 1882 when the company's founder patented a method for manufacturing medical adhesive dressings. With this invention came the beginning of a global enterprise dedicated to the development and promotion of advanced adhesive tape solutions. Today, this worldwide enterprise services customers in over 100 countries around the globe and holds numerous product patents. In North America, tesa markets many diverse product lines, including double-sided fastening tapes, masking tapes and associated products; packaging tapes, duct and cloth tapes, and many specialty tape products. At tesa, it is our charter to provide our customers with service levels and applications expertise that are second to none in the industry. With this as our goal, we stand committed to providing adhesive tape solutions beyond the roll!

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