



BOOMERANG

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CONTACT US TODAY
and receive a FREE THEFT CONSULTATION

with personalized tips on how to protect your equipment against theft.

Call 1-877-878-8722 or visit www.Boomerangtracking.com/consultation

KEEPING TRACK **CONSTRUCTION EDITION**

**A GUIDE TO PROTECTING YOUR
CONSTRUCTION EQUIPMENT FROM THEFT**



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FOR CONSTRUCTION EQUIPMENT

To Owners of Heavy Equipment,

Your construction equipment may be more vulnerable than ever to today's professional thieves, who have found lucrative business in equipment theft. In fact, a recent sample survey* conducted among select law enforcement indicates that today's challenging economy may be fueling construction equipment theft – making your possession an even greater target for hungry criminals.

While theft rates may vary from year to year and during different economic climates, the one thing that remains constant is that theft is a huge and costly problem. It is estimated that hundreds of millions of dollars in equipment is stolen annually in Canada. In fact, a 2009 Rogers Professional Research Group Survey commissioned by Boomerang Tracking Inc. showed that **almost half of equipment owners have experienced theft in the last 5 years.**

The real price tag of theft goes beyond replacing these expensive pieces of equipment. There are many hidden costs, such as lost productivity, increased insurance premiums, project delays and increased operating costs, to name a few. The Construction Theft Survey also found that many equipment owners aren't taking the necessary precautions to protect their equipment – and their businesses – from this costly problem. According to the survey, only eight percent of equipment owners have security alarms on all vehicles and a mere six percent have a silent tracking device hidden in the equipment.**

That's the bad news. The good news is that there are things you can do to keep your equipment safe. For example, keeping better records of your equipment, stepping up on-site security and using theft protection devices can make your equipment much less vulnerable to thieves.

That's the reason behind this booklet – to provide valuable information about why equipment is such a prime target for thieves and to give you a step-by-step guide to keep your equipment safe. We hope it provides you with all the information you need to ensure that your heavy equipment remains where it should be – on the job site, keeping your company productive and profitable.

Sincerely,

Scott Nilson
General Manager
Boomerang Tracking Inc.

*LoJack 2008 Law Enforcement Survey

** Rogers Professional Research Group, Inc. 2009 Survey conducted on behalf of Boomerang Tracking Inc.

WHEN EQUIPMENT THIEVES MOVE IN, YOU WILL PAY A HEAVY PRICE

To size up the scale of the problem and the business costs involved, the Construction Theft Survey* found that:

Theft is a widespread reality

46% have experienced equipment theft

31% had two or more incidents of equipment theft

63% never saw their equipment again

Theft has major consequences

30% said the recovery of stolen equipment took one week or longer

98% of equipment that was recovered was damaged

43% of equipment that was recovered incurred damages of \$5,000 or more

* Rogers Professional Research Group, Inc. 2009 Survey conducted on behalf of Boomerang Tracking Inc.



TRUE STORY

1 Recovery \$100,000 Saved

At approximately three o'clock in the afternoon the son of the owner of a trenching company noticed a piece of construction equipment was missing from a job site. He promptly contacted Boomerang/LoJack Security Central and notified them of the missing 2005 John Deere.

Shortly after the theft had been reported, a tracking team was notified and began to locate the equipment. They immediately began picking up a signal on a nearby highway and began following the John Deere while it was in motion.

The tracking team immediately called the police and they followed the equipment until the suspect finally parked it behind a barn. The police arrested the suspect on site and recovered the stolen machinery which was worth \$100,000.

The owner of the trenching company, who has been in the business for 30 years, was very happy to have his machine back and working on the job site that evening.

WHAT IMPACT WILL THEFT HAVE ON YOUR FIRM?

Your business will be impacted in many ways if you suffer a theft at the hands of equipment thieves.

TOP 5 CONSEQUENCES

Respondents to the Construction Theft Survey identified the following as the top consequences of theft for their businesses:

- ✓ Extra time on the job due to loss of productivity of stolen unit
- ✓ Lost money due to business downtime
- ✓ Lost money because equipment was not insured
- ✓ Increase in insurance premiums
- ✓ Increased operating costs due to need for more security

Most owners seem to believe that protecting equipment from theft is a cost that cannot be justified. **In reality, many theft prevention measures are of negligible cost when compared to the business costs associated with equipment theft.**



CASE STUDY

2 Recoveries \$60,000 saved

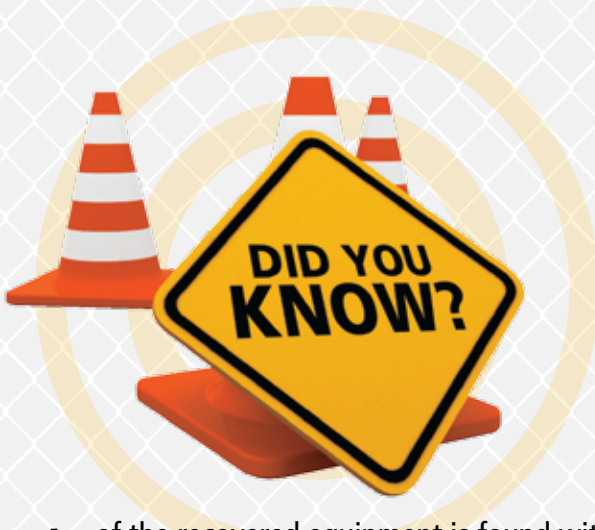
Business:	Company specializing in development and construction of condominiums and townhomes
# employees:	20
Stolen equipment:	Caterpillar 216B2 Skid Steer Loader
Value of recovery:	\$30,000 X 2
Location stolen:	Scarborough, Ontario
Location recovered:	Toronto, Ontario
History of theft:	<ul style="list-style-type: none">• Company took few measures to protect their jobsites• Caterpillar 216B2 had been stolen• Boomerang/LoJack recovered the equipment• After the incident the company installed security cameras• Caterpillar 216B2 was stolen a second time• Boomerang/LoJack recovered the equipment yet again• Company now hired a security company to patrol their job sites• Experienced a decline in trespassers and have not had another theft since



* Rogers Professional Research Group, Inc. 2009 Survey conducted on behalf of Boomerang Tracking Inc.

WHAT HAPPENS TO HEAVY EQUIPMENT IF IT'S STOLEN BY PROFESSIONAL THIEVES?

- **Resold** to unsuspecting contractors.
- **Transported** to another jobsite.
- **Shipped** overseas and sold illegally.
- **Stripped** down to components by professional theft rings that can then be sold separately on the black market.



59% of the recovered equipment is found within 25 kilometers of where it was stolen

98% of stolen equipment does not leave the province*

SINCE THIEVES STEAL EQUIPMENT MOST IN DEMAND, YOU MAY OWN A TARGET FOR THEFT

The Construction Theft Survey showed that the **most popular equipment with thieves is also the most popular on the jobsite**. The study demonstrated that four types of equipment represent a majority of heavy equipment thefts. All four equipment types are prime targets for thieves because they are in high demand and are relatively easy to transport.

Ranked by frequency of theft*

- 1 Generators/air compressors
- 2 Skid Steer/Backhoe Loaders
- 3 Light utility/work trucks
- 4 Trailers

Top 5 Recovered by Boomerang/LoJack**

- 1 Caterpillar Skid Steer Loader (216, 232, 236, 246 series)
- 2 Bobcat Skid Steer Loader (S130, S250 series)
- 3 Case Loader Backhoe (580, 590 series)
- 4 Caterpillar Backhoe (416E, 420E series)
- 5 John Deere Backhoe Loader (310J)

* Rogers Publishing, Inc. 2009 Survey conducted on behalf of Boomerang Tracking Inc.

**Taken from our total recoveries from Jan.1, 2008-Jan. 31, 2009.

WITH ORGANIZED CRIME DRIVING EQUIPMENT THEFT, YOU NEED MORE THAN A FENCE TO COVER YOUR ASSETS

The Construction Theft Survey revealed that while contractors do exercise common sense to protect their assets, most are still vulnerable. Two of the most popular preventative steps taken by contractors are to keep records of their equipment, including PIN and serial numbers (59%) and to fence in their equipment (40%)*. But is a fence really enough? In today's world, **it takes a layered approach of common sense and the right products to keep your equipment safe from professional thieves.**

The Good



59% KEEP RECORDS OF THEIR EQUIPMENT.

40% FENCE IN ALL THEIR EQUIPMENT.

33% PARK THEIR EQUIPMENT TOGETHER TO PREVENT ACCESS.

The Bad



ONLY **6%** OF CONTRACTORS HAVE A TRACKING DEVICE.

ONLY **8%** OF CONTRACTORS HAVE ALARMS ON THEIR EQUIPMENT.

ONLY **5%** OF CONTRACTORS ASK LOCAL POLICE FOR MORE FREQUENT PATROLS OF THEIR JOB SITES.

* Rogers Publishing, Inc. 2009 Survey conducted on behalf of Boomerang Tracking Inc.

WITH KEEPING TRACK AND THE RIGHT PRODUCTS, YOU CAN KEEP YOUR EQUIPMENT SAFE FROM THIEVES

1

Apply **KEEPING TRACK** to safeguard your jobsite and your equipment.

- **Paint or label** all equipment with clearly visible product identification numbers (PIN).
- **Document** the Manufacturer, Model Number, PIN, and Date of Purchase for each piece of equipment you own.
- **Fence** in all your equipment when feasible.
- **Park** equipment close together and in a circle if feasible, with smaller pieces in the center; chain small equipment to larger equipment.
- **Ask local police** for more frequent patrols of the jobsite.
- **Install on-site security**, especially after-hours; light the jobsite through the night.
- **Use immobilizers** like wheel locks, fuel shut-offs or ignition locks.

KEEPING TRACK IS ONLY THE 1ST STEP

These actions may ward off amateur thieves, but they will not stop the professionals.



2

Install a **RECOVERY SYSTEM** that guarantees the safe return of your equipment in the event that it is stolen.

- If your equipment is stolen, a recovery system helps law enforcement to **track it down and return it to you intact and in a timely fashion**. The most effective systems have robust tracking and recovery capabilities.
- **A Boomerang/LoJack system offers a number of advantages:**
 - Employs well-tested and proven cellular technology
 - Covert and almost impossible to locate and disengage
 - Unit is water resistant for less restricted installation
 - Unit installed by technicians specialized in heavy equipment

THIS STEP IS VERY IMPORTANT

Although recovery systems are not designed to deter thieves, the most effective ones provide you with powerful protection of your equipment assets. In many cases, a Boomerang/LoJack system will recover your equipment with minimal damage in just a few hours.

IMPORTANT INFORMATION IF YOUR CONSTRUCTION EQUIPMENT IS STOLEN

If you ever find yourself the victim of equipment theft, here are the key steps to take:

- Contact the police immediately to file a stolen equipment report. The police will provide you with either a hard copy of the report or a case number that you will need for your insurance company. You should be prepared to provide the following information:
 - License plate number
 - Manufacturer
 - Model number and color
 - Serial or PIN number
 - Date of purchase
 - Identifying marks
 - A list of any items inside the equipment
 - A description of any suspect(s) you may have seen
- Contact your insurance company to file a claim within 24 hours of the time when you discovered your equipment was stolen. Provide them with a hard copy of the police report or case number.
- If you have a Boomerang/LoJack system, check that you have the correct equipment information on hand for reporting a theft and then call your local police department. If you need assistance in reporting the theft of a Boomerang/LoJack-equipped machinery, you can also call Boomerang/LoJack at **1-888-234-8722**



ADDITIONAL RESOURCES

Canadian Construction Association
www.cca-acc.com

Ontario Sewer and Watermain Construction Association
www.oswca.org

Stolen Heavy Construction Equipment Bulletin
www.stolenheavyequipment.com

Construction Safety Association of Ontario
www.csao.org

Association de la construction du Québec
www.acq.org

National Equipment Register
www.nerusa.com

Mechanics Hub
<http://www.mechanicshub.com/combat-stolen-equipment.html>

Boomerang Tracking Inc.
www.boomerangtracking.com/construction
www.lojack.ca/construction

ASK THE EXPERTS

If you need sound advice on how to protect your equipment or have questions regarding construction equipment theft, contact the experts at Boomerang/LoJack by emailing theftexperts@boomerangtracking.com. Boomerang/LoJack has a team of equipment theft protection specialists available to answer your questions.

EQUIPMENT REGISTER

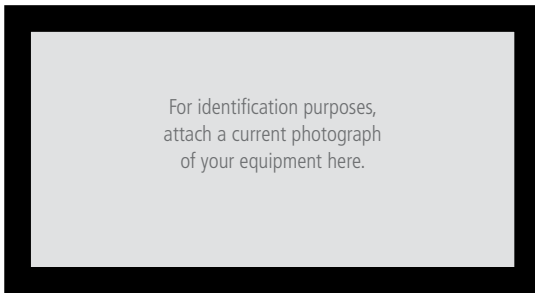
MANUFACTURER _____ YEAR _____ STYLE _____

MODEL NUMBER _____ DATE OF PURCHASE _____

SERIAL NUMBER / VIN / PIN _____

LICENSE PLATE (if used) _____ OWNER-APPLIED INVENTORY NUMBER _____

INSURANCE COMPANY TELEPHONE NUMBER _____



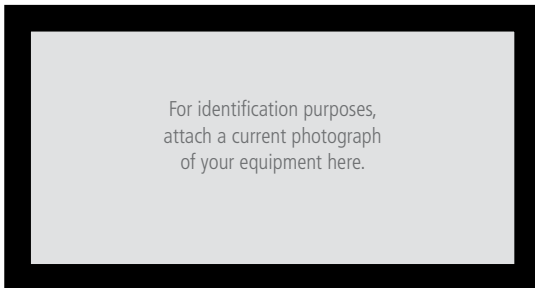
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In business since 1995, **Boomerang Tracking Inc.** specializes in recovering stolen assets. The company offers a seamless solution to the ever-growing concern of protecting and recovering stolen vehicles, heavy equipment, marine equipment and other valuable property.

Boomerang/LoJack's proprietary tracking technology uses existing wireless telecommunications networks, a non-restrictive technology providing scope and accuracy superior to any other asset-tracking system. Unlike GPS and GPS-cellular combined systems, Boomerang/LoJack is capable of successfully recovering stolen vehicles located in underground parking lots and shipping containers.

Through strategic alliances in Canada, Boomerang Tracking offers effective asset protection across North America and provides customers with 24-hour security and peace of mind.

Our track record is impressive by any standard. Since 1999, Boomerang Tracking has recovered thousands of stolen vehicles, representing hundreds of millions of dollars.

For more information on how to protect your construction equipment from theft, visit www.BoomerangTracking.com/construction or www.LoJack.ca/construction

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