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## **NORCO ENDORSES OPERATION HANDS OFF STRATEGY TO PREVENT BICYCLE THEFT**

There is nothing worse than the feeling that hits when you go to grab your bicycle for a ride only to realize that it's no longer where you left it. With national estimates putting the number of bikes stolen a year at around 100,000 there is a good chance that if you are a cyclist you will experience this feeling at some point.

To make matters worse, up until now, there hasn't been a reliable system in place for reuniting individuals with their stolen bikes, if they are recovered. However, Operation Hands off aims to change all that.

Norco Performance Bikes is proud to announce that it is partnering with BTAC, Crime Stoppers and Data Dot technology Canada to help Operation Hands Off succeed at reducing bicycle theft.

Uniting Police, Manufacturers, Insurance Providers, Bike Owners and Dealers in a coordinated effort to end bicycle theft this is a nationwide initiative to curtail a growing problem. "As a bicycle supplier we want to make sure consumers get years of enjoyment from their bike, which is why it makes a great deal of sense for us to be a part of this effort" Martin Tammik, Vice President of Merchandising at Norco Products LTD, expressed.

With Operation Hands Off each bicycle is marked by a unique decal that is traceable from a central database, which can be accessed by Police around the world. The DataMatrixDNA decals, which are almost impossible to remove, include a machine readable code that is registered with the bicycles serial number; even if the decal is removed the bicycle is still traceable. The decal kits will be available to purchase from Independent bicycle dealers.

For higher end bikes there will be an additional kit that includes DataDotDNA microdots that can be applied to the individual components of a bicycle; allowing a trace to be performed on parts as well as the frame.

Martin Tammik added: "It's frustrating to see someone have their bicycle disappear, while at the same time so many bikes are recovered by Police annually that can't be reunited with their owners; we want to help change that." Bicycle theft is an industry wide problem and will only be solved by a collaborative effort from everyone involved.

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