

Trace ID Proves It's Yours

PROOF
POSITIVE™ | COPPER

Proof Positive™ Copper: From Southwire

CHALLENGE

Theft of copper cable is on the rise across the country and the world, and as the global demand for the product is rising—along with the price thieves receive for stolen materials—the problem is escalating.

The FBI reports the price of copper rose 500% from 2001 to 2008, making it an attractive target. Thieves target copper wire from utility substations and warehouses, in addition to vacant homes and construction sites. This can start a chain reaction that can have devastating effects on the reliability of the utility company's grid and the surrounding community.

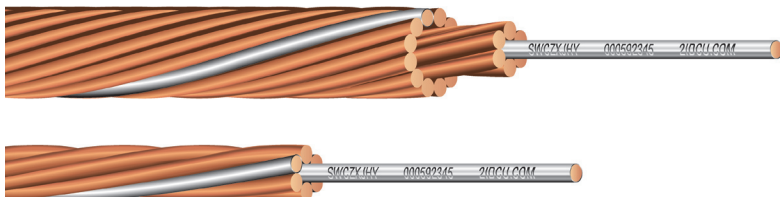
SOLUTION

Southwire Company has created Proof Positive™ Copper, a solution to help with this problem that works as both a deterrent and as a traceable solution.

- Tinned outer and center strands identify it as theft deterrent cable
- Tinned strands are visible for the entire life of the cable
- Cable is laser etched with unique codes for traceability
- Codes identify and prove ownership for help with prosecution
- Online database collects information to provide chain of ownership

WHO DOES THIS SOLUTION HELP?

- **UTILITIES:** provides a less costly alternative to video surveillance, spray on tracking, or other alternatives
- **SCRAP DEALERS:** makes it easier to identify stolen copper cable
- **LAW ENFORCEMENT AGENCIES:** finally get the hard proof needed to prosecute criminals
- **COMMUNITIES WHERE COPPER WIRE IS USED:** reap the benefits of electrical system reliability



PROOF
POSITIVE™ | COPPER



www.southwire.com/proofpositivecopper

Proof Positive™ Copper: How Our Solution Works

STEP 1

The Utility places an order for a reel of copper cable with Southwire. The order is processed.

STEP 2

During the manufacturing process, the license code, a serial number unique to every foot, and website URL are laser etched on the center strand of every foot of the copper cable.

STEP 3

When the reel is ready to ship out, the license code, serial numbers, and purchasing information are stored in Southwire's proprietary software (located online at www.2IDCU.com) to identify the rightful owner of each foot of cable sold.

STEP 4

Customer receives and installs copper cable as they normally would.

STEP 5

Copper wire is later stolen from the utility. It turns up in a copper scrap dealer's hand. The scrap dealer, who is familiar with Southwire's Proof Positive™ Copper, instantly recognizes the tinned outer strand and then enters the license code and serial number into www.2IDCU.com to find out the rightful owner.

STEP 6

The wire is confirmed not to be the property of the thief – law enforcement is notified, the thief is prosecuted, the utility gets their cable back and removes one more criminal from the streets.

The screenshot shows the 'Southwire Proof Positive Copper with TraceID Technology' interface. It includes instructions for using the TraceID technology, a search form with fields for License Key, Serial No, and Image Code, and a search result table. The close-up image shows a copper cable with three laser-etched markings: 'SWCBKZHY', '000444763', and '2IDCU.COM'. Lines connect these markings to labels: 'LICENSE CODE', 'SERIAL NUMBER', and 'WEBSITE URL'.

Southwire Proof Positive Copper with TraceID Technology

PROOF POSITIVE™ | COPPER

TRACE

- Pull back the outer strands to expose the tinned center strand.
- Enter the license key (letters) and serial number (numerals) etched on the center strand in the fields below, along with the case-sensitive image code listed to the right.
- Click 'Search'. Ownership information for the copper in your possession will display.
- If you suspect the copper has been stolen, follow your normal protocol and notify authorities and the utility immediately.

Please provide us with the following information:

License Key (SWCBKZHY):

Serial No (999999999):

Image Code (case-sensitive):

Search Result:

Customer Name	City	State	Phone
SOUTHWIRE-CORPORATE HEADQUARTERS	CARROLLTON	GA	0
GEORGIA POWER COMPANY	ATLANTA	GA	4045066526

LICENSE CODE

SERIAL NUMBER

WEBSITE URL

Detailed view of www.2IDCU.com

INTERESTED IN LEARNING MORE?
CONTACT YOUR SOUTHWIRE
REPRESENTATIVE TODAY.

PROOF
POSITIVE™ | COPPER



www.southwire.com/proofpositivecopper