



Automotive Application Template

The DotGuard Advantage

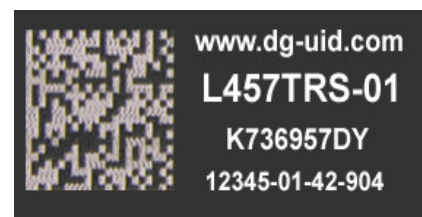
DotGuard offers a US and ISO standards compliant parts marking system for the automotive and powersports industries. Our dealer based system allows vehicle parts to be identified and easily linked to the VIN to create a powerful asset identification and theft deterrent system. Available for sales or service departments, or use with existing theft warranties, our labels allow a dealer to uniquely identify any vehicle or part fitted by their dealership and then nationally register that vehicle or unique part.

Utilizing leading technologies, our system is web-integrated, DOD compliant, and easy to implement. This parts marking software system is currently being used by the US Department of Defense, NASA, and Fortune 500 companies.

DotGuard Unique Identifier Labels

The DotGuard identification program is built around the use of small, unobtrusive, quality tamper resistant labels. Our labels offer high durability in extreme engine conditions (heat resistant up to 518°F), are laser etched, have excellent adhesion quality, and tamper evident design. In addition, our labels have both human readable coding and a 2D data matrix code which can be simply read using any standard scanner.

DotGuard labels offer a unique level of dealer and part information. Utilizing patented parts marking technology, each DotGuard label provides data in a scanner readable 2D data matrix and human readable form. Label data includes (from top to bottom):



Line 1: Web address for the DotGuard dealer management system

Line 2: Unique vehicle PIN - Unique Part Code identifier

Line 3: Anti-counterfeit Secure Id

Line 4: Dealer Code – Asset Code – Dealer Department Code – Date Supplied

DotGuard Online Dealer Management System

DotGuard offers an efficient online dealership portal for management of the DotGuard label program.

Located online at www.dg-uid.com, dealers can obtain detailed information, application guides, MSDS and other information on the DotGuard program. In addition, dealers can simply register any vehicle, undertake data searches using the PIN, VIN, or Secure Id, order additional labels, and much more.

Applying DotGuard Labels

DotGuard labels are customized for the dealer based upon information and characteristics pre-ordered by the dealer. Depending on the type of substrate requested, DotGuard labels will arrive pre-coded for each vehicle either in roll format (for standard substrate labels) or sheet format (for premium substrate labels) and ready for immediate application to any vehicle. Window decals are also provided for application to the driver and passenger windows.

To apply DotGuard labels, simply ensure vehicle parts are clean, then peel and stick labels to key parts of the vehicle.

Dealer personnel are recommended to place labels on the vehicle based on the following Part-Code format. This step will ensure that parts marked with labels will automatically link with part coding pre-established in the DotGuard online National Database.

Part Code – 01 Registration plate (place adjacent)

Part Code – 02 Intake Manifold

Part Code – 03 Engine Block

Part Code – 04 Radiator

Part Code – 05 Air Filter Housing

Part Code – 06 Fuse Box

Part Code – 07 Alternator

Part Code – 08 Headlight Housing

Part Code – 09 ABS Module

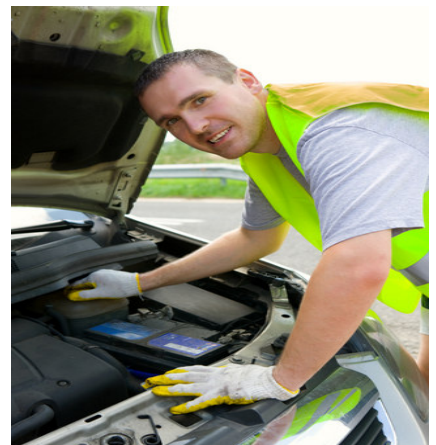
Part Code – 10 Exhaust System

Final Step – apply DotGuard warning decal to vehicle windows.

Where a dealer has ordered more than the basic 10-label pack, then labels may be fitted at dealers discretion to other key engine and vehicle parts including headlamps, fenders, hood, truck, master cylinder, airbags, firewall, catalytic converter, airbag and so forth. Any part marked may be individually registered if required using the DotGuard National Registration system.

Like any adhesive based product, DotGuard labels will cure and increase adhesion strength over time. However, to ensure maximum adhesion, the surface onto which labels are applied should be flat, clean and free of oil, grease or silicon-based residues. If required simply wipe parts with Prepsol, TriClean, or brake cleaner prior to application.

Failure to ensure clean parts may limit adhesion strength of labels.



National Registration

Once a vehicle and its parts are marked, it is critical that the PIN number applied to that vehicle is linked to the VIN of the vehicle. This simple step is undertaken using the DotGuard Dealer Management System located at www.dg-uid.com. Alternatively registration forms are available for download at www.dg-uid.com and can be faxed to DotGuard at +1(425) 369-0201.

Registration of the vehicle ensures that the vehicle, and any of its individually marked parts, can be readily identified and linked to the owner of the vehicle by either law enforcement, insurance agents, or by the dealer itself.

In addition, our system also allows any other serial number found on the car to be linked and stored in the same database, hence turning any OE fitted labels (airbag, DVD) into an effective Id tag for dealer or police use.

Label Strength Characteristics

DotGuard labels are designed to be used on vehicle and powersports parts including, but not limited to, powder coated metals, stainless steel, textured ABS, polypropylene, and painted enamels. Adhesion may vary based on the type of surface and its cleanliness prior to application with adhesion increasing over time. Labels comply with UL and CSA regulatory approvals.

Characteristic	Standard Brady Label	Premium Tesa Label
Base Carrier Material	White polyester, thermal print.	Double layered acrylic foil, polymerized by electric beam.
Long-term Temperature Range	No effect found at -40°F to +248°F over 30 days continuous exposure	No effect found at -58°F to +518°F over Various time periods.
Humidity Resistance	No effect at + 100°F with 95% R.H	No effect at + 100°F with 95% R.H
Salt Fog Resistance	No effect after 30 days	No effect after 30 days
Alcohol Reagent	No visible effect from exposure	No visible effect from exposure
JP-8 Jet Fuel Reagent	No visible effect from exposure	No visible effect from exposure
Rust Veto	No visible effect from exposure	No visible effect from exposure
Gasoline	No visible effect from exposure	No visible effect from exposure
Transmission Fluids	No visible effect from exposure	No visible effect from exposure
UV resistance	No visible effect from exposure	No visible effect from exposure
Weatherability	No visible effect from exposure	No visible effect from exposure
Flammability	Self-extinguishing in glued condition	Self-extinguishing in glued condition

More detailed technical data sheets (MSDS) are available from the Dealer Management system at www.dg-uid.com.

Contact DotGuard

More detail on the DotGuard Dealer-Vehicle Management system can be found at www.dg-uid.com.

Alternatively dealers can call DotGuard on +1(425) 369-0190 or email info@dotguarduid.com.