



CITY OF DANVILLE, VIRGINIA
Utilities Department

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Danville Electric Department Committed to Ending Copper Theft with Proof Positive™ Copper

Ken Ashworth, Director of the City of Danville, Power & Light Division announced today the initiation of a significant effort to combat copper theft by installing Southwire Company's new Proof Positive™ Copper in substations and on distribution/transmission poles throughout the service territory. Theft of copper from utilities across the country and on Power & Light's system has grown over the past few years, fueled by the high prices received for the recyclable metal. Proof Positive Copper is an innovative product providing traceability of rightful ownership if it is ever stolen.

"We needed something that was easy to install, met existing grounding specifications, and provided a level of theft protection. Proof Positive Copper does all of these while also proving it's OUR wire – something other solutions haven't been able to do," says Mark Campbell of Campbell & Associates. The laser-etched codes on the center strand can be traced to the utility company through an online database at 2IDCU.com. Proof Positive Copper can be visually identified by the single tin-coated copper strand that runs the length of the cable.

The Power & Light Division hopes to see an increase in apprehension rates in the short term and a decline in theft over the long term by using Proof Positive Copper. This product and program provides us with a means of protecting the City's investment in substation and distribution infrastructure.

"We're thrilled Danville Utilities has chosen to use Proof Positive Copper. We'll continue to work with them as they educate their recycler and law enforcement partners on this solution," says Carol Godfrey, Vice President of Marketing for Southwire's Energy Division. "This solution requires involvement from utilities, recyclers, and law enforcement. Together, we can all make a difference."