
Good News Department

High-Tech System Helps People Get Back Lost Items

(NAPSA)—What once was lost may now be found again, with the help of modern technology and Good Samaritans. As we live in a mobile society, people increasingly travel with all the things that help them conduct business, have fun and give them comfort. However, with portability comes the increased chance of losing things.

Experts state that most people who find lost items want to do the right thing and return them, but the process has to be reasonably convenient for them. Similarly, people who lose things want them back, but often don't know where to start.

Fortunately, there's a new kind of lost & found service that combines rugged ID labels with a permanent database where the labels are linked to the owner's personal information.

"We've all had that gut-wrenching sense of panic when we realize we've lost something valuable," said Scott Edwards, StuffBak's founder and president. "All we can think about are the huge hassles and expense involved in having it replaced."

With the StuffBak system, owners simply attach ID labels to any item—from cell phones and laptops to glasses, luggage, sports gear or a child's favorite toy. The labels list a toll-free number and Web site where finders can learn how to return items. Additionally, the labels offer a reward to the finder for a good deed.

Each label (StuffBak also has aluminum tags and iron-on labels) has a unique ID number, and owners can register them by calling a toll-free number or going online. This allows owners to instantly



High-tech labels linked to a permanent database can help people get back lost items.

update all of their labels at once if their phone, address or other information changes. The database can also be used to keep an inventory, if the owner chooses.

StuffBak immediately notifies owners when a lost item is reported found. The company also makes the return process hassle-free for finders by taking care of all the details, such as packing, shipping and shipping charges. By acting as an intermediary, StuffBak keeps both the owners and finders anonymous.

The system is affordable, too. Other than the cost of labels, owners pay nothing until an item is returned. Then they only pay for the shipping and handling, a low \$14.95 transaction fee, and any optional cash reward they may have offered.

A Mini-Pak containing nine labels and tags of various shapes and sizes is \$19.95. To buy labels or for more information, call 1-800-800-8257 or visit www.stuffbak.com. Labels are also available at select retailers and e-tailers.