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Buy a Schonstedt, Save a Life

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Schonstedt, a world leader in magnetic locators, recently partnered with the United Nations Mine Action Service to create the “JOURNAL: Buy a Schonstedt, Save a Life.” Through this initiative, Schonstedt donates one magnetic locator to the United Nations Mine Action Team for every Tracemaster II or XTpc commercial cable/utilities locator Schonstedt sells. In creating and implementing this initiative, the company helps countries lacking extensive resources increase their demining capabilities. Schonstedt Partners with UNMAS

To move forward with its initiative, Schonstedt needed a partner that was well-connected in the mine-action field. Schonstedt approached the United Nations Mine Action Service. After a brief review period, UNMAS eagerly embraced Schonstedt’s new initiative. The partnership has allowed Schonstedt to extend its reach to some of the conflict-ridden countries and aid them in a time of need.


The Schonstedt Initiative

Schonstedt donates one magnetic locator for every commercial cable/utilities locator it sells.

Schonstedt’s utility and pipe customers “Buy a Schonstedt, Save a Life” on the company’s Web site and in other advertising. This simple message reaches the company’s customers around the world. The company is faced with the added benefit of being a public company, but also by increasing awareness. Raising the profile of its new product line results in the advertising of its humanitarian-demining initiative. UNMAS has seen this as an opportunity to further increase mine-action awareness of the population at large.

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An ancillary benefit of Schonstedt’s approach does not go unnoticed at UNMAS. Brady says, “A nice aspect of the initiative is that the company, municipalities and individuals who make the donation of such detectors... receive a letter of thanks from UNMAS.” And they also receive a similar letter from the U.S. Department of State thanking them for their participation, according to Daniel E. Hutchens, Program Officer in the Bureau of Political-Military Affairs, Office of Weapons Removal and Abatement. Schonstedt Instrument Company’s initiative not only helps mine-action efforts by donating locators to needy countries but also by increasing awareness. Raising the profile of its new product line results in the advertising of its humanitarian-demining initiative. UNMAS has seen this as an opportunity to further increase mine-action awareness of the population at large.

“We are starting to get inquiries about buying and donating the magnetic locators directly,” says Ebberson. So far, The Religious Society of Friends (Quakers) have purchased and donated units, and Rotary International and the student chapter of the American Congress on Surveying and Mapping at California State University, Fresno are also pursuing this option. Schonstedt sells the locators at list price and matches donations unit for unit. The Quakers will also be presenting Schonstedt with US$5,000 in contributions for UNMAS and has worked closely with Schonstedt. Brady described an example of the importance of having magnetic locators available.

“In the Rhod Island Valley, cluster bomblets are scattered among rocks in guava and are difficult to detect. In one guilty where 19 had been found through visual search, an additional 17 were discovered once they had the locators.”

In many of the poor, rural areas, mine-action efforts lack sophisticated equipment. Schonstedt’s initiative targets these types of areas and provides the equipment critical to safety and effective demining.

These handheld magnetic locators, which are designed to find ferrous metal only (ignoring most of the metal debris that metal detectors find), significantly help with finding unexploded cluster munitions and other bomblets. The magnetic locator can find ferrous metal that has been buried in the earth, in underbrush, or lodged in trees. Agricultural lands that have lain fallow for years due to unexploded ordnance can be cleared with the help of these magnetic locators.

“Schonstedt has been very successful in these efforts, many needed magnetic locators have found their way to deprived regions around the world. Those locators dramatically help Mine Action Teams in these areas improve the demining process. Training and equipment remain key factors for successful mine-action efforts, and thus Schonstedt opted to fill this critical role by supplying needed equipment, demonstrating an awareness and a concern that many in the mine-action community wish other companies would follow. Schonstedt sees its initiative both as an ethical and a profitable one. The campaign has helped Schonstedt build a loyal customer base with the added benefit of (and being seen as) a responsible business.

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