

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**

**Release No. 64504 / May 16, 2011**

**ADMINISTRATIVE PROCEEDING**

**File No. 3-14391**

**In the Matter of**

**Dechtar Direct Inc.,  
DigitalReach Holdings, Inc. (n/k/a  
People Dynamics Holdings, Inc.),  
Dippy Foods, Inc.,  
DLD Group, Inc.,  
DNA Plant Technology Corp.,  
Docplanet.com, Inc.,  
Docugraphix, Inc., and  
DTC Data Technology Corp.,**

**Respondents.**

**ORDER INSTITUTING  
ADMINISTRATIVE PROCEEDINGS  
AND NOTICE OF HEARING  
PURSUANT TO SECTION 12(j) OF  
THE SECURITIES EXCHANGE ACT  
OF 1934**

**I.**

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors that public administrative proceedings be, and hereby are, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”) against Respondents Dechtar Direct Inc., DigitalReach Holdings, Inc. (n/k/a People Dynamics Holdings, Inc.), Dippy Foods, Inc., DLD Group, Inc., DNA Plant Technology Corp., Docplanet.com, Inc., Docugraphix, Inc., and DTC Data Technology Corp.

**II.**

After an investigation, the Division of Enforcement alleges that:

**A. RESPONDENTS**

1. Dechtar Direct Inc. (CIK No. 1008850) is a suspended California corporation located in San Francisco, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). Dechtar Direct is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a

Form 10-QSB for the period ended September 30, 1997, which reported a net loss of over \$482,000 for the prior nine months. On August 24, 1998, Dechtar Direct filed a Chapter 7 petition in the U.S. Bankruptcy Court for the Northern District of California, and the case was terminated on March 1, 2007.

2. DigitalReach Holdings, Inc. (n/k/a People Dynamics Holdings, Inc.) (CIK No. 1145006) is a dissolved Florida corporation located in Van Nuys, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). DigitalReach Holdings is delinquent in its periodic filings with the Commission, having not filed any periodic filings since it filed a Form 10-QSB for the period ended March 31, 2002, which reported a net loss of over \$96,000 for the prior three months.

3. Dippy Foods, Inc. (CIK No. 1080033) is a permanently revoked Nevada corporation located in Cypress, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). Dippy Foods is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended January 31, 2002, which reported a net loss of over \$533,000 for the prior nine months. As of May 16, 2011, the company's stock (symbol "DPPI") was traded on the over-the-counter markets.

4. DLD Group, Inc. (CIK No. 1114815) is a void Delaware corporation located in Pasadena, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). DLD Group is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended October 31, 2001, which reported a net loss of over \$26,000 for the prior six months.

5. DNA Plant Technology Corp. (CIK No. 730985) is a Delaware corporation located in Oakland, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). DNA Plant Technology is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended June 30, 1996, which reported a net loss of over \$5.2 million for the prior six months.

6. Docplanet.com, Inc. (CIK No. 312651) is a delinquent Colorado corporation located in Santa Ana, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). Docplanet.com is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended May 31, 2000, which reported a net loss of over \$8.1 million for the prior nine months.

7. Docugraphix, Inc. (CIK No. 768841) is a suspended California corporation located in Ramona, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). Docugraphix is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended January 31, 1994, which reported a net loss of over \$551,000 for the prior nine months.

8. DTC Data Technology Corp. (CIK No. 812544) is a dissolved Delaware corporation located in Milpitas, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). DTC Data Technology is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended November 30, 1995, which reported a net loss of over \$2.5 million for the prior nine months.

#### B. DELINQUENT PERIODIC FILINGS

9. As discussed in more detail above, all of the Respondents are delinquent in their periodic filings with the Commission, have repeatedly failed to meet their obligations to file timely periodic reports, and failed to heed delinquency letters sent to them by the Division of Corporation Finance requesting compliance with their periodic filing obligations or, through their failure to maintain a valid address on file with the Commission as required by Commission rules, did not receive such letters.

10. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports, even if the registration is voluntary under Section 12(g). Specifically, Rule 13a-1 requires issuers to file annual reports, and Rule 13a-13 requires domestic issuers to file quarterly reports.

11. As a result of the foregoing, Respondents failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder.

### III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate for the protection of investors that public administrative proceedings be instituted to determine:

A. Whether the allegations contained in Section II hereof are true and, in connection therewith, to afford the Respondents an opportunity to establish any defenses to such allegations; and,

B. Whether it is necessary and appropriate for the protection of investors to suspend for a period not exceeding twelve months, or revoke the registration of each class of securities registered pursuant to Section 12 of the Exchange Act of the Respondents identified in Section II hereof, and any successor under Exchange Act Rules 12b-2 or 12g-3, and any new corporate names of any Respondents.

### IV.

IT IS HEREBY ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice [17 C.F.R. § 201.110].

IT IS HEREBY FURTHER ORDERED that Respondents shall file an Answer to the allegations contained in this Order within ten (10) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice [17 C.F.R. § 201.220(b)].

If Respondents fail to file the directed Answers, or fail to appear at a hearing after being duly notified, the Respondents, and any successor under Exchange Act Rules 12b-2 or 12g-3, and any new corporate names of any Respondents, may be deemed in default and the proceedings may be determined against it upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f), and 310 of the Commission's Rules of Practice [17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310].

This Order shall be served forthwith upon Respondents personally or by certified, registered, or Express Mail, or by other means permitted by the Commission Rules of Practice.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 120 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice [17 C.F.R. § 201.360(a)(2)].

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Elizabeth M. Murphy  
Secretary

## Service List

Rule 141 of the Commission's Rules of Practice provides that the Secretary, or another duly authorized officer of the Commission, shall serve a copy of the Order Instituting Administrative Proceedings and Notice of Hearing Pursuant to Section 12(j) of the Securities Exchange Act of 1934 ("Order"), on the Respondents and their legal agents.

The attached Order has been sent to the following parties and other persons entitled to notice:

The Honorable Brenda P. Murray  
Chief Administrative Law Judge  
Securities and Exchange Commission  
100 F St., N.E.  
Washington, DC 20549-2557

Neil J. Welch, Jr., Esq.  
Division of Enforcement  
Securities and Exchange Commission  
100 F St., N.E.  
Washington, DC 20549-6010

By Express Mail:  
Dechtar Direct Inc.  
245 Eleventh St.  
San Francisco, CA 94103

Dechtar Direct Inc.  
c/o E. Lynn Schoenmann  
Chapter 7 Bankruptcy Trustee  
800 Powell St.  
San Francisco, CA 94108

By Express Mail:  
DigitalReach Holdings, Inc.  
15643 Sherman Way, Suite 240  
Van Nuys, CA 91406

DigitalReach Holdings, Inc.  
c/o CT Corporation System  
Registered Agent  
1200 So. Pine Island Rd.  
Plantation, FL 33324

By Express Mail:  
Dippy Foods, Inc.  
10554 Progress Way, Suite K  
Cypress, CA 90630

Dippy Foods, Inc.  
c/o Mr. Munjit S. Johal, CFO  
42 Rockwood  
Irvine, CA 92614

By Express Mail:  
DLD Group, Inc.  
140 South Roosevelt Ave.  
Pasadena, CA 91107

By Express Mail:  
DNA Plant Technology Corp.  
6701 San Pablo Ave.  
Oakland, CA 94608

DNA Plant Technology Corp.  
c/o The Corporation Trust Co.  
Registered Agent  
Corporation Trust Center  
1209 Orange St.  
Wilmington, DE 19801

By Express Mail:  
Docplanet.com, Inc.  
3000 W. Warner Ave.  
Santa Ana, CA 92704-5311

Docplanet.com, Inc.  
c/o Mr. Paul Enright  
Registered Agent  
P.O. Box 553  
Morrison, CO 80465

By Express Mail:  
Docugraphix, Inc.  
P.O. Box 1886  
Ramona, CA 92065

Docugraphix, Inc.  
c/o Mr. D.R. Taylor  
Registered Agent  
1043 Shoreline Blvd., Suite 103  
Mountain View, CA 94043

By Express Mail:  
DTC Data Technology Corp.  
1515 Centre Pointe Dr.  
Milpitas, CA 95035

DTC Data Technology Corp.  
c/o Mr. James T. Koo, President  
867 Inverness Way  
Sunnyvale, CA 94087-3538

[The Division of Enforcement will also have a process server attempt personal service on all Respondents.]