



# SelectaDNA

Secure Asset Protection



## Manchester DNA scheme links burglars to crime scenes

**BURGLARS can now be easily linked to crimes scenes with the help of SelectaDNA technology used by Police in north Manchester.**

The scheme is covering 700 homes and a primary school in New Moston with the key objectives of reducing burglary, increasing public confidence in local police and bringing the community together.

PCSOs Robert Smith and Anthony Novotny from The Moston and Harpurhey Neighbourhood Policing Team have been out delivering the DNA property marking kits to the streets identified for the project.

Street signs and a large billboard advertising the scheme are on display in the area to warn off criminals, and residents are being given high-visibility window stickers to indicate that SelectaDNA is protecting their homes.

Neighbourhood Inspector Gareth Parkin said: "We are doing all we can to put a stop to burglary and this is a proven way of successfully driving down this kind of crime. Not only do we want to catch offenders, who are breaking into homes, more importantly we want to stop them from trying."

Inspector Parkin continued: "Burglary can cause so much pain and heartache in people's lives and we need the help of residents to make this work. We will be offering all the help and advice we can to ensure that people's valuables are marked in order to make them less attractive to thieves."

One local resident who has who has already used SelectaDNA to mark her valuables said: "We really needed to do something to give local residents peace of mind so I am pleased that the SelectaDNA scheme is being implemented here.

Reducing crime and encouraging community spirit is also high on the agenda for Councillor Paul Murphy, from Manchester Council. He said: "This scheme is partnership working at its best. Greater Manchester Police, Manchester City Council, SelectaDNA and the local community all working together with the aim of crime reduction."

SelectaDNA sales director, James Brown added: "The SelectaDNA project in the Moston and Harpurhey area will be one of the most challenging and exciting we have been involved with."



# Marine theft sinks in British Virgin Isles

**To combat the theft of and from marine craft in the British Virgin Isles (BVI), a major initiative has been launched to deter thieves from boatyards and marinas in the territory.**



The BVI is one of the largest and busiest yachting charter destinations in the world, with thousands of marine vessels based or berthed there.

The launch of the BVI Police-backed Marine Marking Initiative, which is using Selectamark's permanent property marking product, took place at TMM Yacht Charters in Road Town on the island of Tortola.

The scheme comes in response to the problem of theft from vessels, and theft of dinghies and outboard motors, and was timed to coincide with the biggest marine event of the year, the BVI Spring Regatta and sailing festival.

TMM Yacht Charters are the charter company who are leading the theft reduction initiative, and they had already marked 50 charter yachts ahead of the launch. The company plans to mark other boats at their bases in Belize and St Vincent and the Grenadines. Meanwhile, other yacht charter companies and marinas have already expressed their interest in joining the initiative as soon as possible.

Reynell Fraser, Commissioner of the Royal Virgin Islands Police Force (RVIPF) was a keynote speaker at the event, along with Myron Walwyn, Chairman of the BVI Tourist Board; Abigail O'Neal, Marine Marketing Manager - BVI Tourist Board; Tony

Smith, Community Relations and Crime Prevention Unit, Royal Virgin Islands Police Force; and Selectamark's managing director, Andrew Knights.

Commissioner Fraser fully endorsed the scheme and explained that the initiative will overtly mark valuable equipment on the vessels using Selectamark's permanent property marking etching kits. He said: "Marine equipment will no longer be as valuable to the criminal as it will bear permanent markings which can be easily spotted by any law enforcement officer. It is virtually impossible to remove the markings and any attempt would seriously deface and devalue the items for resale."

The Marine Police and other Police Officers will have access to dual purpose torches with a UV capability and portable microscopes which will be able to identify the true ownership and origin of any marine craft or equipment by checking the details on a secure database of all marked vessels.

Inspector Patrick Harewood, the Head of the Force Crime Prevention Unit, added: "The markings will relate directly to the HIN (Hull Identification Number) which is unique to the individual vessel. The dinghies and outboard motors will be marked together with RFID (Radio Frequency Identification) transponder tags. These can be read externally using RFID readers, again identifying the dinghy or motor as belonging to an individual boat or charter yard in the BVI. We are confident that this will be a major deterrent to marine theft."

The Selectamark marine marking kit that has been developed to address the issues raised by the BVI Police Force and other interested parties is one of the most sophisticated available on the market.

Selectamark's Managing Director, Andrew Knights, said: "Not only does it incorporate Selectamark's visible

marking system, unique microdots that contain details of the vessel's hull number and hidden RFID chips, but all of this is then registered on Selectamark's LPS 1224 database. Police are then able to access this database to allow them to check on a suspected stolen vessel or piece of marine equipment at any time of the day or night."

Local insurance agency Caribbean Insurers Limited has helped to sponsor some of the hardware required for the initiative and will be recommending the Marine Marking Initiative to their client base with an incentive that they will look at reducing the insurance excess on the policies of hundreds of private yacht/boat owning clients as a result.

Sian Evans, Head of the Governor's Office, said:

"The British Virgin Islands is one of the world's major yachting centres and it is imperative that we do all we can to tackle marine theft and crime. This launch is a welcome and timely development and our thanks to the Royal Virgin Islands Police Force, TMM and Selectamark for trialing the marine kits here in BVI. We look forward to receiving positive results from this trial."



# Marine marking kit helps avoid crime wave

**A NEW hi-tech marine marking kit is Dorset Police's latest response to theft and criminal damage in boating communities around the Dorset area.**

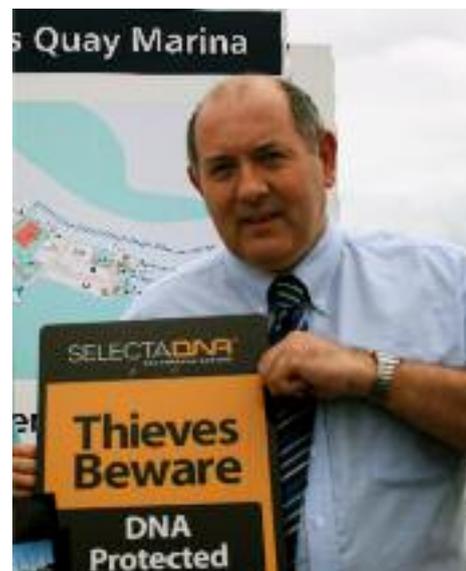
It is being used in the Dorset area to mark items at risk of being stolen from boats such as outboard engines, propellers, lifejackets, removable fuel tanks, GPS satellite units and radios, oars, waterproofs and flare boxes. Over the past few months, Selectamark has worked closely with Dorset Police to produce the tailor-made marine kit including specific product labels and advice for boat owners.

Accident prevention charity LV=Streetwise, which runs the award-winning indoor 'safety village' in Bournemouth, has also come onboard as a local distributor to support the sale of SelectaDNA in Dorset.

The new kits were launched by Dave Wilson, manager of Cobbs Quay in Poole Harbour, and Alison Shelton, LV=Streetwise manager, at the recent Cobbs Quay Berth Holders AGM.

Alison Shelton said: "Now the scheme has started, it is unstoppable and will undoubtedly be an ongoing deterrent. We hope to prevent the dismay and devastation that discovering a theft can cause and help minimise the disruption for owners as they become reunited with their property more speedily."

The kits will now be rolled out to members of the marine community with Cobbs Quay and Parkstone Yacht Club (also in Poole) among the first to purchase kits. Over the next few weeks every marina and Harbour Watch in Dorset will be notified of its availability.



Tristan Oliver from the Dorset Police Marine Section said:

"Dorset is a very safe area but like any property, boats are always at risk from thieves. The other problem we have is that many boat owners don't always remember the make or model or even colour of some of their property. The use and promotion of the marine kits containing SelectaDNA is a major part of prevention and detection and will help us ensure that Dorset is even safer."

Dorset Police Crime Prevention Officer, Mark Harper, continued: "In the first instance acquisitive criminals are fully aware of the risks of being caught in possession of SelectaDNA-marked property so are less likely to steal if they see labels indicating that property is marked.

"Secondly, should they take the risk and then be caught in possession of stolen property by the police, the officers can identify who it actually belongs to 'on the spot' through the unique microdot system. This is very reassuring to any victim of acquisitive crime that can't remember details of their property."



# DNA schemes crackdown on burglary in Surrey

**SURREY Police are about to launch a number of projects specifically designed to target residential burglary using the innovative property marking solution SelectaDNA.**

In the first of the projects, 600 homeowners in three locations - Guildford, Elmbridge and Epsom & Ewell, will be given the opportunity to take advantage of a free SelectaDNA property marking kit.

As part of the initial schemes, local Safer Neighbourhood Team Officers

will be knocking on doors in the identified 'hotspot' areas to distribute the SelectaDNA kits and assist residents to use them, with the aim of reducing the number of residential burglaries in those streets.

Jamie Robinson, the Force Crime Reduction Advisor said "SelectaDNA's main strength is its deterrent value. The fear factor comes into play as burglars are aware that DNA property marking is helping police convict criminals. It has been proven that they are staying away from homes and belongings which are DNA protected."



# Durham partnership gears up to reduce bike theft



The Safe Durham Partnership (which includes Durham Council, local police, fire and probation services and the Primary Care Trust) is funding the new Pedal Safe campaign, which will involve bikes being permanently marked with a unique ID code to prove ownership and placed on the national Bikeregister database ([www.bikeregister.com](http://www.bikeregister.com)).

As well as the bike marking kits, the Partnership are also distributing free bike lights to cyclists to make sure they can be seen more easily. According to Diane Maughan from Durham Council, there has been a problem with a spate of bike thefts across the county, mainly in the more rural parts of the area. Similar campaigns using the bikeregister system have been launched throughout the UK and have

resulted in impressive cycle theft reduction figures.

The new Pedal Safe scheme is starting with a series of marking and safety instruction events at youth groups, community centres, and local schools in rural areas. This will then be rolled out across the rest of the county where events are to be held at cycle safety groups, local leisure centres and train stations.

As part of the scheme, each bike owner is issued with their own personal logbook as proof of ownership and is registered on a police-approved national database. If a bike is stolen and then recovered, police can check the marking and log onto the database to verify the

**Up to 3,000 bikes belonging to young children, commuters and rural community members are being security marked using Selectamark's Bikeregister system to prevent and deter cycle theft in County Durham.**

true owner and reunite them with their bike. Planned events include a 'Bikers' Breakfast' where commuters will be aided by members of the Safe Durham Partnership to have their bikes permanently marked before they park and secure them at the train station to travel to work.

Diane Maughan said: "We have every confidence that the introduction of Pedal Safe in County Durham will help keep our cyclists safe by increasing their road sense, as well as having the added bonus of significantly reducing the problem of bike theft."

# London bag snatchers are given the clip.

**HANDBAGS and other items of personal luggage can now be securely stored under many restaurant and pub tables in central London, thanks to the Chelsea Clip from Selectamark.**

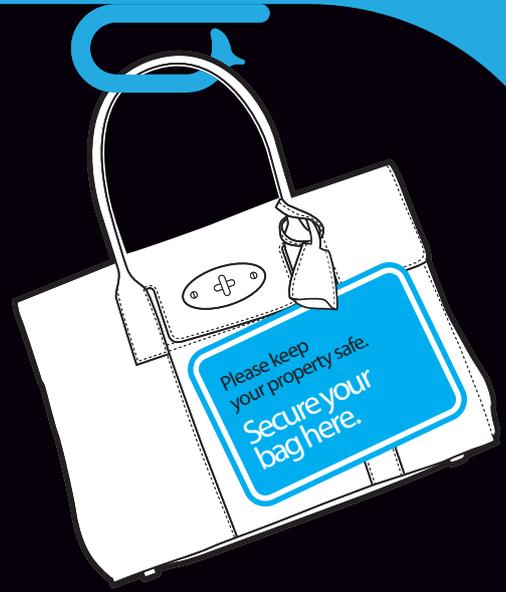
Following a bulk order of the Clips, funded by the Safer Westminster Partnership (which includes Westminster City Council and the Met Police), over 200 restaurants, hotels, pubs, bars and cafes in the London Borough of Westminster are now offering customers a solution to the problem of bag theft.

The Chelsea Clip is a specially designed hook placed under a table and from which a bag, or other small item of personal luggage, can be suspended by its own strap. The item is easily placed onto the Clip but two hands are required to remove it, making bag snatching virtually impossible.

As well as eating and drinking establishments, the Chelsea Clip can be used in all types of transportation, including buses and coaches, ferries and aircraft. Other likely venues include changing cubicles in shops and sports facilities. They can even be installed on the inside of lavatory doors.

The Met Police's Westminster Safer Neighbourhood Team is helping to distribute the Clips initially in the Soho and Mayfair areas where there are numerous hotels, bars and restaurants. The local Pubwatch and Cafewatch organisations, which run crime prevention initiatives supported by the licensees and cafe owners themselves, are also involved.

According to a report from Direct Line Home Insurance, the most common location for handbag theft is in the pub, with work, shops and nightclubs being the joint second most frequent place. The survey also found that over one fifth of women in the UK have been the targets of handbag theft, with nearly one in 10 carrying more than £250 worth of items in their handbag, including cash, make-up, door keys, mobile phones and medication.



Helen Wheeler-Osman from Westminster City Council said: "There has been a spate of bag theft from the backs of chairs in certain pubs in the Westminster area, so we were keen to find a solution that would give customers peace of mind as they relax with a drink or eat a meal with friends."

Suitable posters and other display material should always be used in conjunction with Chelsea Clips as a deterrent to thieves and as a reminder to both customers and staff.

Ms Wheeler-Osman continued: "In order that customers were aware that the Clips were available for them to use under the tables, we worked in conjunction with Selectamark (distributors of The Chelsea Clip) to produce special handbag-shaped cards that can be hung on the hook itself."

The hangers, which carry the wording 'Secure your bag here' can also be placed around the neck of a wine bottle to advertise the Clips. They have been printed in eight different languages so that tourists and visitors to the capital can also be protected from bag theft.

Ms Wheeler Osman concluded:

"We are confident that The Chelsea Clip is an effective way of deterring bag theft in the Westminster area and we would encourage all those who frequent pubs and restaurants to make use of the added security the Clips offer in protecting personal luggage."

## Home insurance excess waived by using SelectaDNA

CUSTOMERS in New Zealand who purchase a SelectaDNA property marking kit alongside their BNZ home insurance policy will no longer need to pay a standard excess if they make a burglary claim.

Anyone signed up to the bank's PremierCare home and contents insurance policy or any new customers, would not be required to pay the standard excess if a burglary claim was made and they had marked their personal property with SelectaDNA. The average excess is about \$250 for claims under the policy.

Mark Stephen, Chief Operating Officer for Insurance, at BNZ said: "We are confident that the combined use of SelectaDNA, and the 'you steal, you're marked' warning stickers, will significantly reduce the number of burglaries seen in New Zealand.

David Morrissey, Director, at SelectaDNA said: "This technology, which is new to New Zealand, has already proven itself in the UK and the Netherlands by reducing burglary by up to 85% in areas where it has been used. A trial is currently underway in Auckland and we look forward to announcing the results shortly."

SelectaDNA is also being used in a hydra-spray form at the entrance of BNZ banks to help place offenders at the scene of a crime. It douses fleeing robbers with the spray which stays on skin and clothing for weeks, allowing police to identify them easily by shining a UV torch on the suspect.

## Dutch success leads to Amsterdam retail scheme

POLICE evaluation of a crime reduction campaign using SelectaDNA in Rotterdam has recently been announced and robbery figures have been reduced by a massive 65%.

The scheme covers small businesses, retail outlets and fast food restaurants including the busy McDonald's on Coolsingel, the main shopping street in the central area of Rotterdam.

These impressive burglary reduction results have led to the launch of a similar scheme in an upmarket retail area of Amsterdam, with other cities in the Netherlands keen to follow on. The Amsterdam scheme uses SelectaDNA's intruder spray which has been installed in luxury boutiques and jewellers. Altogether, 20 streets in the centre of the city have been declared a 'SelectaDNA-protected' zone by Police.

Simon Nab, project manager for SelectaDNA in the Netherlands, said: "The Police were very happy with the Rotterdam crime reduction figures and the scheme has been judged a success. As a result, Amsterdam Police have instigated their own SelectaDNA scheme, which was launched recently by the Mayor of the city. We are confident that similar crime reduction figures to Rotterdam can be achieved."

He continued: "However, if the worst did happen and robbers broke in to DNA-protected premises, it is likely that sprayed intruders would flee the crime scene before stealing any goods as the DNA fear-factor amongst criminals is very high."

Meanwhile, other areas in Amsterdam are being protected by SelectaDNA property marking kits with hotspot areas in the west of the city using DNA forensic marking to protect over 3,000 homes from burglary. Simon Nab said:

"Within minutes of being alerted to a break-in, local police officers can call for an emergency dispatch vehicle to come out to them. Each vehicle is fitted with a UV torch that can be used to examine suspected stolen items. If a burglar is caught in possession of marked items, it can be proved beyond doubt exactly where the goods have come from. This can lead to an immediate arrest and subsequent conviction."

Residents are being encouraged to use the window stickers supplied with each kit to alert potential criminals that the system is in use and to deter them from targeting their homes.



# Ring of success as mobiles recovered

**PERSONAL possessions that have been lost or stolen are being recovered by Police and reunited with their grateful owners due to the fact that they were security marked with SelectaDNA.**

One recent example includes the case of a lost mobile phone which was traced back to its owner, who had mislaid it while collecting her daughter from school in Grays, Essex. Without realising it, the phone fell out of the owner's pocket as she got back into her car.

A passer-by found the phone on the pavement in College Avenue. As he examined it, he saw a tamper-proof sticker indicating that it was invisibly marked using a SelectaDNA permanent marking kit. He took the phone immediately to Grays police station.

The Selectadna kit contains a registration card so that the owner can fill out their contact details and these are then placed on a secure police database. In the event of the item being recovered after a loss or theft, police can then access the details from the database and trace the owner easily.

Alan Twine, Crime Reduction Officer, Thurrock South Western Division, was responsible for reuniting the lost mobile with the woman from Grays. He said: "After examining the lost phone under a microscope, I was able to trace the owner by the unique code that was on the microdots contained within the SelectaDNA marking. Once I had checked the code against the names registered on the database, I was then able to contact the owner the same day.

"She was extremely grateful and impressed that we had recovered the mobile before she had even reported it lost. Apart from the monetary value of the phone there was a lot of personal information and contact numbers on it which would have caused her major inconvenience had the mobile not been recovered. She came into the police station to collect it the very next day."

Another example of a successful recovery which came about thanks to SelectaDNA, involved an expensive mobile phone that was reunited with its owner who had accidentally left it in the local Co-op Store on Askew Road in Shepherds Bush, west London.

A shop assistant found the phone and reported the loss to the police. A member of the local Safer Neighbourhood team came round the same day, examined the phone and found the SelectaDNA sticker on the back. Using a special UV torch to read the forensic marking, the Police were able to restore the phone to its rightful owner within a matter of minutes. The recovery came about following the successful launch of a crime prevention initiative using SelectaDNA in the Hammersmith and Shepherds Bush areas of West London.

PC Adrian Simmons Crime Prevention Officer based at Hammersmith Police Station said:

"In summary, our results illustrate SelectaDNA's effectiveness on several fronts. It has helped achieve a significant reduction in both burglary and theft from cars, plus its potential for enabling speedy restoration of property has been proved."



# Welsh victims of crime support SelectaDNA

A SCHEME aimed at reducing burglary and the fear of crime for elder residents across Anglesey and Gwynedd in Wales is underway.



North Wales Police have used funding from the Welsh Assembly Government to purchase SelectaDNA property marking kits, which are being issued to victims of crime over 65-years-old.

PC Leigh Anderson from the Western Community Safety Team explained:

"These kits are being offered to victims of crime who are aged 65 and over. "SelectaDNA is being implemented by local neighbourhood police staff as part of the reassurance package provided by local policing teams that are aimed at reducing the fear of crime, increasing the confidence of the public and assist with bringing perpetrators to justice."

Kits have already been distributed to victims in the Caernarfon area and the scheme is being fully supported by both Anglesey and Gwynedd Community Safety Partnerships.

PCSO Janice Kane from the local Neighbourhood Policing Team said: "I've had very positive feedback from victims of crime regarding the new kit. I've explained to them how the kit works and how their details will be stored, and they have been very enthusiastic about the whole idea.

"This is a remarkable piece of kit in the fight against crime and the residents have been impressed with the whole process."

PC Anderson added: "The main purpose of marking your property is to make it less attractive to potential thieves, as they know that if they are caught in possession of a marked item by the police, they can quickly establish it is stolen property.

"By marking property it greatly enhances the chance of you being re-united with the item which may have sentimental value to you. Some things like jewellery and gifts can never be replaced so it is far better to deter a theft or burglary happening in the first place."

## Flood update:

Three months after the introduction of an anti-looting scheme using SelectaDNA to protect flood affected properties in West Cumbria, there have been zero burglaries.

**For more information on our products visit [www.selectadna.co.uk](http://www.selectadna.co.uk) or contact +44 1689 860757**

Selectamark Security Systems plc, 1 Locks Court, 429 Crofton Road, Locksbottom, Kent, BR6 8NL. **Telephone: +44 1689 860757**

For further press information and images contact: Angela Singleton, Press Officer for Selectamark. **Telephone: 07905 623 819**  
**Email: [angelasingleton@onetel.com](mailto:angelasingleton@onetel.com)**

 **SelectaDNA**  
Advanced Forensic Marking

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 **ChelseaClip**  
The Original Handbag Clip

 **BikeRegister**  
Ultimate Bicycle Security

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