CRIME reduction schemes involving SelectaDNA traceable liquids are successfully deterring burglary from vulnerable properties in major London Boroughs.

In Wandsworth, the local council has been offering SelectaDNA property marking kits to residents in specific roads that had been previously targeted for the theft of electronic goods. The initiative is part of the Graveney Burglary Reduction Project, with input from local Metropolitan Police and Neighbourhood Watch co-ordinators.

Since the introduction of the scheme in April, none of the houses that have used the kits to mark valuable household goods have been burgled.

SelectaDNA is an easy-to-apply traceable property marking liquid that consists of a unique, synthetic DNA code, hundreds of microdots, and a UV tracer. The SelectaDNA mark can be used to identify the registered owner of lost or stolen property.

Adama Sulaiman of Wandsworth Council’s Community Safety Division said: “Letters offering the kits have been sent out to all residents in four roads that have been targeted for the theft of portable electronic goods, in particular mobile phones and iPads. If a householder requests a kit, we make an appointment to visit them at home and show them how to mark their property correctly.”

She continued: “Uptake has been good and none of the houses that have used the kits have been burgled. Not only is the product a deterrent, we have explained to people that they stand a much better chance of getting their marked items back if they are stolen and later recovered by police.

“Feedback from the residents is that they are impressed with how advanced the SelectaDNA technology is. The scheme is ongoing and we are really pleased with the results so far.”

There have also been burglary reductions using DNA traceable liquids in the London Borough of Redbridge, and in various operations with West Midlands Police. More details on pages 6-7.

DNA Traceable Liquids Reduce Burglary In London Boroughs
International News

Tough Action Against Metal Theft In Trinidad

The new scheme, a first for Trinidad and Tobago, is using SelectaDNA Trace to guard against metal theft from its premises following a recent increase in theft of flow pipes, electrical motors from wells, cables and copper wire. Petrotrin is the first major client in Trinidad and Tobago to partner with Facilities Management Systems Limited (FMSL), the sole distributor of SelectaDNA in the country.

THE Petroleum Company of Trinidad and Tobago (Petrotrin) is launching a new forensic crime reduction initiative to reduce and deter metal theft from its premises.

Petrotrin plays a leading role in the development of the energy sector in Trinidad and Tobago. It is the nation’s largest crude oil producer and operates the sole petroleum refinery in Trinidad and Tobago. It currently possesses over 1.25 million acres of onshore and offshore land.

Tonia-Marie James, Technical Specialist at FMSL, said: “We are delighted to be working with Petrotrin to help them reduce the theft of valuable and essential assets from the company’s installations. “We are confident that the introduction of SelectaDNA to Trinidad & Tobago will create an innovative crime prevention strategy that will help companies such as Petrotrin to reduce crime on their premises and send the powerful message to thieves that theft is likely to come at a high personal price when they are arrested for their crimes.”
Stocking Up In Sweden

SWEDISH homeware and electrical retailer Clas Ohlson is to stock SelectaDNA property marking kits in order to offer their customers “a modern crime-fighting method”.

Peter Olsson, Product Manager at Clas Ohlson, said: “We noticed that customers were asking for the product in our stores, so it seemed natural for us to supply it through a collaboration with SSF Theft Prevention [the Swedish Theft Prevention Association], which is a strong and credible brand.”

SelectaDNA is already available via Clas Ohlson’s online store but will soon be available instore as well.

Annika Brändström, CEO of SSF Theft Prevention, said: “We see the partnership with Clas Ohlson as a way to make the product even more accessible to the market through an established chain. Evaluation in the UK and other countries, shows that DNA marking reduces theft by up to 83% and this is in line with our efforts to contribute to a safer society and prevent crime.”

First French Shop Opens

The first retail outlet to stock SelectaDNA in France has opened in Brittany. The shop sells a range of security products to industry professionals as well as to the public. Another store will be opening soon in Nice.
A MASKED man, armed with a shotgun, who robbed a bank in Wellington, New Zealand, has been identified due to traces of SelectaDNA Spray on his person.

There were no customers in the BNZ Bank in Tawa during the robbery on 21st August, but the man confronted staff and stole a small amount of cash. As he left the bank, the robber was unwittingly sprayed with SelectaDNA Spray, a synthetic DNA-laced mist that provides an irrefutable link between the offender and the crime.

Following public appeals and investigations, police ascertained the identity of the robber and, when he was later arrested, found traces of SelectaDNA Spray up his nose, in his ears and around his neck. The 42-year-old man admitted the offence when confronted with the DNA evidence.

Detective Senior Sergeant Warwick McKee of the Wellington District Crime Squad, said:

“This result is very pleasing. It is very satisfying that we have got this alleged violent offender off the streets. This crime has caused distress and concern to bank staff and public in the area at the time. Making this arrest will reassure and make the public feel safer in their community.”

The robber has appeared at Wellington District Court and is awaiting sentence.

THERE has been extensive media coverage in Denmark following the introduction of SelectaDNA Spray to two more Danish supermarket groups.

In the last Newsletter, we reported that Dansk Supermarket Group (DSG) and Coop had chosen the spray system to fight back against robbery.

Our Danish distributors have now confirmed that convenience store chain 7-Eleven and discount supermarket group Netto are also using the system, which sprays a DNA-coded mist that is traceable back to the crime scene on anyone breaking into a store to steal stock or fleeing from it with cash or goods.
SelectaDNA Has Ultimate Staying Power

SelectaDNA’s traceable liquid and DNA-based forensic marker has been awarded the highest possible independent certification for the durability of its forensic codes.

After stringent laboratory testing, the DNA coding in SelectaDNA property and metal marking products has been proven to have the ability to withstand extreme weather conditions, resulting in a PAS820 certification Grade A External for 5 years from a leading independent UK test lab.

PAS (Publicly Available Specification) 820:2012 was developed by the security industry and BSI as a way of helping purchasers assess the length of time a forensic code continues to be identifiable when exposed to weathering.

Available in over 30 countries and with over 225,000 homes and businesses protected globally, SelectaDNA is at the forefront of traceable liquid, property marking and offender marking technology.

The SelectaDNA product range consists of a number of solutions containing a unique DNA code which can be used to uniquely mark and trace both items of property and criminals. Each DNA code used in SelectaDNA products is completely unique so that every marking kit and spray canister has its very own forensic signature.

Jason Brown, SelectaDNA’s Commercial Director, said: “Customers want to know that the forensic marking product they are buying will continue to offer them protection from theft and burglary over satisfactory lengths of time. “The PAS820 certification offers reassurance that our DNA codes can withstand prolonged exposure to the elements and will continue to protect critical infrastructure worldwide as well as deterring criminal activity in the UK such as burglary and metal theft.”

He concluded: “Due to our commitment to continuous improvement, our research and development team ensures that SelectaDNA remains at the forefront of forensic marking technology, and in turn enables us to offer the most secure crime prevention systems around the world.”
BURGLARY has been an increasing focus for police in the London Borough of Redbridge, following a successful council-funded initiative to support previous victims of the crime and their neighbours with SelectaDNA’s traceable liquid marking kits.

The initiative, which includes the use of SelectaDNA, has led to a decrease in residential burglary across the whole borough of 15.3 per cent from April 2013-March 2014.

Regular operations to catch burglars have also been carried out which has led to a number of arrests and a reduction in repeat burglary. Distribution of the kits is being undertaken by local policing teams, who inform residents how to use the kits and assist with completing the registration forms that allow for the unique reference number assigned to each kit to be linked with a specific household. The kit comes with a sticker to put in a window to help deter potential burglars.

The marking of recovered property also assists in the prosecution of offenders. To this end, the SelectaDNA brand is being widely advertised in Ilford custody suite and Barkingside police station and is known to probation offices across the borough.

Ed Baker from the Redbridge Safer Communities Partnership team, which is made up of the council, police and other emergency service members and organisations, said:

“The kits have so far been introduced to targeted streets across 11 of the 21 wards in Redbridge. There has been a reduction in repeat burglary and a ‘cocooning project’ involving police visiting previous victims of burglary and their neighbours aims to increase this further and is now borough-wide.”

He added: “Residents have been really appreciative of the additional security that SelectaDNA offers. Police think it is very good as they have a physical product to use to reinforce their burglary campaign.”
Keeping Businesses ‘safe & sound’

FOllowing the success of crime reduction initiatives across the county using SelectaDNA traceable liquids, West Midlands Police are highlighting the product’s use to help businesses cut crime together with Dudley’s Community Safety Partnership ‘safe & sound.’

A special event was held at car parts manufacturer Orson Equipment on the Peartree Industrial Park and was attended by the Mayor of Dudley Councillor Margaret Aston, West Midlands Police Acting Inspector Corrina Griffiths and Bob Dimmock, Community Safety Commissioning Manager of safe & sound.

Dudley’s Community Safety Partnership ‘safe & sound’ is made up of voluntary and public sector organisations including Dudley Metropolitan Borough Council. Bob Dimmock, who heads up the Partnership, said: “SelectaDNA is being used where there is a known problem in a bid to prevent residents or businesses being targeted.”

The use of SelectaDNA by the Police and Council has helped Dudley become the safest borough in the West Midlands to live in, with overall crime falling by 40% in the last six years.

Bob added: “Dudley has been the forerunner in using SelectaDNA which is now widely used amongst the other West Midlands boroughs.”

Acting Inspector Corrina Griffiths of West Midlands Police said: “Our latest initiative concentrated on vulnerable and repeat business locations. This was to address an increase of metal theft within the borough to offer reassurance and reduce crime at these particular locations. Feedback from the local businesses has been very positive. This was the first time these kits had been distributed to businesses; previously they had only been used for residential properties.”

SelectaDNA Traceable Liquids have already been used successfully in the following West Midlands Police and safe & sound Community Safety Partnership Operations, all resulting in reductions in crime:

**Operation Identity**
In 2008, The Dudley Safe & Sound Community Safety Partnership embarked upon a burglary reduction initiative to reduce residential burglaries. The outcome of this trial was a 44% reduction in offences.

**Operation Spotlight**
More than 700 previous victims of crime were provided with a property marking kit. Subsequent data showed a reduction of repeat victims of residential burglary down from 6.8% (West Midlands average) to 1.7% for the borough.

**Operation Challenge**
In 2013, another initiative was launched, similar to Spotlight. Again reductions in burglary dwellings, particularly amongst repeat victims were good.

**Operation Cable**
Distribution of SelectaDNA catalytic converter marking kits and metal marking kits to reduce the incidents of metal theft across the borough. This scheme is ongoing.
After extensive testing of the SelectaDNA Classic Car Kit for suitability and ease of application, the Federation of British Historic Vehicle Clubs (FBHVC) has endorsed the product as its first vehicle security device.

The FBHVC is now offering its members the kit which contains a special fluid containing microdots with a unique reference number on them. The fluid can be painted onto car parts and if a vehicle is stolen and later recovered, the microdots can be read under a microscope and matched on a database so the vehicle’s original owner can be found.

Even if the microdots cannot be found, the fluid itself is completely unique, containing a synthetic DNA code which can be analysed in a forensic laboratory. This DNA code is held on a central database to which all UK Police forces have access. Police can identify the presence of SelectaDNA on a vehicle by simply exposing it, or components from it, to ultra violet light.

Geoff Lancaster, Communications Director at the FHBVC, said: “This level of traceability is very powerful in deterring a criminal from touching a SelectaDNA-marked vehicle.”

FBHVC chairman, David Whale, has been busy restoring a pre-production Mini Moke in time for the vehicle’s 50th anniversary this year. He has applied SelectaDNA during the rebuild. He said:

“Should the vehicle be stolen and broken for parts, I have every prospect of recovering the components and absolutely no problem identifying them as mine as the DNA code will link them to me through the national database.”

Geoff Lancaster, concluded:

“It is a ‘fit and forget’ system with no annual subscription, as with other products, and it is even transferrable to a new owner should you sell the vehicle. “We truly believe that this product can play a major part in curbing the current growth in historic vehicle crime.”
Flying The Flag For DNA

In June, SelectaDNA distributors from around the world gathered in the wonderful setting of Butchers’ Hall in the City of London for the second biennial SelectaDNA Distributors Conference.

Over the course of two days, members of the UK team presented the company’s latest innovations, including the unveiling of the new website, packaging and products. Distributors were also treated to a live demonstration of Jazz, the SelectaDNA search dog, in action.

Other guest speakers included Dr Debra Riley of Kingston University, who spoke on global launch strategies, Dr Bas Reichert, who explained the science behind the brand and Roger Gomm QPM, a former Gold Commander in the Metropolitan Police, who delivered the keynote speech on public order and the London riots and how SelectaDNA could be used in similar situations in the future.

James Brown, Managing Director in the UK, said: “The conference provided a platform for distributors to share success stories and best practice with each other; both in a formal environment, with talks ranging from the forensic marking of legal documents in Guatemala to ex Police presentations on public order and studies into the transfer of forensic marks, and an informal setting over a meal in Bishopsgate. We would like to thank all the distributors for making this such an excellent event.”

Trade Shows & Exhibitions

Selectamark continues to increase its global profile by attending a variety of international trade shows and exhibitions throughout the year. We were delighted to meet new customers and take orders for our SelectaDNA range of products at the Public Security Exhibition (PSE) in Italy, and also at Europe’s biggest security fair Security Essen in Germany, where we were filmed for a news item on German TV. In the UK, our BikeRegister bike marking product drew huge interest at The Cycle Show at the NEC in Birmingham.

DNA Dog Takes The Lead

AFTER her involvement in the Met Police’s successful Operation Ferrous targeting metal theft in May, our DNA dog Jazz has been busy working with her trainer Mick Swindells on various assignments.

The most recent one involved a training session with dog handlers from the Swedish Police.

Jazz has also displayed her skills while filming for a BBC1 crime programme. She is working with Lancashire Police to promote a rural crime initiative and has an exciting operation in the pipeline with another force within the next month.

Jazz is the first detection dog in the world to be trained to sniff out stolen metal marked with SelectaDNA. Complimenting existing police search procedures, Jazz touches the metal with her nose identifying the target scent, allowing officers to move in and make further investigations.

Contact us if you would like Jazz to help in an upcoming police operation.
Cyclescheme Partnership Protects Bikes For Work

BIKEREGISTER, the UK’s national cycle database, is partnering with Cyclescheme, the leading provider of tax-free bikes for Cycle to Work schemes, in a unique initiative that will promote and facilitate the registration of bikes supplied via the scheme to the national register used by all UK Police Forces.

BikeRegister, which is owned and operated by Selectamark, is the leading online bicycle identification and registration initiative aiming to reduce cycle theft, identify stolen bikes and assist in owner recovery. Over 250,000 bikes have been registered on the secure BikeRegister database and around 1,000 searches to check for stolen bikes take place every week.

Cyclescheme has processed over 480,000 bikes since its incorporation in 2005 through their Cycle to Work schemes, which allow employers to provide cycles and safety equipment to employees as a tax-free benefit.

The schemes are part of the Government’s Green Transport Plan and there are over 2,000 Cyclescheme retailers nationwide. The new partnership with BikeRegister is set to increase the security of these bikes, allowing any registered cycle to be traceable by police if it is stolen and recovered.

Registration of bikes will be facilitated by Cyclescheme and BikeRegister, making the process seamless to Cyclescheme members and offering them immediate protection.

James Brown, Managing Director of BikeRegister, said: “We are extremely excited by the opportunities this new partnership with Cyclescheme presents and hope that this will be the first step in a successful, long term relationship across several sectors.”

Jeremy Persad, Product Manager at Cyclescheme added:

“Cyclescheme is thrilled to be working in partnership with BikeRegister. The combination of convenient, online, and market-leading bicycle protection is a fitting addition to our package of free of charge services to our client employers and scheme participants alike.

“Peace of mind is core to the enhancement of the cycle commuting experience and the security and protection BikeRegister’s products and services deliver can only help propagate positive behavioural change.”
Putting Faith In Metal Theft Solution

HISTORIC churches in Blackburn, Lancashire, are being protected from metal and stone theft thanks to a new scheme being funded by the local council and police.

Blackburn with Darwen Council together with the East Division Local Neighbourhood Policing Team are using SelectaDNA Trace to protect Holy Trinity church near Blackburn town centre and St Oswald’s in Knuzden.

Currently redundant and undergoing renovation work, Holy Trinity had been continually targeted by thieves over a period of six months with two successful break-ins to steal metal and numerous removals of York stone slabs. Since the introduction of Trace to the 250-year old building in May, there have been no further thefts.

Having heard about the use of Trace at Holy Trinity, a parish member at St Oswald’s contacted the council to request that flagstones in their new memorial garden be sprayed to protect them from theft too.

SelectaDNA Trace is ideal for outdoor metal and stone marking projects. The solution, which comes in an easy-to-use aerosol contains two identifiers: Trace nanoparticles which authenticates the mark as a genuine SelectaDNA product, and metal microdots which identifies who the registered owner is. The code on the metal microdots is linked to a secure database which is accessible to Police at all times via a secure online login.

The main benefit of Trace over standard forensic property marking products is that it allows Police to identify stolen property on-the-spot, which means they are no longer reliant on lengthy analysis times. This has subsequently led to arrests and convictions, with thieves admitting their crime because the on-the-spot evidence is so strong.

Michelle Rutherford, Neighbourhood Early Action Co-Ordinator, Blackburn with Darwen Borough Council, said:

“SelectaDNA Trace was easy to use and didn’t leave visible marks on the items we sprayed. We put up deterrent warning signage on the church premises to warn thieves that DNA marking was in use. We are happy to report we have had no further break-ins or stone go missing since.”
A Close Watch On Rural Crime

A NEW Farmwatch scheme has been launched to combat rural crime across four counties.

Following an increase in the theft of valuable farming equipment such as ride-on mowers, generators and batteries for irrigation pumps, the initiative is offering SelectaDNA property marking kits to farming community members across Norfolk, Cambridgeshire, Lincolnshire and Suffolk.

Farmwatch shares information on crimes and offenders and provides a link between farmers and the police.

Danny Cracknell from Farmwatch said: “There is a particular problem with the theft of heavy duty machine batteries at the moment. They can cost anywhere between £80-£200 to replace. Another popular target for thieves is electric fence units which can cost up to £90 each time.”

Tractors and plant are also targeted and regularly stolen from farm yards and open fields. Stolen items can sometimes be transported hundreds of miles after being stolen.

Danny continued: “Our new scheme offers members the chance to mark farm items with SelectaDNA so that their valuable equipment is traceable should it be stolen and later recovered by police. “The main message has to be to make sure your property is secure. Do not leave anything in the field unless absolutely necessary. We would encourage members to make sure all their property is identifiable by using the kits we are offering. If your property is identifiable it is less likely to be stolen as it not easy to sell it on.”

For more information visit www.selectadna.co.uk or contact +44 (0)1689 860757

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