A MAJOR anti-burglary operation using SelectaDNA traceable liquid has been launched by Cheshire Police to protect property and businesses across the county.

Operation Shield is allowing members of the public and businesses to adopt forensic marking at their homes and premises across Cheshire.

Criminals are also being targeted to ensure that they are aware of how the use of SelectaDNA, which links stolen property and the offender to the crime scene, will make life difficult for them should they choose to commit crimes in areas highlighted by the operation.

SelectaDNA is a forensic liquid containing a unique DNA code which is traceable to each individual property. It can be used to mark belongings, allowing them to be returned to the owner no matter where they are recovered from.

Offenders who attempt to commit robbery at a business in Cheshire will find themselves marked with SelectaDNA Spray, a clear DNA-coded mist which cannot be rubbed off and sits on skin and clothing for weeks.

Every person arrested in Cheshire will be screened by police under a special ultra violet light in custody. If they have committed a crime in an Operation Shield area, they will be marked, and the unique DNA will link them directly to the individual crime scene.

John Dwyer, Police and Crime Commissioner for Cheshire, said: “Operation Shield will help to continue the work we do to ensure that the people of Cheshire are able to deter criminals and make their homes and properties safer. When the worst does happen then it (SelectaDNA) gives us another tool to apprehend those responsible and re-unite people with their possessions.”

More details on pages 4-5.
KNOXVILLE, Tennessee, is serving as the first test market in the United States for SelectaDNA, after the product has helped reduce thefts and burglaries in more than 30 countries.

Knoxville Police Chief David Rausch said SelectaDNA could help make an impact on residential burglary in the area. He said: “We saw it as a great opportunity, especially with the fact that property crime is our number one criminal activity in our community.”

Chief Rausch added:

“We have been impressed with the results from European communities already utilising this technology. Some communities have seen property crime decrease anywhere from 50 to 85 per cent.”

A COURT in the Netherlands has convicted a Lithuanian man to 12 months in prison and a total of 20,000 Euros in costs.

The man was accused of breaking into 25 cars within a 10 day period in 2014 and to stealing items such as SatNavs, airbags, clothing, sunglasses and cash.

The police found stolen items along with some tools and a pair of gloves he used to commit the burglaries at a holiday home in which the man had stayed.

Under ultra violet light, police found traces of SelectaDNA Gel on the gloves. Police had been using DNA Gel to set traps for criminals and the traces in the gloves were matched to those found on one of the stolen SatNavs.

Based on this evidence, the court was able to prove not only possession of stolen property but actual theft.

THEFT of batteries from Flow telecom sites in Jamaica has been reduced to zero following the introduction of a scheme using SelectaDNA and tracking software to protect equipment belonging to the company.

Together with another supplier (Digicel), Flow had previously suffered hundreds of millions of Jamaican dollars in losses from their cellular sites which had been targeted for batteries, cable, fuel and generators.

Over a period of 15 months since the Flow scheme began, not a single battery housed in a unit marked by SelectaDNA Trace and fitted with a tracker has been stolen.

Digicel has also invested in SelectaDNA and tracking software which has resulted in the recovery of 200 stolen batteries with a value of more than US dollars 97,500.
Home Kits Are A Hit With Insurance Firms

LEADING international insurance companies have been signing up to promote the use of SelectaDNA Home Kits to their customers.

Feuersozietät Berlin Brandenburg, one of Germany’s oldest insurance companies (established in 1718), lists SelectaDNA on its website and offers selected customers a discount on their insurance premium if they purchase a kit to protect their property.

KBC of Belgium has also added SelectaDNA kits to their online security shop, signalling strong support for the burglary prevention strategy which has already been successfully rolled out in the cities of Dendermonde and Mechelen.

Scandinavian insurance company Tryg, the biggest insurer in Denmark, is also offering SelectaDNA Home Kits on their website. As a further sign of their endorsement of the product, Tryg staff members went out into the local community to hand out kits to members of the public.

Meanwhile, in the UK, leading insurance company Hiscox is working with SelectaDNA to promote the product’s effectiveness to their customers.

Danish success

Food giant McDonalds have chosen SelectaDNA Spray as part of their strategy to secure their restaurants and employees in Denmark against robbery. In the last six months, SelectaDNA has been featured around 15 times on Danish national TV, making it one of the most talked about products.

French interest

After a successful demonstration to French Police of our High Velocity Tagging System (HVTS) which can be used in riot scenarios to identify offenders, the HVTS is to be further demonstrated to a leading government official. French Police also want to see our search dog Jazz in action. Jazz has been trained to locate SelectaDNA forensic markings in a variety of settings.

Norway spray

Exclusive watch retailer Lervik Ur has become the first store in Norway to be fitted with SelectaDNA Spray to protect it against robbery and smash and grab raiders.

Italy trial

Copper cable belonging to Italy’s largest power company is being marked to protect it from metal theft. As part of a six month trial, gas and electricity supplier Enel, is using SelectaDNA Trace to deter metal theft, which has previously cost the company millions of Euros.

Island cable

Cable is also being protected on the island of Cape Verde, with SelectaDNA Trace being used by main telephone supplier CVTelecom, in a marking project involving KPMG.
OPERATION Shield using SelectaDNA has now launched in burglary hotspot areas across Cheshire and officers are working closely with local communities to help them protect themselves.

Selectamark was awarded the contract in January 2015 for the supply of SelectaDNA forensic marking kits and spray systems to reduce domestic and commercial burglaries across the county.

The successful bid from Selectamark persuaded Cheshire Police to change suppliers. The force made the decision based not only on price, but marketing capability and support, the provision of a SelectaDNA search dog, our online accredited database and our highest level of product testing.

Project launch was in February with domestic kits being distributed in burglary hot-spot areas across the county. Police Liaison Officer, Nick Roach, undertook the training of over 50 officers, PCSOs, Police Specials, and SOCOs two weeks prior to launch.

This was the third out of three forensic marking police tenders which Selectamark has secured in the last 12 months, following Merseyside Police and an extension to the West Midlands Police contract.

Initially, 3,000 kits will be distributed to homes, and almost 300 street signs will be erected in the target areas.

Some 200 kits have also been made available to farms and properties in the rural community.

Spray systems will also be used by businesses in Cheshire. Posters and billboards will be used to promote the scheme and educate criminals. Assistant Chief Constable Mark Roberts said:

“Every year we recover items which we struggle to re-unite with their owners simply because we have no way of knowing who they are. With this system your property can be traced back to you quickly and easily even if it is recovered from the other end of the country.”
The force is working with a number of Registered Social Landlords in the area, to achieve maximum take-up.

All three custody suites across the force will be checking offenders and property for SelectaDNA marks under UV lights, and Custody Sgts from North Wales, Merseyside and Greater Manchester Police are also being informed of the project in case of cross-border cases. Signs will be used in custody to advise offenders that they will be checked for traces of SelectaDNA.

The force will be engaging with all pawnbrokers, including Cash Converters and Cash Generators, across the county to remind them of their obligations and to ensure they are checking property with UV lights. The Crown Prosecution Service has also been made aware of the project to ensure a fully joined-up approach.

ACC Roberts said of SelectaDNA:

“This system is a fantastic tool in fighting retail and business crime because of that ability to link offenders to specific crimes. Everyone who is arrested will be put under the UV light as a matter of course to see if they have been in contact with the liquid. My message to criminals in Cheshire is be extremely nervous about committing any crime in an Operation Shield protected area or premises. One spray could put you away.”
Successful Wandsworth Scheme Extended

BURGLARS thinking of targeting homes in Tooting, in the London Borough of Wandsworth, have been thwarted thanks to a successful anti-theft scheme using SelectaDNA.

Official figures confirming that burglary is down in the area will be released by Wandsworth Council at the end of March, but since the launch in April 2014 the scheme has had a 100 per cent success rate, with no properties that have used the SelectaDNA property marking kits being burgled.

The council’s Community Safety Division has been offering residents property marking kits that they can use to mark their possessions with a unique synthetic DNA code which enables the registered owner of the property to be traced.

The council’s community safety spokesman Cllr Jonathan Cook said: “We sent letters to all the homes in the roads that have been targeted in the past by thieves looking for small but valuable items that are easy to steal, such as mobile phones and iPads. Uptake has been good and all the evidence suggests the scheme is acting as a deterrent.”

Meanwhile, in another London borough, Southwark Councillor James Barber is a firm supporter of SelectaDNA.

He said: “We have been using SelectaDNA as part of a police/council initiative since 2008 and in the first four months had no burglaries at all, which is amazing. We have bought more than 2,500 kits over the last few years and would not have invested so heavily had we not thought it worthwhile. I believe SelectaDNA has largely suppressed burglary in the area and has truly made a marked difference.”

Arrest Made & Stolen Camera Equipment Recovered

A MAN was arrested after he was found in possession of nearly £5,000 pounds worth of stolen camera equipment that had been marked with SelectaDNA.

A member of staff at a Cash Converters store in Hammersmith became suspicious when the man tried to sell the items for only £100 and contacted police.

Hammersmith Police had recently set up a partnership with Cash Converters to prevent criminals selling on stolen goods and to help return them to their rightful owners.

The fact that the camera equipment was marked meant that officers from MPS Hammersmith were able to trace the goods back to the true owner because of the microdots contained in the marking.

Selectamark’s Police Liaison Officer Nick Roach was involved in the identification process and issued a statement that was used as evidence by Police. As a result, the 43-year old suspect appeared in court and was given a rehabilitation order and a fine.

PC Michel Soljava-Duprat from Hammersmith Police said: “We are always striving for new and innovative ways to reduce crime and gather intelligence on those who are committing crime in the borough.

“This incident demonstrates the extent officers regularly go to in finding the rightful owners of stolen goods. Seeing the surprise and happiness on the victim’s face as he was reunited with his much loved camera equipment is well worth the hard work.”
Merseyside Crime Reduction Success

MERSEYSIDE Police released the first set of crime reduction statistics after the launch of Operation Aquila in June 2014, which is using SelectaDNA in targeted crime hotspot areas.

- Business robberies across the targeted areas are down 62%
- Domestic burglaries across the targeted areas are down 40%

Fire Kit Protected

EMERGENCY kit stored on fire engines belonging to the Midlands Volunteer Fire Service has been marked with SelectaDNA after a series of costly thefts.

Thermal imaging equipment has been stolen as well as hydraulic cutters and spreaders and portable pumps.

Volunteer fireman Dennis Coleman said: “These items of equipment are essential pieces of kit. Marking them gives us some extra security and the reassurance that if they are stolen again, police will be able to trace them back to us.”

It is expected that domestic burglaries will fall even more over the next few months thanks to a sustained marketing campaign by Merseyside Police involving billboard and bus stop advertising which continues to raise the profile of the scheme among criminals.

Cumbria Launch

Police in Cumbria have distributed SelectaDNA forensic marking kits to residents of Workington as part of a community safety initiative. PCSO Rachel Pape said: “Local residents have been keen to take up the kits. Signs have been put up in the streets to warn thieves that the product is being used and this should help to deter further offences.”

Cycle Partnership

BikeRegister, the UK’s national cycle database, is owned and run by Selectamark. It recently partnered with bike storage specialists Cyclepods Ltd to reduce bike crime at rail stations across the UK. The new partnership will introduce crime deterrents including BikeRegister warning signage across existing and future Cyclepods bike parking installations. Look out for more details on this exciting partnership in our next BikeRegister Newsletter...

Somerset Crackdown

Police in Burnham-on-Sea and Highbridge are tackling crime in the two Somerset towns with the use of SelectaDNA to deter residential burglary. The project, which launched in July 2014, has been so successful that police in other areas of Somerset are seeking to roll out the scheme. PCSO Pete Williams said: “Tregelles Close in Highbridge is the first street in the whole Avon & Somerset Police Force Area to be listed as an ‘Anti-Burglary Zone’ with 28 homes there receiving DNA property marking kits.”

Stafford support

More than 100 homes on the Bluebell Hollow estate in Stafford have received added protection from Staffordshire Police who are now deploying SelectaDNA in the area. The new-build estate had been targeted by thieves who were stealing cars and electronic equipment including iPhones, iPads and laptops. Martin Welsh, Crime Prevention Design Advisor from Staffordshire Police, said: “We have swapped supplier and I have nothing but praise for SelectaDNA which is acting very effectively as a deterrent to crime on the estate.”
Huge Theft Reductions & Savings For Swansea Boiler Scheme

BOILER theft has been reduced to zero and phenomenal savings have been achieved following the huge success of a scheme to mark boilers belonging to Swansea Council.

In one of the largest ever property marking campaigns which launched in May 2013, Swansea Council has marked 13,000 boilers in void and tenanted properties with SelectaDNA to protect them from metal theft. New boilers were marked at point of installation and previously installed boilers were marked at the annual service.

Selectamark’s original permanent marking system, which involves a visible stencil-etching bearing the council’s name has also been used to make sure that thieves are in no doubt that the boilers are protected. SelectaDNA’s deterrent warning stickers have been placed in the window of every property marked.

Nigel Williams, Group Leader of Maintenance from Swansea Council, said: “We have now completed marking all 13,000 boilers and are delighted to say we have had zero thefts since the launch of the scheme - which is remarkable! Previously we had been having two or three boilers stolen each week.”

He added: “This project has run incredibly smoothly and has been an overwhelming success, saving the council approximately £330,000 in the process.”

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

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