



Newsletter **ISSUE 16**

**Security...  
It's in our DNA!**



# Reducing Retail Crime in Merseyside

**Shopkeepers are deploying the SelectaDNA intruder spray to reduce business robberies as part of the 2nd phase of Merseyside Police's successful Operation Aquila.**

The SelectaDNA Spray system is one of the Operation's key methods to reduce acquisitive crime across Liverpool. The spray can be mounted above doorways and is triggered manually by a shopkeeper in the event of a raid; or obviously by the thieves themselves as they force entry into premises.

Once triggered, a fine spray is emitted from the system that will stain a criminal's skin and clothes with a uniquely coded but invisible dye. The spray can be seen under ultraviolet light in police custody suites.

Police have reported that business robberies in north Liverpool reduced by 52% in 2014, as part of the first phase of Operation Aquila, and that burglaries in hotspot neighbourhoods were down 45%, compared to the year before.

Superintendent Jenny Sims, who co-ordinated the operation along with Inspector Sue Stribling, said:

"It is important that we do everything we can to protect local businesses from criminals who might be tempted to rob, burgle or steal from them.

We have made some really positive inroads in terms of reducing robberies against businesses in north Liverpool by fitting

hi-tech security devices in shops such as bookmakers, off-licences, convenience stores and jewellers which are most commonly targeted.

The most important thing has been spreading the word that any shop might have one or more of these devices fitted and criminals face getting caught if they are foolish enough to try their luck."

The main priority of Operation Aquila phase 2, which is currently underway, is to further reduce business robberies.

Inspector Diane Pownall, neighbourhood inspector for the County Road area, said "County Road is full of family-owned, local businesses providing useful services to so many people in the community so it is vital that the police and council work with them to reduce crime and not let criminals get a foothold."

**More solutions to retail crime, pages 2-3**



# New DNA Security for Supermarket Giant

**SelectaDNA Intruder Sprays combat burglary and protect items of retail stock, such as tobacco.**

**The multinational retailer is using the spray system across approximately 100 stores to deter robbery, burglary and theft.**

Warning signs and window stickers are being used to alert potential criminals that the system is in use and to dissuade them from targeting the protected premises.

James Brown, Managing Director of Selectamark, said:

“As with any successful security strategy, it is all about keeping one step ahead of the criminals, and sometimes existing systems become less effective as time goes on.

Activation of the system is not the goal, but rather to make would-be criminals think twice. However, if an offender was sprayed with the forensic mist, and the case went to trial, there is irrefutable evidence to ensure conviction. This is why SelectaDNA is such a strong deterrent, and there is nothing else on the market which compares to it. Other systems can help make robberies and burglaries difficult, but only DNA can link a criminal to a crime scene so effectively. In some instances it has been proven to eliminate instances of robbery and burglary altogether. We are extremely excited to be working on this ground-breaking project.”

## Crimes of Convenience



**Convenience store and newsagent operator McColl's is another company making use of SelectaDNA Spray protection to deter robbery.**

Half a dozen stores across the UK have already been fitted with the system, some of which also contain a Post Office conversion.

The McColl's and Post Office link-up began in 2013, with hundreds of McColl's branches now either housing Main or Local Post Office services.

## Safer Shopping



**SelectaDNA Defence Sprays are to be carried by Mitie security guards at the new Westfield Bradford shopping centre to mark would be criminals and offenders and reduce the risk of personal attack.**

This is the third Westfield site to deploy the handheld sprays after Stratford and Shepherds Bush in London. The defence sprays are also ideal for use by lone workers, shopkeepers and public transport employees when other forms of conflict resolution have failed.

# Stamping Out Robbery



Even high-risk sites such as this one in South London have not been targeted.

**In a highly successful project that began in April 2012, the Post Office has now installed SelectaDNA Spray Systems in around 200 sites across the UK to protect ATMs and to prevent robbery and burglary.**

SelectaDNA was chosen by the Post Office over fogging devices due to the deterrent value of DNA marking, and the value for money it provides.

According to the Post Office's Physical Security Manager, the original 20 sites where the spray systems were installed were chosen for two reasons. The main reason was due to the sites being identified as emerging risks in a major crime hotspot area of the UK, but also due to some of the sites having been targeted by criminals in the previous 12 months.



Results to date:

- **In the 12 months from the systems being installed (1st April 2012 to 31st March 2013) there were no burglaries at all.**
- **This trend continued for the following 12 months – up to 31st March 2014 – with no incidents having occurred.**

Crime across these areas – Wirral, Bootle, Wallasey and Birkenhead – has continued, but the SelectaDNA protected Post Office sites have remained untargeted. This can be attributed to the signage displayed at these sites, and the PR that was used at the time of the launch.

The signs used at these sites were both 40x30cm foamex signs, and smaller A5 window stickers, both displaying the clear visual message that SelectaDNA Sprays are installed. Signage is a key factor in the success of the installation as the one thing criminals fear most is DNA evidence.

The trial was deemed to be a complete success in terms of preventing attacks on the Post Office sites, and the Post Office are now rolling out SelectaDNA Sprays to more high risk sites, as well as those undergoing modernisation and refits, across the UK. The Post Office are also using temporary anti-robbery spray kits in hot spot areas and have deployed a SelectaDNA solution in ATM's for gas attack deterrence.

The total number of sites now protected is in the region of 200. No SelectaDNA protected sites have yet been victims of burglary or robbery. The Post Office Physical Security Manager says that 'SelectaDNA is an extremely effective deterrent'.

## Tracing Cable Thieves



**German electricity operator 50Hertz is using SelectaDNA forensic marking across all its substations to deter cable and metal thieves.**

The 50Hertz substation in the town of Bad Lauchstädt is the first to have its cable marked with SelectaDNA Trace and the initiative will be extended across the operator's 70 other sites.

## Netto Deploys Spray



**Discount supermarket group Netto is using the SelectaDNA Spray system to deter robbery from several stores in Sweden.**

The system is already being used by Netto and other supermarket chains in Denmark, where the success of its deployment there has led to it being introduced to Sweden.

## Marine Hotspot

**A marine crime prevention project involving the Nasby Bay Boat Society in Taby, Sweden, has been underway since April 2015 and will be evaluated shortly.**

The initiative involves marking marine vessels and items such as outboard motors, gears and trailers with SelectaDNA and has support from local police and the Swedish Maritime Association. Nasby Bay was founded in 1935 and has about 750 members with 650 boats.

## First Spray Installs

**A petrol station shop is the first business in Switzerland to use the SelectaDNA Spray system after it was previously targeted by robbers.**

It is hoped that the introduction of the spray to the Garage Automobile Bolle & Agip-Shop in Tolochenaz will not only prevent further robberies but also increase safety for employees and customers. Following on from this, luxury jewellers Meylans in Vevey have now protected two stores with DNA Spray.



## Homes with Security Extras

**New homes in North Auckland will be sold with 'security extras' under a new construction company agreement aimed at combating building site burglars in New Zealand.**

Major building companies are joining together with Rodney Police, Community Patrols New Zealand and SelectaDNA to

stop organised gangs of thieves targeting them for building materials, tools, fittings and electronic goods. The security measures include police stop & search, additional site patrols and SelectaDNA kits issued to house buyers so they can mark and protect any valuable possessions as soon as they move into their new home.



# Danish Success Stories

**Our colleagues in Denmark have been busy implementing a wide variety of crime prevention schemes using SelectaDNA.**

Here are some recent highlights:

- **BANKS**  
Danske Bank, the largest bank in Denmark, is now using SelectaDNA to protect ATM machines at a number of branches across the country.
- **RETAILERS**  
Danish retailers have been using SelectaDNA Spray for more than a year with excellent results. More than 400 new systems will be installed in stores across Denmark in the next six months.

- **MEDIA**  
SelectaDNA has had some great media coverage in Denmark. A thief recently appeared on Danish TV saying he won't go near SelectaDNA because it can connect him to a crime scene and it makes it harder for him to sell marked items on, as they are traceable and of little resale value.
- **INSURANCE**  
TRYG insurance in Denmark has announced a reduction in crime following a pilot project they carried out using SelectaDNA to reduce burglary in a residential area.
- **ARREST**  
A thief was arrested in possession of some tools marked with SelectaDNA. Police examined the tools under UV light and found the marking. They checked the code on the SelectaDNA database and found the real owner was a large building contractor in Denmark. The contractor had been unaware of the theft.



## Safer Neighbourhoods

**A new burglary reduction initiative has launched in the south-east district of Amsterdam. This new project aims to not only provide SelectaDNA Home Kits to prevent burglaries but to increase community awareness on crime prevention.**

The kits are made available at no cost to home-owners who can apply to be part of the scheme as a group of neighbours. A similar scheme in Bremen, Germany, showed that this interaction between neighbours was highly beneficial and helps create safer neighbourhoods.



## Secure Partnerships

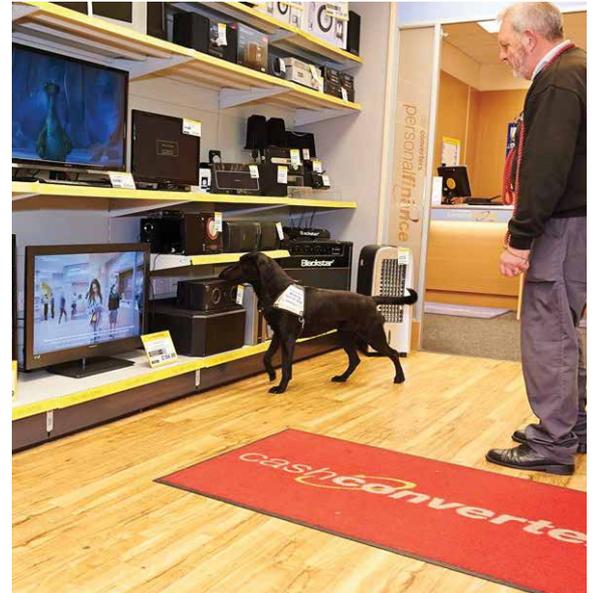
**Volvo has entered into a partnership with SelectaDNA France to install spray systems on its new fleet of electric buses.**

Volvo chose SelectaDNA as an innovative solution to protect its drivers and give passengers added security.

Meanwhile, French telecom operator Orange is using SelectaDNA Spray to protect shops from robbery attempts; and Système U, a retailers' cooperative with more than 1,300 stores in France and the Caribbean, is also set to benefit from DNA spray technology.



## Operation Shield Extended After 83% Drop In Burglary



**Operation Shield, Cheshire Police's wide reaching anti-burglary campaign using SelectaDNA, has been a huge success following its launch in March 2015.**

The initiative, which has seen thousands of homes, shops and local businesses protected, has now been extended to include rural homes and schools. It was recently extended to the market town of Frodsham after success in other areas of the county which has seen burglary drop by up to 83%.

Cheshire Police has already recorded the lowest number of domestic burglaries for the month of March in 25 years.

Following these encouraging crime reduction figures, SelectaDNA will

now be distributed across Chester and three other local beat areas to rural properties, to protect horse tack and farm machinery, and to schools to protect valuable ICT equipment.

In further action, void properties in Chester belonging to Sanctuary Housing that are undergoing repairs or awaiting new tenants are being protected from metal theft by SelectaDNA.

This initiative launched in November 2015, when DNA detection dog Jazz, who has been trained to search for and sniff out forensic markings on metal, worked alongside officers from Cheshire Police to search scrap metal dealers in Chester for copper piping, heating boilers and other stolen metals.

Every person arrested in Cheshire is being 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.

So far, more than 6,900 suspects have been screened in custody for traces of SelectaDNA as part of Operation Shield.

Cheshire North Community Sergeant Ian Wilson said:

"The DNA system is unique to each address and helps to identify stolen items if they are recovered – no matter where in the country they are found. As well as helping to recover stolen property, offenders committing crime can also find themselves marked with the forensic liquid – this stays on their hair, skin and clothes and cannot be washed off. Criminals will not be able to see it in normal light – but police officers will.

We recover a lot of items, which are believed to be stolen, but often struggle to reunite them 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."

# Police Communications To Criminals

**Merseyside Police are using an excellent range of fear-inducing publicity tools to promote Operation Aquila to would-be robbers and burglars.**

They commissioned posters for billboards with the warning 'One Spray Will Put You Away' which highlights the fact that SelectaDNA Spray could convict criminals if they are found to have traces of coded spray on their skin or clothing. The same message appears on the back of local buses and at bus shelters. A digital advertising van with the words 'It's got stolen written all over it' is advertising the fact that SelectaDNA forensic marking is in use in the local neighbourhood.



**Meanwhile in Cheshire, Operation Shield has also been promoted extensively by Cheshire Police.**

They are using bus stop posters and billboards bearing the slogan 'Burglars May Not See it, But We Will' – referring to the fact that SelectaDNA is visible to police under UV light when suspects are scanned for forensic markings in custody. Cheshire Police have also made use of a digivan to advertise the unique staying power of SelectaDNA Spray that can stick to skin and clothing for weeks.



## New BoatShield Scheme In Norfolk

**A BoatShield scheme has been launched to cut marine theft on the Norfolk Broads. Norfolk Constabulary is promoting the use of SelectaDNA Marine Kits to boatyards, chandlers, clubs and groups in the area.**

The SelectaDNA Marine kit doesn't just help recover a vessel and its contents in the event of theft, it helps prevent theft from ever taking place. By marking each valuable item with SelectaDNA and displaying a warning sticker on the boat, the chances of theft are reduced dramatically.

The new BoatShield scheme was launched at a Marine Crime Prevention Open Day at the Brundall Bay Marina, where boat owners were also encouraged to remove valuables from their boats and install boat alarms to reduce the likelihood of becoming a victim of crime.

PCSO Martin Chapman from the Broads Beat team said: "A lot of people will come off their boat in September, lock it up and think no more about it until next year, and in the spring we get all these reports."

Broads Beat team inspector Teresa Eagleton, said:

"I want boat owners to enjoy Norfolk's beautiful waterways, but I also want them to be safe and secure and I urge them to join the BoatShield initiative. Signing up to it sends out a strong message to thieves that people with the BoatShield emblem have taken steps to secure their boat, and at the same time it will help boat owners to be aware of the risks."



## Tried & Tested Security For The Marine Sector

**Selectamark is now a proud member of British Marine, which represents the UK leisure, superyacht and small marine industry.**

This coincides with the launch of the new SelectaDNA Marine Kit, which can be used to mark items such as GPS equipment, outboard motors and navigation systems.

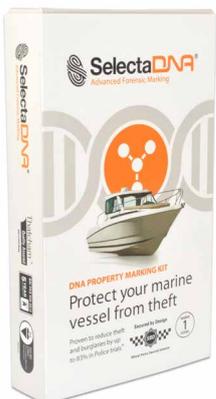
The kits are being used in a new partnership between Selectamark and regulatory compliance specialist

CEproof Group to offer boat owners DNA protection against marine theft.

CEproof is the global leader in CE marking for boats and related equipment and operates from 15 offices in 13 countries.

Craig Morris, MD of CEproof Group said: "We work with boat manufacturers and individual boat owners to make sure their vessels are compliant. When we are not working for the manufacturer of the boat we must apply a Post Construction Assessment (PCA).

We were looking to add extra value to our inspection process and our partnership with Selectamark will give us the opportunity to offer boat owners one of their SelectaDNA Marine kits to mark items of value on their vessel, when we use PCA, predominantly on used boats."



**NEW** Marine Property Marking kit available to purchase today at [www.selectadna.co.uk](http://www.selectadna.co.uk)

## Every Second Counts

### Public access defibrillators in Farnham, Surrey, have been marked with SelectaDNA to protect them from theft.

The defibrillators, which are positioned around the town and are available for use should someone have a cardiac arrest in public, were part-funded by local charity Farnham Lions.

Professor Tom Quinn, volunteer Clinical Director of 'Heartstart' Farnham Lions (which teaches emergency life support skills to local residents) made contact with Selectamark following a recommendation from Surrey Police that forensic marking product SelectaDNA was an ideal way to protect the defibrillators.

The defibrillators now have their own unique DNA marking registered on the SelectaDNA database, which in turn will enable the Police to identify where they have come from in the event that they are stolen and recovered. The deterrent warning signage is, in itself, a proven deterrent against theft.

Professor Quinn said: "I am delighted that we have been able to draw on Selectamark's expert advice, as recommended by Surrey Police, to safeguard our community's defibrillators and ensure they are truly 'public access'. Every second counts when a person has a cardiac arrest, and we want any member of the community to be able to access the equipment in an emergency, in the same way they would a fire extinguisher. Having our equipment DNA marked by SelectaDNA means we don't have to rely on locked cabinets, which can cause unnecessary delay."



Professor Tom Quinn and Keith Aston from Heartstart Farnham Lions.

## Curbing Motorbike Theft

### West Midlands Police are revving up their motorcycle marking campaign by offering SelectaDNA Motorbike kits to dealerships across the county.

PC Simon Barrett from the West Midlands Police Crime Reduction Team is leading the initiative and explains the need for motorcycles to be marked and registered.

"There is a definite gap in the market where off road bikes, bikes of 125cc or less and some bikes imported from overseas have no registration number and no ID. For these reasons we would encourage all motorbike owners to get their pride and joy marked."

"We are also aware that a particular type of Yamaha bike is being targeted and stolen in droves. In the event that your bike is stolen and recovered by police, if it is marked and registered to the SelectaDNA database we will be able to return it to you."

Dealerships including Sheldon Motorcycles in Birmingham, Kestrel Honda Motorcycles in Coventry, Streetbike in Halesowen and Stourbridge Motorcycle Centre in Stourbridge are all taking part in the scheme, which encourages the marking of motorcycles at point of sale or as part of a service.



## Top Marks for School Security



**Beamont Collegiate Academy in Warrington, Cheshire, is using SelectaDNA forensic marking together with deterrent warning stickers and SelectaLabel barcoded asset tags to protect and track valuable ICT equipment.**

The school has already marked 170 Netbooks and is set to do the same with around 400 PCs and 400 iPads. In the event that any of this equipment was lost or stolen it would be traceable back to the school if recovered by police.

“Pupils are sometimes allowed to take the iPads home with them, so it’s important that we have a traceable system such as SelectaDNA in place.”

Said an Academy staff member.

## Asset Management Solution for Schools

**We are delighted to announce the launch of our new School Asset Register, an industry leading, cloud-based solution to enable schools to manage their fixed asset registers of ICT equipment.**

Optimised to work seamlessly on all devices including iPads and tablets, the solution is flexible and customisable, and allows schools to manage their asset register for administration, insurance and audit purposes.

School Asset Register is available on a free, no-risk 14 day trial.



School Asset Register

[www.schoolassetregister.co.uk](http://www.schoolassetregister.co.uk)

## Added Insurance

Many insurance companies offer discounts to customers who mark their property. We always encourage consumers and businesses to check with their insurer or broker when taking out or renewing a policy, as they may be entitled to a reduction in premiums if their property, equipment or vehicles are protected with SelectaDNA.

SelectaDNA is a forensic marking system that is:



**Police Approved through the Secured by Design accreditation scheme.**



**Vehicle Security Approved through the Thatcham Quality Assured accreditation scheme.**



**An Insurance Approved Property Database through the Loss Prevention Certification Board's LPS1224 accreditation scheme.**



**Tested to BSI PAS 820:2012 and has achieved the highest grade – Grade A external.**



SelectaDNA is already an approved Security Supplier to **Hiscox**, a leader in specialist insurance. They currently provide insurance for over 60,000 homes in the UK, along with extensive business insurance to over 150,000 SMEs, professionals and consultants.

We also have some great new tie-ins with insurance partners who want to offer their clients added value promotions and extra protection.



Theft from construction sites is an ever-increasing problem with an estimated £100 million of plant being stolen per annum including scaffolding, excavators, compressors and even cranes.

**Aviva Insurance** is offering its Aviva Premier Construction clients our SelectaDNA Plant and Machinery kits. The kit can mark one construction vehicle such as a digger to protect it from theft and normally retails at £59.50 (including VAT).



Another insurance partner is **The JRW Group** which offers niche insurance for cyclists, golfers and anglers (among others) through their Cycleplan, Golf Care and Fishing Care products respectively. As part of the partnership, Cycleplan offers cyclists 4 weeks free insurance when they register their bike on BikeRegister, and 25% off annual premiums when they use BikeRegister to security mark their bikes.

Successful partner email campaigns have included a discount on SelectaDNA Golf Kits to Golf Care Members.

## er Equipment Register

Selectamark has launched **Equipment Register** – The **FREE-to-use** national register for tools, equipment, plant and machinery.

To find out more visit  
[www.equipmentregister.co.uk](http://www.equipmentregister.co.uk)





## Police Partnership Ploughs Into Rural Crime



**A rural theft scheme is launching in County Armagh to tackle the problem of cross-border theft of agricultural items such as mowers, sprayers and trailers.**



The initiative is being funded by the Department of Justice and will be implemented by the Armagh City, Banbridge & Craigavon Policing and Community Safety Partnership together with the Police Service of Northern Ireland.

Around 200 farms will be encouraged to join the scheme which goes live at this year's Mullahead Ploughing Match in County Armagh.

## Keeping a Watchful Eye

**Reducing the risk and fear of crime requires police forces and local communities to work together.**



Property marking is a vital part of crime prevention, and our police approved products help fight crime and reduce burglaries within local communities.

The SelectaDNA Neighbourhood Watch Kit offers the ultimate property marking solution to mark and protect homes, used in conjunction with the warning stickers supplied, SelectaDNA is proven to reduce burglaries by up to 83%.

As part of our strategy in supporting local communities we are able to supply SelectaDNA kits at bulk pricing to Neighbourhood Watch Groups, Home Watch schemes and Housing Associations. Individuals within Neighbourhood Watch areas can also purchase property marking kits, at a discount, direct from our website [www.selectadna.co.uk/nhw](http://www.selectadna.co.uk/nhw)

For more information visit

[www.selectadna.co.uk](http://www.selectadna.co.uk)

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