



SelectaDNA®

Advanced Forensic Marking



32 Arrests Made as SelectaDNA Supports Met Police Retail Crime Crackdown

SelectaDNA's forensic marking technology played a pivotal role in the Met Police's city-wide Operation Zoridon, driving major raids, arrests, and the recovery of stolen goods across London.



Pictured: Met Police officers scanning stock under UV light for traces of SelectaDNA.

SelectaDNA's forensic marking technology played a key role in the Metropolitan Police's Operation Zoridon, a city-wide initiative targeting organised retail theft networks across London.

Following the success of earlier borough based operations, recognised as best practice by the College of Policing, the Met launched a coordinated campaign to tackle prolific shoplifters and prevent the resale of stolen goods.

To support this, major retailers including Sainsbury's, Holland & Barrett, Co-op, BP, and Tesco received

SelectaDNA marking kits, allowing high-value or frequently stolen items to be marked, so that officers could later identify them as part of the operation.

Two powerful days of action

Over two days of targeted action on 14th and 16th October 2025, officers raided more than 120 shops suspected of buying stolen goods.

The operation led to 32 arrests and nine shop closure notices, with offences ranging from handling stolen goods to drug and immigration violations.

SelectaDNA also deployed a specially trained search dog, able to detect marked goods, to assist police - a unique capability that has helped recover stolen property and secure convictions.

Led under Gold Command by Commander Featherstone, with Superintendent Luke Baldock overseeing deployment, the operation included locations identified through intelligence, licensing checks and Trading Standards warrants. Sir Sadiq Khan, the Mayor of London, was also in attendance, along with the Policing Minister, Sarah Jones.

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Sending a strong message to criminal networks

“This initiative shows the Met’s determination to tackle retail theft at scale,” said James Brown, Managing Director of Selectamark. “By combining forensic marking with strong reporting partnerships, police can link stolen goods to offenders and achieve meaningful results.”

Operation Zoridon demonstrates how collaboration between police, retailers, and technology partners like SelectaDNA is making London safer to shop and trade, deterring theft and supporting faster recovery of stolen items.



Pictured: SelectaDNA Police Liaison, Nick Roach, speaking to Commander Featherstone and Policing Minister, Sarah Jones.

Security Officers Equipped with SelectaDNA Defence Sprays in Liverpool City Centre

SelectaDNA has teamed up with the Liverpool City Centre Neighbourhood Policing Team and the Liverpool BID Company to enhance retail security at Iceland stores. Asel Security Officers received specialised training in the use of SelectaDNA Defence Sprays - advanced forensic tools that deter criminal behaviour and help link offenders to specific incidents.

Sergeant Craig Winstanley of the Liverpool City Centre Neighbourhood Policing Team said:

“Security Officers are pivotal in our efforts to tackle retail crime, and I’m grateful to SelectaDNA and Liverpool BID Company for supporting the Defence Spray training as part of International Security Officers Day.

The sprays forensically link the offender(s) to a particular crime or incident within the store which will support our investigations into these offences and hopefully bring more offenders to justice.”

This initiative builds on the ongoing collaboration between Merseyside Police, Liverpool BID, and city centre security teams to create safer, more secure retail environments.



Pictured: Representatives across the partnership, pictured at Iceland Liverpool City Centre

SelectaDNA Features in ITV’s Ridley

SelectaDNA Intruder Spray was recently featured in ITV’s Ridley, demonstrating the impact of our technology as a tool in police investigations.

During a tense robbery scene, a retail employee triggers a panic button, activating the spray and marking the intruders. Later, detectives explain that both the crime scene and the offenders’ clothing will show traces of the unique DNA code and UV marker: “...a DNA signature that would tie them to the crime scene; they are effectively marked men.”

From drama to reality, SelectaDNA Intruder Spray gives police undeniable evidence, helping protect people, property, and communities.



Tesco Partners with SelectaDNA to Tackle Retail Crime

As retail crime continues to rise, Tesco has taken decisive action by partnering with SelectaDNA to develop an innovative, multi-layered crime prevention strategy.

This collaboration has transformed Tesco's approach to loss prevention, integrating forensic technology and high risk asset tracking to create a safer, more secure retail environment.

After a series of incidents in which masked thieves targeted stores and left staff feeling vulnerable, Tesco and SelectaDNA joined forces to develop a strategy that would both deter criminals and protect colleagues.

High-risk products are now uniquely marked with forensic identifiers that can link stolen items directly back to individual stores.

This irrefutable evidence has proven invaluable to police investigations, acting as a strong deterrent against theft.

Beyond stock marking, Tesco has also embraced SelectaDNA's broader capabilities through the adoption of GPS Asset Trackers.

These trackers are hidden inside frequently targeted items, such as cigarettes, in order to provide real time



monitoring when items are alerted as stolen.

This technology improves recovery rates and provides the police with valuable intelligence on the criminal networks who are operating around retail hotspots.

The results speak for themselves. Since integrating SelectaDNA alongside other crime prevention measures, Tesco has achieved a remarkable 79% reduction in theft across its London hotspots.

GPS Asset Trackers for Decoy Operations

Deploy our new GPS Asset Trackers inside decoy products to gather live intelligence, track offenders in real time, and support rapid recovery and stronger case building.

Get in touch to find out more:
sales@selectamark.co.uk
01689 860757



200,000 Tools Marked: A Major Milestone in the Fight Against Tool Theft

Tool theft costs UK tradespeople an estimated £800 million every year - but thanks to a growing community effort, the tide is turning. Together with police partners, SelectaDNA has facilitated the marking of more than 200,000 tools, helping to protect livelihoods and return stolen equipment to the people who rely on them most.

From the very start, this campaign has been driven by the voices of tradespeople. We've listened to their experiences, shared their stories, and worked side by side to make tool theft a crime that no longer pays. This movement has grown through collaboration with police forces and trade organisations – and importantly, now reaches beyond industry. Together with police partners, we've engaged directly with MPs and taken this issue to Parliament, helping drive meaningful change at a policy level.

"When this campaign started, it wasn't about headlines - it was about real people losing their livelihoods," says Shoab Awan, Gas Engineer and campaigner for Trades United. "SelectaDNA has been there from the beginning, offering real protection that makes a difference every day."

The success of this campaign is a credit to the forces who have played a part in protecting their communities, including: Met Police, Sussex Police, Greater Manchester Police, North Yorkshire Police, Hampshire & Isle of Wight Constabulary, Essex Police and many more.



Pictured: Tradespeople registering their SelectaDNA Tools & Equipment Kits at a tool marking event.

"To my knowledge, no other organisation has delivered this scale of national tool marking events and police collaboration" says Sgt Dave Catlow of the Met Police. "SelectaDNA is setting the standard for real world action against tool theft."

"Reaching 200,000 tools is a huge milestone - but it's only the beginning," says James Brown, Managing Director of Selectamark. "Every marked tool makes it harder for thieves to profit and easier for police to act. We're proud to stand with tradespeople and keep driving this movement forward."

Together, we're proving that community, collaboration, and innovation really can make tool theft a thing of the past.



Pictured: SelectaDNA team pictured with Kemi Badenoch, Met Police representatives and industry representatives, including Balfour Beatty.

Celebrating Craftsmanship and Community at the On The Tools Awards

SelectaDNA was proud to sponsor the Traditional Craftsperson of the Year award at the On The Tools Awards 2025, held at The Vox in Birmingham.

As part of our ongoing work in the trade community, this sponsorship enabled us to support and celebrate the incredible individuals who keep traditional crafts alive through their exceptional work. Their dedication, skill and meticulous attention to detail reflects all that we champion through SelectaDNA.



Pictured: James Arnold, Regional Security Operations Manager, Openreach, receiving recovered tool from Sgt Dave Catlow, Met Police.

Stolen Openreach Tool Recovered Following Met Police Car Boot Raids

A stolen Openreach tool has been recovered and returned to its rightful owner following one of a series of high visibility car boot sale raids conducted by the Met Police, supported by SelectaDNA.

The raids target markets notorious among tradespeople for the resale of stolen tools and form part of a wider campaign to protect livelihoods, raise awareness, and disrupt the second-hand stolen goods market. Around £50,000 worth of suspected stolen tools have been seized across the operations.

SelectaDNA's specially trained search dog has been deployed at several raids, detecting forensic markers on tools far faster than manual checks and helping officers quickly identify suspect items.

"This recovery demonstrates the real world impact of collaborative action against tool theft," said Nick Roach, Police Liaison, SelectaDNA.

SelectaDNA Joins HAE to Strengthen Asset Protection Across Hire and Agricultural Sectors

SelectaDNA has joined Hire Association Europe (HAE) as a Supplier Member, enhancing protection against theft across the UK's hire, agricultural, and construction industries.

Mark Bradshaw, HAE's Director of Public Affairs, said: "The hire sector is facing truly shocking levels of theft and fraud, much of it by organised acquisitive criminals. Working with Selectamark, we can offer members new services while advancing awareness and sharing information."

To find out more about this partnership and how we're delivering forensic marking solutions to deter theft and aid recovery of valuable tools, plant, and equipment, listen to the HAE podcast.



Watch or listen to HAE's podcast episode with James Brown



Pictured: James Brown, MD, Selectamark speaks to HAE's Neil Bravery.

Fighting Rural Crime: How SelectaDNA is Making a Difference Across the UK

This year, SelectaDNA has stepped up its work alongside farming and rural communities, helping drive down theft of equipment, plant and infrastructure in some of the more remote and high risk areas of the country.

In North Yorkshire, a scheme distributing SelectaDNA forensic marking kits has yielded outstanding results, with the North Yorkshire Rural Task Force reporting a 96% reduction

in rural crime following deployment of the kits across farms and rural estates.

Meanwhile, in Sussex, SelectaDNA partnered with Katy Bourne, the Police & Crime Commissioner, and the National Farmers Union (NFU) to roll out marking kits to farmers and agricultural businesses, helping deter theft of machinery, tools and materials.

These initiatives enable owners to tag items with unique forensic codes -

and make it much harder for thieves to operate undetected or move stolen goods on easily. The result is a strong deterrent, and when thefts do happen, a far greater chance of recovery and prosecution.

Looking ahead, SelectaDNA intends to build on this momentum, working with more rural police teams, and tracking the impact in terms of recoveries, arrests and community safety.



Pictured: James Brown, MD, Selectamark, pictured with Andrew Strong, Chair of West Sussex NFU and Farmer, Katy Bourne OBE, Sussex PCC, and PC Tom Carter, Sussex Police.

Protect High Risk Tractor GPS Units & ATVs

Help rural communities protect the equipment that's vital to business continuity. SelectaDNA forensic marking kits help safeguard agricultural equipment, deter theft, and aid recovery in the event of a theft.

Get in touch about running a rural crime prevention project:

sales@selectamark.co.uk

01689 860757



SelectaDNA Personal Defence Spray: “It saved my life, it really did.”



“It’s not the monsters under the bed you need to be worried about, it is the ones you invite into your home.” These are the words of a County Durham woman who credits SelectaDNA Personal Defence Spray with saving her life during a violent attack by her ex-partner.

The survivor, who will remain anonymous, was offered SelectaDNA Personal Defence Spray by Durham Constabulary as part of a wider VAWG project. The compact forensic marking device is used to mark an attacker with a unique synthetic DNA solution. The mark can remain on the body for weeks, and sometimes even months, providing irrefutable evidence that connects the attacker to the original incident.

When the attacker showed up at her home one morning, he pushed his way in and started smashing things before he tried strangling her.

“Not being able to breathe was the scariest thing of my life,” she said. “I thought my daughter would be finding my body.”

Luckily, the victim had her SelectaDNA Personal Defence Spray close to hand and was able to deploy it.



“He knew once that was sprayed, he was going down for it. Without that[...] he might have carried on that little bit longer. He might not have stopped when he did. It saved my life, it really did.”

The man pleaded guilty and was sentenced to three years and two months for actual bodily harm, non-fatal strangulation, criminal damage, and witness intimidation.

The survivor, along with other women who have been given the spray, commented on its compact, pocket-sized design, which makes it easy to keep to-hand and deploy when needed.

“I will use it again, I will not think twice.”

Detective Chief Inspector Andy Crowe, of Durham Constabulary, said: “Domestic abuse cases can be difficult to prosecute, and victims can understandably find the whole process extremely traumatic and frustrating. However, forensic marking can be used as evidence in court to show that the suspect has been in the presence of the victim to strengthen their account. This is an approach that is already making difference to the people living in County Durham and Darlington.”

This follows an evaluation by the College of Policing earlier this year, which recognised SelectaDNA’s Personal Defence Spray as an effective solution in the violence against women and girls (VAWG) toolkit.

With these real life successes, we hope that the SelectaDNA Personal Defence Spray will continue to be rolled out as a life saving tool and a deterrent for would be perpetrators of domestic abuse.

Prevent Violence Against Women and Girls

SelectaDNA Personal Defence Spray is a proven tool to help police deter assaults, gather forensic evidence, and make women and girls feel safer.

Get in touch about running a VAWG project:
sales@selectamark.co.uk
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National Acquisitive Crime Conference & Awards 2025: Strengthening Collaboration to Tackle Crime

How can we create safer communities through stronger collaboration between the public and private sectors? This question was at the heart of the National Acquisitive Crime Conference 2025, held on Wednesday 9 July at the Crowne Plaza Liverpool City Centre.

Bringing together more than 100 professionals from across UK policing, businesses, and security, the event showcased how joint innovation, intelligence sharing, and partnership working are transforming efforts to prevent theft, burglary, vehicle crime, and robbery across the country.

Hosted by SelectaDNA, the conference highlighted how tackling acquisitive crime requires a united response. From local policing initiatives to national infrastructure protection, speakers and delegates shared real world examples of how collaboration between forces, industry, and communities is delivering measurable results.



Pictured: Pictured: ACC Alex Goss of Merseyside Police gives the opening address.

Ian Dyson CBE QPM DL, former Commissioner of the City of London Police, chaired the conference, continually emphasising that crime prevention doesn't happen in isolation. The partnership between public and private sectors is vital - it's how we build resilience, reduce harm, and make our communities safer.

Recognising Excellence: The National Acquisitive Crime Awards 2025

Following the day's discussions, the evening ceremony celebrated the outstanding achievements of those leading the fight against acquisitive crime across the UK.


The event was honoured by the presence of Figen Murray OBE, campaigner and driving force behind Martyn's Law (the Terrorism Act 2025), whose attendance underlined the shared commitment to public safety and preparedness.


The awards were independently judged by a distinguished panel representing policing, security, and the legal sector, ensuring a fair and rigorous process.




This year's winners:


Most Innovative Acquisitive Crime Reduction Project - Presented by Nick Roach

 **Winner:** Merseyside Police, Liverpool City Centre Neighbourhood Policing Team - Operation Ghost, led by Sgt Winstanley and PC Downey, cut theft from person incidents in Liverpool City Centre by over 60% in two years.


 **Runner-up:** Leicestershire Police, Operation Detect - Operation Detect united police, retailers, and justice partners to confront repeat shoplifters, disrupt online stolen goods markets, and reframe retail theft as serious crime.


Exceptional Team Award - Presented by Figen Murray OBE

 **Winner:** Openreach, Security & Investigations Team - The team delivered exceptional national impact - achieving a 58% drop in network attacks, 78 arrests, and major disruption of organised crime.


 **Runner-up:** Met Police, Bexley Safer Neighbourhood Team - The Bexley SNT cluster pioneered catalytic converter marking events during a national surge in 2020 and led the Met's first tool marking and bait van operations in 2023.


The Will Davies Partnership Project Award - Presented by Jim Taylor, OPAL

 **Winner:** Sgt Dave Catlow, Shoaib Awan & Clair Frame - This partnership combined police action, social media influence, and cutting-edge technology to educate tradespeople, deter crime, and enable stolen tools to be identified and returned to their owners.


 **Runner-up:** PSNI, Policing & Community Safety Partnership - This partnership supports female domestic abuse victims by fostering trust, raising awareness, and promoting reporting.


Special Achievement Award - Presented by James Brown

 **Winner:** Shoaib Awan, The Gas Expert Ltd - Fuelled by personal experience, Shoaib launched a national campaign against tool theft. His efforts recovered £500,000 in stolen goods, drew MP and Prime Minister attention, and united tradespeople in a powerful push for change.

 **Runner-up:** North Yorkshire Police, Rural Task Force - Led by Sgts Lund and Earnshaw, the task force visited 1,600 farms and issued 8,000 SelectaDNA kits. Their work led to dramatic reductions in rural crime, gained national recognition, and set best practice standards.

Rising Star Award - Presented by Andrew Knights, Consortium for the Prevention of Suicide

 **Winner:** PC Bethany Beadle, Met Police - PC Bethany Beadle's efforts to tackle retail crime led to a 77% theft reduction in one store, multiple offender interventions, and vital support for vulnerable individuals, creating lasting community impact.

 **Runner-up:** Sue Petty, Sidcup Partners BID - Sue Petty leads transformative crime reduction efforts in Sidcup, tackling youth antisocial behaviour, shoplifting, and cycle theft through innovative community collaboration.

Building Momentum for 2026

Reflecting on the evening, James Brown, Managing Director of Selectamark, said:

"The awards have become a powerful platform for recognising the extraordinary people and partnerships behind the fight against acquisitive crime. What stood out most was the shared sense of purpose in the room. From frontline officers to community teams and strategic partners - everyone is playing a part in something bigger."

The 2025 conference and awards reaffirmed one key message: that lasting change in crime prevention depends on collaboration, creativity, and shared responsibility.

Cheshire Constabulary Deploys SelectaDNA to Combat Football Disorder

Cheshire Constabulary became the first police service in the UK to deploy SelectaDNA's forensic tagging solution at English Football League matches. The rollout followed a successful trial during the Crewe Alexandra versus Port Vale match in March and formed part of the wider Operation Shield initiative to tackle anti-social behaviour and criminality across the county. The launch saw officers using SelectaDNA Defence Spray at the Crewe Alexandra versus Accrington Stanley match on Saturday 9 August 2025 at Mornflake Stadium.

Cheshire Constabulary officers policing all League Two matches were equipped to tag individuals involved in disorder, allowing them to be traced back to incidents even if arrests were not made immediately. Chief Superintendent Gareth Wrigley commented, "We were committed to

making Cheshire safer for everyone, including football fans." James Brown, Managing Director of Selectamark, added, "By equipping officers with the ability to forensically tag offenders, we provide a powerful tool that deters anti-social behaviour and supports safer outcomes for fans, communities and officers alike."

Mick Johnson, Director at the UK Football Policing Unit summed up the value of this approach perfectly: "The use of SelectaDNA marking is another valuable tool in the armoury for officers deployed at football events. Whilst it is early days in process of using the spray, I can see huge potential. The effectiveness it has shown in other areas of policing demonstrates that there is huge potential to use it both as evidence gathering tool and as a deterrent to those who wish to engage in violence. As we know, anonymity

of troublemakers due to the crowds involved in football violence is a factor; this is one way of breaking that cycle."

Chief Constable Mark Roberts, NPCC Lead for Football Policing, added: "We know that the vast majority of football fans are law abiding, but unfortunately on occasions there are some who are intent on causing disorder. I'm confident that this new tool will make a real difference."

The adoption of SelectaDNA at football matches marks a significant step forward in protecting communities, supporting police efforts and ensuring that the vast majority of fans can enjoy the sport safely.



Watch our
video to
find out
more:



SelectaDNA Sponsors 2025 NPCC National Football Policing Conference

On Friday 19th September 2025, Wembley hosted the 2025 NPCC National Football Policing Conference, bringing together police leaders from across the UK to share expertise, recognise achievements, and explore innovations in football policing.

SelectaDNA was proud to serve as the principal sponsor.

The day opened with a welcome from Chief Constable Mark Roberts, who also presented the 2025 National Football Policing Awards, celebrating excellence in football policing.

It was clear that collaboration, knowledge sharing, and innovation remain vital in making football policing safer and more effective.



Pictured: James Brown, MD, SelectaDNA, pictured with Chief Constable Mark Roberts at Wembley Stadium.

Training Dedicated and Operational Football Officers to use SelectaDNA

Building on SelectaDNA's sponsorship of the National Football Policing Conference, the National Football Policing Unit (NFPU) has now taken another proactive step to strengthen national capability.

SelectaDNA welcomed permanent officers from the NFPU to its headquarters for specialist training. The session equipped them with the skills and knowledge needed to train football officers nationwide in the use of SelectaDNA technology during high risk fixtures and operations.

With more than 1,200 football officers across the UK, the NFPU plays a critical role in maintaining safety, preventing disorder, and supporting intelligence led policing in stadiums and surrounding areas. By ensuring that training can now be cascaded across forces, this partnership helps



embed consistent best practice and strengthens operational readiness ahead of major fixtures.

The training was arranged by Chief Constable Mark Roberts, the national lead for football policing, who has been instrumental in advancing innovation, collaboration and officer preparedness across the country.

South Yorkshire Police Adopt SelectaDNA Handheld Sprays for Sheffield Derby

Following Cheshire Constabulary's successful rollout of SelectaDNA Defence Sprays at League Two football matches, South Yorkshire Police has become the second UK force to adopt the technology, using it at the match between Sheffield Wednesday and Sheffield United.

The sprays help deter antisocial behaviour, de-escalate situations where violence may occur, and provide a discreet method for marking offenders, allowing officers to apprehend them safely at a later time. This is a strong step forward in the approach to policing in crowded environments, such as football matches, festivals, and concerts.



SelectaDNA Tagging and Defence Sprays Now Used by 34 Police Forces Across the UK

65

Total arrests made

Reduction in PTW (Powered Two-Wheeler) Enabled Crime & Anti-Social Behaviour

60%

Police Scotland*

70%

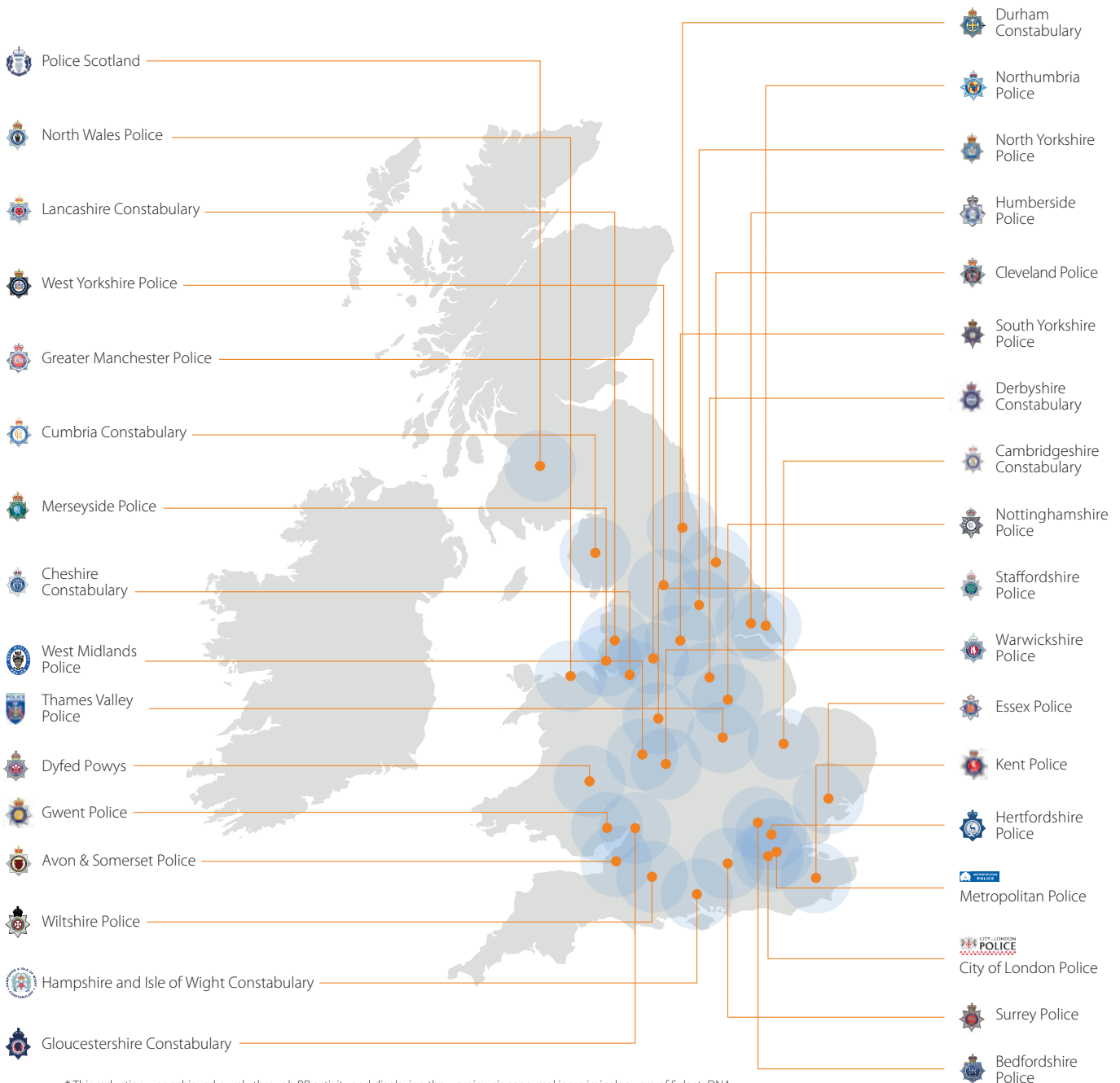
Northumbria Police

54%

Metropolitan Police

42%

West Yorkshire Police



* This reduction was achieved purely through PR activity and displaying the warning signage, making criminals aware of SelectaDNA. The sprays had not been deployed when this rate was calculated.

West Yorkshire Police Rolls Out DNA Tagging Spray Force-Wide After Proven Success

West Yorkshire Police has rolled out SelectaDNA Defence Sprays across all five policing districts following successful trials in Leeds and Wakefield. Backed by the Home Office's Safer Streets fund, the spray equips officers and PCSOs with an effective tool to tackle anti-social behaviour, retail crime and neighbourhood disruption.

Superintendent Andy Loftus highlighted the operational benefits, saying "we have seen how effective DNA tagging spray can be in tackling anti-social behaviour and retail crime. These are matters which cause a lot



of concern to our communities, and I am pleased that all our officers and staff now have access to use this useful product, which will help them to target individuals and the vehicles they use to commit crime and cause disruption to neighbourhoods."

West Yorkshire Police has long championed innovative policing, including its support for BikeRegister, which has helped achieve a 15%

reduction in cycle theft. Deputy Mayor Alison Lowe OBE added, "we know that anti-social behaviour can blight communities – that's why innovative tools like this are crucial to tackling this issue head on."

This investment from the Home Office will help us deliver on our Police and Crime Plan, working together to prevent crime and create a safer, fairer West Yorkshire."

SelectaDNA Handheld Sprays for Policing and Crime Prevention

SelectaDNA handheld sprays provide an effective way to tackle anti-social behaviour and e-bike or moped-enabled crime.

Officers can discreetly mark offenders with a uniquely coded synthetic DNA solution, linking them to incidents and strengthening evidence.

Get in touch about SelectaDNA Defence Sprays:

sales@selectamark.co.uk

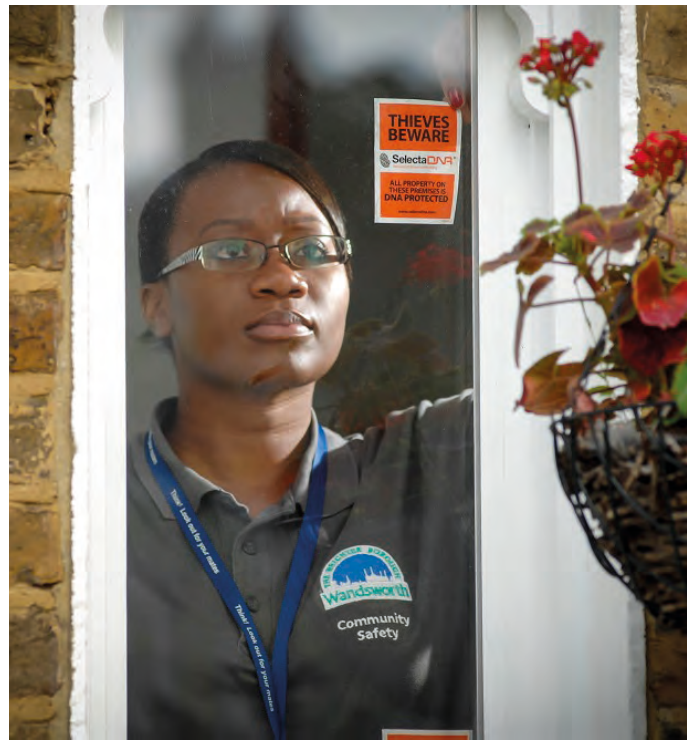
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SelectaDNA Partners with Met Police to Reduce Burglary in High Risk Areas of London

SelectaDNA is working with the Metropolitan Police to tackle burglary in high risk areas of London. In Kensington and Chelsea, residents are invited to protect their valuables using forensic marking kits, making stolen items identifiable and harder for criminals to sell.

Participating homes also receive a SelectaDNA warning plaque, prominently displayed as a visual deterrent. Early feedback indicates that this combination of marking and signage is boosting community confidence and helping to reduce property crime across the area.



ATV Thefts Drop Following Rural Crime Project

Humberside Police's Rural Crime Project - delivered in partnership with the Police and Crime Commissioner (PCC), the NFU, and East Riding and North Lincolnshire Councils - has taken a focused approach to tackling ATV theft, a growing issue affecting rural communities nationwide.

With support from PCC funding, the project supplied 538 SelectaDNA Rural Kits to farms across the region, giving owners the ability to forensically mark their ATVs and other valuable machinery.

The results have been extremely encouraging. In the five months since the rollout of DNA marking, only one ATV (quad) theft has been recorded across the project area. The presence of forensic technology, signposted through warning signs and stickers, has a strong deterrent effect for thieves.

This initiative marks a significant step forward in protecting rural vehicles and supporting the farmers who rely on them.



SelectaDNA Strengthens Partnerships in the Fight Against Vehicle Crime in the UK

Vehicle theft is on the rise. According to the latest National Crime Agency report, offences increased by 6% from October 2023 to September 2024 compared to the previous year. Organised crime groups are increasingly using international export as a primary method to dispose of stolen vehicles, with luxury and high-performance cars remaining prime targets.

This year, SelectaDNA has intensified its commitment to combating vehicle crime through strategic partnerships and active participation in key industry events, including collaboration with the National Vehicle Crime Reduction Partnership (NVCRP).

Our forensic marking solutions provide a robust deterrent, making vehicles traceable and difficult for criminals to sell. Even a small preventive step, such as marking high-value vehicles, can make a huge difference in disrupting organised crime networks.

By combining technology, intelligence, and proactive measures, SelectaDNA helps protect vehicles, communities, and drivers from organised acquisitive crime.



Picture: Mark Kameen, Project Lead for National Vehicle Crime Reduction Partnership (NVCRP), speaking at the National Acquisitive Crime Conference 2025

SelectaDNA and Vodafone Automotive Team Up to Offer Layered Vehicle Security

SelectaDNA was proud to launch a new partnership with Vodafone Automotive at this year's IAA Mobility event in Munich. The collaboration brings together SelectaDNA's expertise in forensic marking with Vodafone Automotive's strong network across manufacturers, dealerships and fleet operators.

As a leader in connected vehicle security, Vodafone Automotive offers telematics, stolen vehicle tracking, and embedded connectivity across the automotive industry.

By integrating SelectaDNA's synthetic DNA marking into Vodafone's security offering, we're enabling an extra layer of protection: cars and parts are uniquely identifiable and, therefore, harder for criminals to sell. The joint solution will strengthen theft prevention, support recovery, and give police forces across Europe new forensic capabilities.





Cutting Personal Theft Offences in Liverpool City Centre

The Liverpool City Centre Neighbourhood Policing Team has achieved significant reductions in personal theft offences through Operation Ghost.

Phone marking events, enabled by Secure Asset Register, were delivered across transport hubs, student areas, shopping districts and nightlife zones - marking around 40 phones per hour and reaching hundreds of residents.

Blending prevention with targeted enforcement - including arrests, warrants and event safety work - Operation Ghost achieved major results: 870 fewer victims and nearly £500,000 in property protected. Recognised nationally, the team won Most Innovative Acquisitive Crime Reduction Project at the National Acquisitive Crime Reduction Awards, showcasing a community-focused, intelligence led model now seen as best practice.



National Acquisitive Crime Conference 2026

Tackling acquisitive crime through insight, collaboration, and action.

When: Tuesday 7th & Wednesday 8th July 2026

Where: De Vere Latimer Estate, Chesham, Buckinghamshire, HP5 1UG



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