TACKLING TREE THEFT AT ITS ROOT CAUSE

Protecting Christmas tree farms and nurseries using the UK’s leading criminal deterrent
As Christmas tree thefts continue to rise, fight back using the UK’s no. 1 criminal deterrent, SmartWater®.

When you join SmartWater you will receive a uniquely coded supply of forensic solution that provides robust traceability for your Christmas trees. You will also receive deterrent signage to warn thieves that your premises is protected.

Traceability increases a criminal’s risk of being caught and linked back to a specific crime. This represents a real threat for thieves as they cannot deny the evidence. Therefore by marking your Christmas trees with SmartWater, you are making them less attractive to thieves.

SmartWater provides your business with far more than just a forensic marking product. On your behalf we carry out year-round campaigns to reinforce the risk of capture and conviction that SmartWater poses to criminals, including:

- 24/7 operations in partnership with the police
- ‘Stop and search’ operations to look for SmartWater marked property
- Control Room operations to identify crime trends
- Covert operations targeting persistent criminals
- Analysis of recovered SmartWater marked property at no cost to the police
- When a recovery leads to a criminal prosecution, SmartWater scientists will give evidence in court.

This helps to ensure that the SmartWater deterrent continues to benefit your business by remaining a potent threat to criminals.
TAKE CONTROL
Minimise the risk to your business and maximise your security spend by using SmartWater - a cost effective and proven solution that has repeatedly helped our clients to reduce theft related losses and improve performance. Contact us today to find out more.

Call +44 (0)333 320 7797  Visit www.smartwater.com or email enquiry@smartwater.com

WHY WE ARE THE UK’S NO.1 CRIMINAL DETERRENT

- We dramatically increase the risk to the offender of being caught and linked to a crime
- Police stations, patrol cars and officers are equipped with SmartWater UV detectors
- Used by police in covert operations to target repeat offenders
- Our brand has been proven to be feared by criminals*
- We advertise on TV directly to criminals, alerting them of our power to link them to crimes
- The ONLY forensic marking fluid to hold PAS 820:2012 Grade A External Standard which is guaranteed to last for a minimum of 5 years.

*Source - Perpetuity Report - Offender's Perspectives

PROVEN SUCCESS
In 2012, as part of Hampshire Police’s ‘Operation Tinsel’, several Garden Centres in the South East successfully deployed SmartWater to suppress Christmas tree thefts - resulting in no further losses and significant financial savings.

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QUESTIONS & ANSWERS

Q What Is SmartWater?
A Protected by worldwide trademarks and patents, SmartWater offers a unique combination of a brand that is feared by criminals and revolutionary forensic technology that provides robust traceability. Our forensic liquid assigns your tree stock with a unique code, allowing it to be traced back to you and criminals back to the crime. The liquid is colourless and simply sprayed onto the tree trunk - it will then fluoresce yellow under UV light allowing the police to detect it.

Q How is SmartWater sold?
A All SmartWater products are sold on a license basis to ensure that our brand remains a powerful deterrent. On your behalf, SmartWater Investigators will partner with the police on targeted strategies to put pressure on thieves and handlers of stolen goods. This includes raids, ‘stop and search’ checks for SmartWater marked property, covert operations against persistent criminals, crime mapping and TV advertising aimed at criminals. Only by continuously carrying out this work is it possible to ensure SmartWater remains a potent criminal deterrent.

Q Why do criminals fear SmartWater?
A The most effective way of deterring criminals is to increase their chances of getting caught. Traceability makes it more difficult for a thief to sell on their stolen goods, because through traceability comes accountability – and the likelihood of proven guilt. Because the police regularly check for SmartWater on recovered stolen property and actively raise awareness of it, SmartWater is well known and feared by criminals. With over 1,000 convictions and a 100% conviction rate in court, criminals are aware of our power to place them at the crime scene and secure a conviction. By displaying SmartWater deterrent stickers, you are sending out a powerful warning to any would-be thieves.

Q How can my trees be traced back to me?
A Your SmartWater forensic solution carries a forensic code which is unique to your business premises – we never make the same SmartWater code twice. The SmartWater code within your solution is stored, together with your details, on our secure database which is maintained to the highest international standards of ISO27001. Should your trees be stolen and subsequently recovered by the police, our forensic scientists can analyse traces of SmartWater on the item to identify the forensic code and link it back to you via the database, thus establishing the true owner.

Q Can I use this on my equipment and other assets?
A This is a ‘short-term’ seasonal license designed specifically for use on Christmas trees. If you are looking at protecting additional business assets, we would ask that you contact our Customer Services team to discuss further.

Q How long will SmartWater remain on my trees?
A SmartWater is designed to withstand extreme temperatures and weather conditions. Our solutions conform to the highest possible standard of robustness (Grade A specification, PAS 820:2012) and are guaranteed to last for a minimum of five years if applied as instructed. However, different trees are subject to different rates of growth and bark loss, this could potentially have an impact on the operational lifespan. Therefore, we would recommend that any trees marked are checked annually using an approved UV light.

Q What happens if I get SmartWater on my skin during application, is it safe?
A SmartWater is a water-based solution and is categorised as non-hazardous. If SmartWater does come into contact with your skin we recommend you wash the area with soap and water. Please follow the ‘Health and Safety’ steps included in the Application Guidelines provided with each system ordered.

Contact us for more information:
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