KEEP BURGLARS AWAY FROM YOUR DOOR

PROTECT YOUR HOME WITH THE UK’S MOST POWERFUL DETERRENT.
PROTECT WHAT MATTES MOST TO YOU

The stress and emotional anxiety of suffering a burglary can go beyond the loss of your personal possessions. It can represent an invasion of privacy in the one place that everyone has the right to feel safe - your home.

Though there are many ways that you can increase the traceability of your valuables, SmartWater® offers the unique combination of cutting-edge forensic marking technology and the UK’s most powerful crime deterrent.

Statistics show that criminals will avoid breaking into premises where SmartWater is used. The versatility of our forensic technology also means it can be used to protect almost any household item, including:

- **ELECTRONIC EQUIPMENT**
- **JEWELLERY**
- **HOBBY ITEMS**
- **TOOLS**
- **BICYCLES**
- **ORNAMENTS**

JOIN A MILLION SMARTWATER USERS

SmartWater gives you long term peace of mind by providing you with an effective deterrent that has been proven to lower your risks of experiencing a burglary.

ACADEMIC RESEARCH HAS SHOWN 74% OF CRIMINALS WILL NOT COMMIT A CRIME WHERE A SMARTWATER STICKER IS ON DISPLAY.*
SMARTWATER HAS REDUCED BURGLARY ACROSS ENTIRE COMMUNITIES BY AS MUCH AS 85%.

HOW SMARTWATER WORKS

SmartWater is the ideal security solution for your home because it is easy to use, requires no maintenance and will last for many years. Simply apply it to your treasured possessions for long term protection:

- Every bottle of SmartWater carries a unique forensic code which is registered to its user's home address
- Takes seconds to apply
- Only visible under ultraviolet (UV) light - won’t leave unsightly marks
- Marked items are traceable back to their owner
- Lasts for a minimum of 5 years without re-application, even when used outdoors
- Criminals know about SmartWater and avoid it.

THE UK’S NO. 1 CRIME DETERRENT

SmartWater is far more than a security product. Your annual membership fee contributes towards ongoing work that helps maintain the power of the SmartWater deterrent. On your behalf we work closely with the police to help raise awareness of SmartWater amongst criminals, including:

- Attending police operations at scrap yards and second hand dealers
- Training the police to search for SmartWater
- Carrying out covert operations to catch persistent offenders
- Analysis of recovered stolen property
- Giving evidence in court to help convict criminals.

*Perpetuity Research and Consultancy. An Evaluation of SmartWater: Offenders' Perspectives
**London Borough of Brent, Metropolitan Police traceable liquid trial (2013)
QUESTIONS & ANSWERS

Q What Is SmartWater?
A SmartWater offers a unique combination of a brand that is feared by criminals and revolutionary forensic technology that provides robust traceability to your valuables and assets. Our forensic liquid assigns your possessions with their own unique forensic code, allowing them to be traced back to you and criminals back to the crime.

Q Why is SmartWater only available on a subscription basis?
A By signing up to SmartWater you are not purchasing a product, you are becoming a member of SmartWater’s deterrent network. On your behalf, SmartWater Investigators will partner with the police on year-round strategies to influence thieves and handlers of stolen goods. This includes attending police raids, ‘stop and search’ checks for SmartWater marked property, police training and covert operations against persistent criminals. Only by 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 hundreds of 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 property be traced back to me?
A Your SmartWater forensic solution carries a chemical code which is unique to you - we never make the same SmartWater code twice. The SmartWater chemical 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 property be stolen and subsequently recovered by the police, our forensic scientists can analyse traces of SmartWater on the item to identify the chemical code and link it back to you via the database, thus establishing the true owner.

Q Do I need to reapply the SmartWater product every year?
A No, SmartWater is designed to last. It will withstand extreme temperatures and weather conditions. SmartWater conforms to the highest possible standards of robustness (Grade A External specification, PAS 820:2012) and is guaranteed to last a minimum of five years if applied as instructed. It will also withstand jet washing, so you will not need to reapply any solution after cleaning.

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 hundreds of 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 What can I use it on?
A SmartWater offers a totally generic form of traceability, so it can be used to mark almost any business asset - including items stored outdoors.

Q How do I dispose of SmartWater?
A SmartWater solution is water-soluble and not harmful to the environment. Any out-of-date or unwanted solution can therefore be safely disposed of by thoroughly diluting the solution and pouring it down a sink with plenty of cold water.

Contact us for more information:
Call +44 (0)333 320 7797 or email enquiry@smartwater.com www.smartwater.com

© SmartWater, the SmartWater yellow, atom logo and THIEVES BEWARE are trademarks of SmartWater Limited. SmartWater is a proprietary forensic asset marking System and Strategy protected by worldwide trademarks and patents.