SUPPRESSING CRIME IN RURAL COMMUNITIES

PROVEN PROTECTION AGAINST STONE THEFT, FLY-TIPPING, BURGLARY, METAL THEFT AND OTHER TYPES OF RURAL CRIME.
RURAL CRIME COSTS
£37.8M PER YEAR*

A GROWING PROBLEM

Every year rural crime costs millions of pounds and causes untold anxiety to home and business owners across the UK. With police resources increasingly stretched, many rural communities feel cut off and vulnerable to criminal attacks.

The use of SmartWater® is increasingly prolific within rural communities and is being successfully used to protect all kinds of property, assets, infrastructure and equipment, including:

- Plant and Machinery
- Stoneware
- Metals and Infrastructure
- Horse Tack
- Generators and Fuel
- Cat Converters and Vehicles

JOIN A MILLION SMARTWATER USERS

Statistics show that 39% of people living and working in rural communities are worried about being a victim of crime, compared to 19% nationally**. SmartWater gives you long term peace of mind, proving an effective and proven crime deterrent.

ACADEMIC RESEARCH HAS SHOWN 74% OF CRIMINALS WILL NOT COMMIT A CRIME WHERE A SMARTWATER STICKER IS ON DISPLAY.***
SOME RURAL CRIMES HAVE RISEN BY 80%***

HOW SMARTWATER WORKS

SmartWater is ideal for use within rural environments because it is easy to use, requires no maintenance and is highly robust. Simply apply it to vulnerable items for long term protection:

- Every bottle of SmartWater carries a unique forensic code which is registered to its owner / place of use
- 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 licence fee contributes towards ongoing work that helps maintains 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.

**National Rural Crime Network (2015)
***Perpetuity Research Ltd. An Evaluation of SmartWater: Offenders’ Perspectives (2008)
****NFU Mutual Rural Crime Survey (2015): figure relates to rise in quad bike thefts

www.smartwater.com/rural
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  What can I use it on?
A  SmartWater offers a totally generic form of traceability, so it can be used to mark almost anything. This includes stoneware, horse tack, trailers, personal possessions, farm equipment, lawn mowers, quad bikes and metal infrastructure.

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 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  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 Instructions included with your bottle of solution.

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

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