KEEP YOUR BUSINESS BOOMING

PROTECT THE PROFITABILITY AND REPUTATION OF YOUR BUSINESS WITH THE UK’S MOST POWERFUL CRIME DETERRENT.

In partnership with

SMARTWATER

THIEVES BEWARE

POLICE AWARE. DON’T RISK IT.
KEEP YOUR BUSINESS BOOMING

PROTECTION FOR SMALL-MEDIUM BUSINESSES

Crime can have a devastating impact on small-medium size businesses (SMEs). A serious break-in or theft can result in substantial repair bills along with dissatisfied customers, loss of trade and reduced earnings. In some circumstances this can be enough to force businesses into closure.

According to the Federation of Small Businesses (FSB), 64% of businesses believe that business crime is overlooked by the police*. With further police cuts expected many SMEs are seeing the benefit of taking practical, proactive steps to protect themselves from crime.

The use of SmartWater® is increasingly widespread amongst SMEs and is being successfully used to protect all kinds of essential assets and property:

JOIN A MILLION SMARTWATER USERS

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

ACADEMIC RESEARCH HAS SHOWN 74% OF CRIMINALS WILL NOT COMMIT A CRIME WHERE A SMARTWATER STICKER IS ON DISPLAY.**
THE SMARTWATER DETERRENT IS SO STRONG IT DOESN’T JUST DISCOURAGE THEFT - IT CAN ALSO REDUCE TRESPASS, VANDALISM AND CRIMINAL DAMAGE.

HOW SMARTWATER WORKS

SmartWater is the ideal security solution for SMEs because it is easy to use, requires no maintenance and is highly robust. Simply apply it to valuable 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 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.

*Federation of small businesses, Greater Manchester & North Cheshire regional survey (2015)
**Perpetuity Research Ltd. An Evaluation of SmartWater: Offenders’ Perspectives (2008)
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 any business asset - including items stored outdoors.

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  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 supplied with your bottle of solution.