STAY IN THE GAME...

Protect your sports equipment and infrastructure with the UK’s leading crime deterrent
THE BEST DEFENCE IS A GOOD OFFENCE

SmartWater® works as a powerful deterrent because it makes criminals accountable for their actions, increasing their risk of capture and conviction.

When you subscribe to SmartWater you will receive a uniquely coded bottle of traceable liquid that provides robust traceability to your club’s assets. You will also receive deterrent signage to warn thieves that your property 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 everything from sports equipment and lawnmowers to IT equipment with SmartWater, you are making your valuables less attractive to thieves.

ONGOING SUPPORT

SmartWater provides your club with far more than just a traceable liquid 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 ‘career 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 club by remaining a potent threat to criminals.
WHY WE ARE THE UK’S NO.1 CRIME 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
- 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 first 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 Research - Offender’s Perspectives

SPORTS MAINTENANCE EQUIPMENT MARKED WITH SMARTWATER

TAKE CONTROL

Minimise the risk to your club 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
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 to your club’s assets. Our forensic traceable liquids assign your valuables 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 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 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, your Sports Club is sending out a powerful warning to any would-be thieves.

Q  How can my club’s assets / sports equipment be traced back to me?
A  Your SmartWater forensic solution carries a chemical code which is unique to your business premises – we never make the same SmartWater code twice. The SmartWater chemical code within your traceable liquid 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 unique form of traceability, but it can also be used to mark almost anything. This includes sports equipment such as rackets, goal posts and netting, maintenance equipment such as lawnmowers and pitch markers and electrical equipment such as TVs, DVD players and laptops.

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 Guidelines provided with each system ordered.