

# Forensic Marking Solutions to Deter and Detect Acquisitive Crime

 BRITISH  
SECURITY  
AWARDS  
WINNER 2023

 **SelectaDNA**<sup>®</sup>  
Advanced Forensic Marking  
**TAGGING SPRAY**



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# A View From The Expert

**“Theft, burglary and robbery are unfortunately all too common occurrences in today’s society.**

Organisations can help prevent these crimes in many ways, but one of the most effective and affordable methods is by deploying a forensic marking solution.

Criminals fear DNA technology, so any sites displaying signage stating that property is forensically marked, or fitted with a Forensic Intruder Spray, immediately become difficult targets.

Forensic Marking not only helps prevent crime, but also gives the Police the powerful evidence to link offenders to crime scenes, and secure convictions.”



**Andy Gregory**

Former Crime Reduction Team Manager for  
West Midlands Police and  
Advisor to BSIA’s Asset & Property Marking Section

# Introduction



Preferred supplier of leading insurance companies



Compliant with Forensic Science Regulator's Codes of Practice and Conduct

**“At Selectamark, we have been at the forefront of providing Police and Insurance preferred security marking solutions since 1985. Our property marking, forensic coding and asset identification solutions help homeowners, businesses, local authorities, hospitals and schools protect their property from theft and burglary.**

Providing quality, independently tested security solutions which are accredited to the highest industry standards has always been at the core of our company ethos.

Since launching SelectaDNA in 2004, its achievements in reducing theft, burglaries and robberies have been remarkable. SelectaDNA has been responsible for reducing theft and burglaries by up to 83% in Police projects, and in 2023 our efforts in reducing crime were recognised with Selectamark receiving the British Security Award for SME of the year.

Our award-winning solutions use a uniquely coded synthetic DNA solution to mark and identify assets, critical infrastructure and more. There is nothing that criminals fear more than DNA evidence, which is why SelectaDNA is such an effective deterrent to thefts, burglary, robbery and personal attacks. SelectaDNA is one of the most powerful, internationally recognised, crime prevention solutions available today.”



**James Brown**  
Managing Director,  
Selectamark Security Systems plc

# Maintaining The Highest Standards

## Product Durability

**SelectaDNA has been successfully tested and accredited to extreme weathering and accelerated ageing tests to ensure that it lasts at least 5 years outdoors, thus achieving the coveted PAS820 Grade A specification. Our patented DNA is manufactured in such a way to achieve the durability necessary for the most harsh environments.**

PAS820:2012 Laboratory-identifiable forensic codes. Classification of performance when exposed to artificial weathering is a specification developed by the British Standards Institute and the Security Industry. The aim of the PAS is to provide a credible and repeatable test method to assess the functional life of a forensic code within a forensic marking product under accelerated weathering conditions simulating internal or external environments.

It is the standard required by the Police Secured by Design scheme and is now a requirement for UK Police Forces. Accreditation to Grade A - 5 years should be the minimum requirement for any forensic marking system which is subjected to the elements including sunshine, moisture and extreme temperatures.

## Forensic Capabilities

**SelectaDNA have built their own laboratory capability in their Head Office in London, UK. Now, with professional and equally accredited partner labs also in the Netherlands, France, Germany and New Zealand, we have a global analysis footprint which will position SelectaDNA as the pre-eminent and most trusted forensic coding and crime prevention solution in the world.**

The lab features the latest analysis equipment and highly trained personnel to allow quick and expert analysis of SelectaDNA sample submissions from police and government agencies around the world.

The lab is accredited to ISO17025 standard by UKAS, which is the sole national accreditation body for the UK, and is compliant with the Forensic Science Regulator's Code of Practice.

## Data Security

**Selectamark is accredited to the very highest standards of information security. Many security companies will claim this as well, but Selectamark is the only company that has gone the extra mile to meet the standards of LPS 1224 Issue 3.**

The third issue of this certification, which we alone in the industry hold, means that our web-based database Secure Asset Register is among the best in the country in terms of data security and stands up to the regular penetration tests we run against it. Personal data is increasingly at risk in today's society, but it is never something our clients and customers need to fear.

Selectamark is also one of only a handful of companies in the security industry to be certified to ISO 27001:2013. The standard is extremely difficult to achieve, but highly necessary when maintaining a secure database, and demonstrates Selectamark's commitment to keeping both customer and partner data secure in an ever increasing cyberthreat landscape.



# Our Brand Portfolio

Our extensive range of solutions gives our customers the ability to choose security marking and asset management solutions which suit their needs, and safeguard their property and employees.



## Forensic

SelectaDNA is the world's most advanced forensic solution. It is proven to reduce theft and burglaries by up to 83%. SelectaDNA offers a full package of both asset and employee protection solutions.

Our testing laboratory is accredited to UKAS 17025, ensuring that any evidence provided by SelectaDNA is permissible in court.



## Visible

SelectaMARK is the original chemical etching system, it was developed in 1985, and remains as popular as ever.

Permanently marked property is of little interest to thieves as it is virtually impossible to sell on.

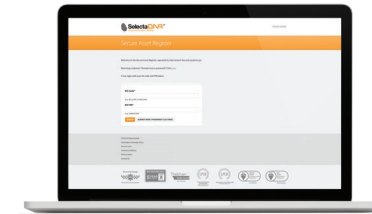
Tested to LPS1225 for maximum security.



## Labels

SelectaLabel security labels can be used to tag and track your assets and therefore prevent losses.

Applying security labels to equipment provides a quick and easy way to manage assets over their lifetime and prove ownership.



## Database

Our industry leading asset registers conform to the most stringent global security standards; ensuring our clients' data is kept safe at all times.



## Communications

SelectaPTT is an extremely secure communications and command and control ecosystem, designed to empower users in the field, decision makers, and administrators.

It is easy-to-use, extensively flexible, and ultra-secure, making it an invaluable solution for both private and public sector organisations.



# Forensic Marking

**Our SelectaDNA® brand is the global leader in forensic marking technologies, and is at the cutting edge of crime prevention.**

## What is forensic marking?

Forensic marking is a covert way of identifying assets and criminals and protecting property using the latest technological developments in forensic science. SelectaDNA uses synthetic DNA, created by our world class scientists to protect your property.

SelectaDNA is analysed by the same methods as all other types forensic DNA testing. This means that every laboratory, police service and court of law in the world will be familiar with and trust SelectaDNA technology



## SelectaDNA innovation awards





# SelectaDNA Property Marking Kits

SelectaDNA Property Marking Kits are designed to reduce theft and burglaries by coding valuable possessions with a unique DNA solution, and using warning signs to keep thieves away.









SelectaDNA Marking Kits contains a unique DNA signature, which is then linked to the owner of the property via our secure database. The warning signs and labels alert criminals that your property is protected and help to reduce the chances of theft.

The liquid also contains thousands of unique microdots, allowing the police two ways to identify marked items. If property is stolen and later found, police can link it directly with the crime scene. This not only allowing the property to be returned to its owner, but also gives the police the evidence they need to convict criminals.

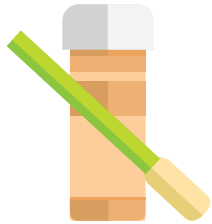
SelectaDNA is not only being used by homeowners across the world to prevent and deter burglary, but also by many schools, hospitals and businesses that own expensive and vital equipment.

Criminals know that DNA is the police's most powerful weapon in convicting them. The DNA fear-factor is highly understood and acts as a huge theft deterrent. Therefore, criminals view items marked with SelectaDNA as too high risk and are further put off from stealing them as they have little or no resale value.

## Advantages:

-  Fully tested and accredited forensic marker and database
-  Police and insurance preferred
-  Criminals fear DNA - making SelectaDNA one of the strongest theft deterrents available
-  Proven to reduce theft and burglaries by up to 83%
-  No annual license fees
-  International database used by police around the world

# How It Works



## Step 1

Use SelectaDNA to mark and protect your property



## Step 2











Use signs & stickers to show your possessions are protected



## Step 3

Register your unique DNA code on our secure database  
[www.secureassetregister.com](http://www.secureassetregister.com)

### SelectaDNA can be used to mark assets including:

-  TVs and AV equipment
-  PCs, laptops, tablets and smartphones
-  Medical equipment
-  Tools and equipment
-  Plant and machinery
-  Cars and 4x4's
-  Motorbikes, mopeds & scooters
-  Motorhomes and caravans
-  Trailers and quad bikes
-  Marine craft and equipment
-  Commercial vehicles
-  Fine art and jewellery

The signage and marked property identification stickers are a vital component as acquisitive criminals are fully aware of the risks of being caught in possession of SelectaDNA marked property. Advertising and promoting the use of SelectaDNA is therefore a major part of the process of preventing your property from being targeted by criminals.



▶ Watch our videos at  
[www.youtube.com/selectadna](http://www.youtube.com/selectadna)



SelectaDNA Medium Commercial Kit. SKU 19530











# Protecting Vehicles From Theft

Vehicle theft has been increasing for some years now and last year the UK experienced the largest annual rise in crimes recorded by the police in a decade. Organised vehicle theft targets certain vehicles due to their popularity and resale value. The majority of vehicles taken are broken down for their component parts and resold on internet websites or used on the black markets to repair damaged vehicles.

The more that can be done to frustrate and deter the criminals the better. Car owners can't simply rely on the security systems that come with their vehicle.

By marking the vehicle's panels with SelectaDNA, displaying warning stickers, etching a code into the glass, and placing tamper proof labels around the car you will deter and frustrate the criminals. With the added protection of registration on the Secure Asset Register you will assist Police Forces and Law Enforcement Agencies in quickly identifying your vehicle in the unfortunate event that it is stolen.

## The following SelectaDNA Vehicle Kits are available:

- |  |   |
|--|---|
|  Vehicle Kit                     |  Car Kit                          |
|  Van and Commercial Vehicle Kit |  Trailer Kit                     |
|  Off Road and 4x4 Kit           |  Plant and Machinery Kit         |
|  Classic Car Kit                |  Motorbike, Scooter or Moped Kit |
|  Motorhome and Caravan Kit      |  Off Road and Quad Bike Kit      |









Selectamark's CAT Converter Marking Kits are also available to mark and protect a vehicle from catalytic converter theft



## SelectaDNA Vehicle Kit SKU 19511



### The SelectaDNA Vehicle Kit includes:

-  Unique SelectaDNA
-  UV Tracer
-  TESA security labels
-  Dot matrix standard stencil & glass marking compound
-  Vehicle window stickers
-  UV keyring light
-  Lifetime registration on the Secure Asset Register
-  Membership Card

Supported by  
**CrimeStoppers.**

# Protecting Valuable Metals

**SelectaDNA MetallicDNA is used for the protection and identification of valuable metals, stone and critical infrastructure.**

SelectaDNA MetallicDNA's unique security and identification features, make it ideal for wide-scale use across many industries. The marking of assets and infrastructure together with warning signage, publicity, employee communications and our partnerships with law enforcement provides a powerful deterrent to anyone contemplating theft.

## How it works:

The SelectaDNA MetallicDNA solution comes in an easy-to-use aerosol containing two identifiers: A synthetic DNA, and metal microdots which identify who the registered owner is. The DNA and code on the metal microdots are linked to a secure database which is accessible to police at all times via a secure online login.

The SelectaDNA Metallic DNA spray contains a UV tracer, so by simply shining a UV torch over a marked item, a blue fluorescence will indicate the presence of the solution. The lacquer carrier has been specifically developed for use in harsh, outdoor conditions.

## Identifying the offender

The main benefit of Trace over standard forensic property marking products is that it allows police to identify stolen property on the spot, which means they are no longer reliant on lengthy analysis times.

This has subsequently led to arrests and convictions, with thieves admitting their crime because the on the spot evidence is so strong.



▶ How to protect your mark precious metals with SelectaDNA MetallicDNA



# SelectaDNA Intruder Sprays

**SelectaDNA Intruder Spray is the ultimate commercial burglary and robbery deterrent, and an ideal way for businesses, shops, banks and other premises to protect their valuable stock, cash and staff.**

SelectaDNA Intruder Spray can be linked to intruder alarm systems, or used as a stand-alone system activated by a panic button. Once triggered SelectaDNA Intruder Spray will soak intruders in a solution containing a unique DNA code and UV tracer, when they are leaving the premises.

## How it works:

Single or multiple SelectaDNA Spray heads can be fitted at the entry points of premises or key areas of valuable stock. The DNA Spray can be armed by a panic button and/or linked to an existing intruder alarm system. Once armed, movement beneath the PIR sensor causes the spray head to emit a burst of unique SelectaDNA solution onto the offenders. We liaise with your alarm installer and provide them with full installation guidelines on how to integrate the system with your intruder alarm.

## Identifying a sprayed offender

Traces of the DNA solution can be taken from the skin, hair and clothing of suspects, and sent away for forensic analysis to prove that the offender has committed an offence at a particular premises. Although invisible and harmless, the UV and DNA will remain on an offender for weeks.

## The deterrent effect

Reflective outdoor warning signs and 2-sided window stickers are supplied with the system, to alert potential offenders that those premises displaying signage are protected. As the DNA fear-factor amongst criminals is so high, it has been proven that criminals will leave protected sites alone.

Cost for annual replacements of DNA canisters and SelectaDNA Monitoring Services apply.



# SelectaDNA Portable Sprays

## SelectaDNA Portable Container Sprays

**SelectaDNA Portable Container Sprays aid in the protection and deterring of theft from larger storage facilities such as containers and trucks.**

The kit is battery powered, quick to deploy and can be disarmed using a key fob. It also has GSM functionality which allows for real-time activation alerts to be sent via SMS, email or voice call.

The portable spray system can be used in covert or overt operations and is fully operational within minutes. It is the ideal theft deterrent for cargo, high value goods in transit and tools and equipment in static containers on building sites.

It is armed when the doors open and disarmed using a small key-fob. Those sprayed will be marked with a completely unique synthetic DNA liquid, only visible under police UV lights which will link the individual to the crime.

The SelectaDNA liquid can transfer on to the soles of shoes and marks skin, hair and clothing of criminals, lasting for days, weeks or even months. This makes the SelectaDNA Spray system range one of the most powerful theft deterrent solutions currently available.

## SelectaDNA Commercial Van Spray Kit

**The SelectaDNA Commercial Van Spray Kit is our solution to protect assets, such as tools and equipment, that are kept in vans and other, smaller commercial vehicles.**

The portable battery unit allows SelectaDNA spray to be deployed within the vehicle and the system can be mounted using screws/fixings or magnets. It can be disarmed with a key fob and also has GSM functionality which allows for real-time activation alerts to be sent via SMS, email or voice call.

Cost for annual replacements of DNA canisters and SelectaDNA Monitoring Services apply.







# SelectaDNA Underground Protection Spray

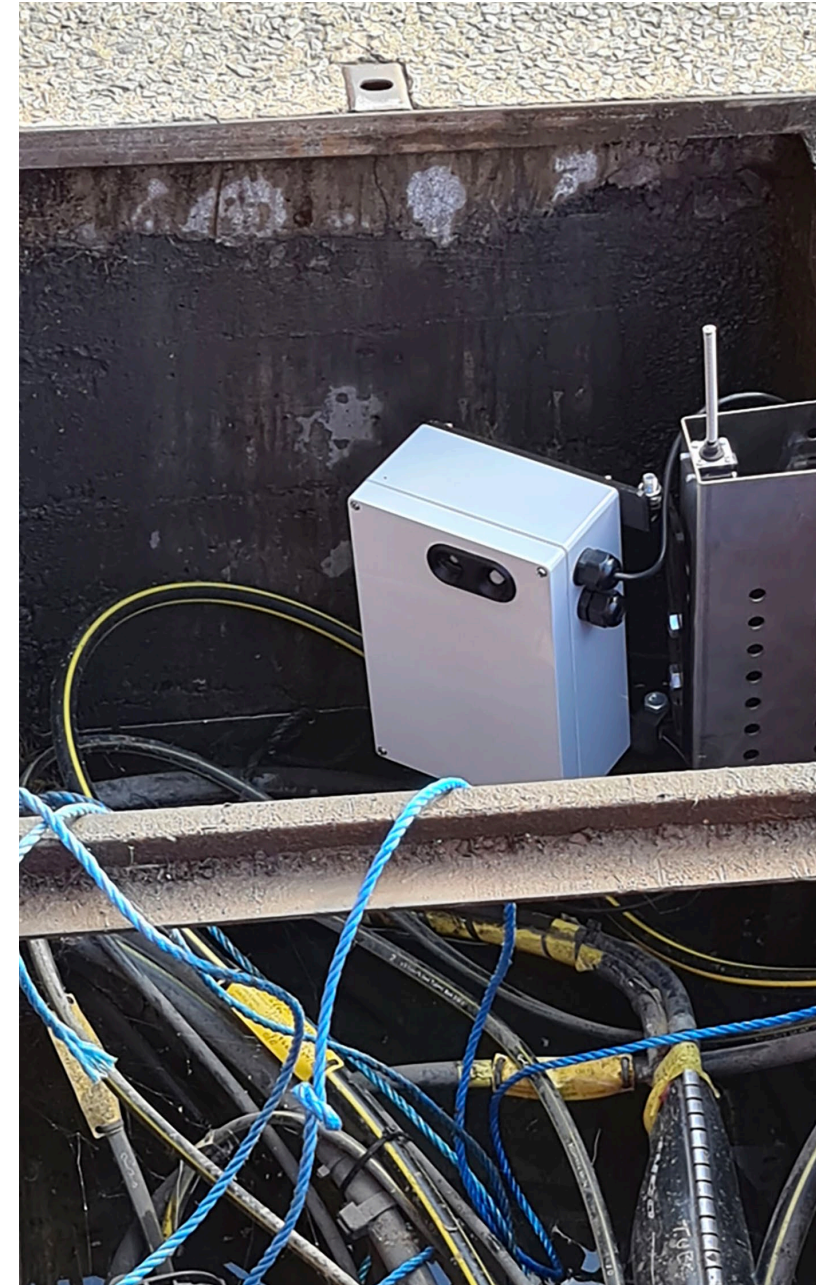
**SelectaDNA Underground Protection Spray is an effective way to deter theft of assets such as cable, from manholes and pits.**

SelectaDNA has developed a new Underground Protection Spray System which is quick to deploy, easy to arm and disarm, and links criminals to their crime scenes through state-of-the-art synthetic DNA technology. The spray system can be used in covert or overt operations and is fully operational within minutes. It is the ideal theft deterrent for cable and metal theft.

The uniquely-coded SelectaDNA liquid is sprayed onto the soles of shoes and marks skin, hair, and clothing. It lasts for days, weeks, or even months. This makes the SelectaDNA Spray system range one of the most powerful theft deterrent solutions currently available.

-  Battery powered
-  Quick to deploy
-  Easy to arm and disarm
-  GSM functionality which allows for real-time activation alerts to be sent via SMS, email or voice call.

Cost for annual replacements of DNA canisters and SelectaDNA Monitoring Services apply.







# Access Point Alarm

**SelectaDNA Access Point Alarms are an effective way to deter theft through remote monitoring of critical infrastructure and vulnerable access points such as doors, shutters and manholes.**

The alarm system can be used in covert or overt operations and is fully operational within minutes. The alarm provides real time monitoring of critical assets, premises and infrastructure. It is quick to deploy, and offers an instant alerting system to make users aware of any activity at your access points. The alarm system can be used in covert or overt operations and is fully operational within minutes.

With the SelectaDNA Access Point Alarm, monitoring teams can know exactly where and when access is made to your critical infrastructure by receiving SMS, email, and voice call messages. Through GSM functionality, the access point alarm can send alerts to up to 5 recipients.

-  Battery powered
-  Quick to deploy
-  Easy to arm and disarm
-  GSM functionality which allows for real-time activation alerts to be sent via SMS, email, and voice call

## How does it work?

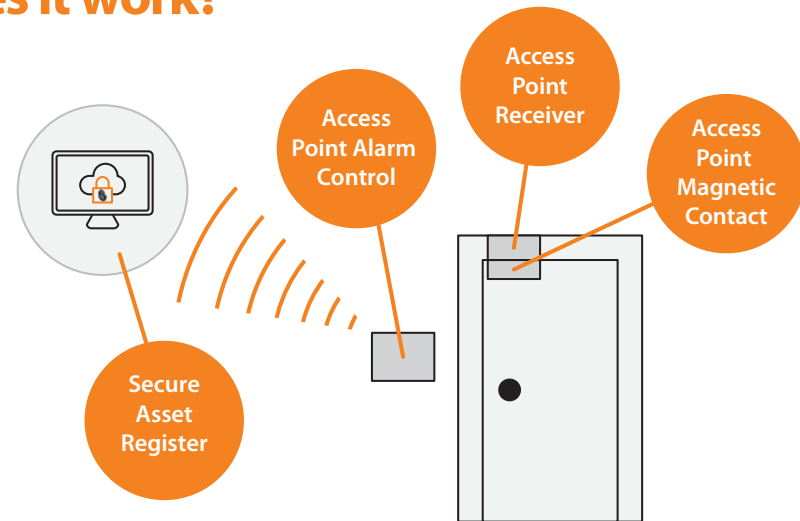


Diagram shows Access Point Alarm installed above a door.

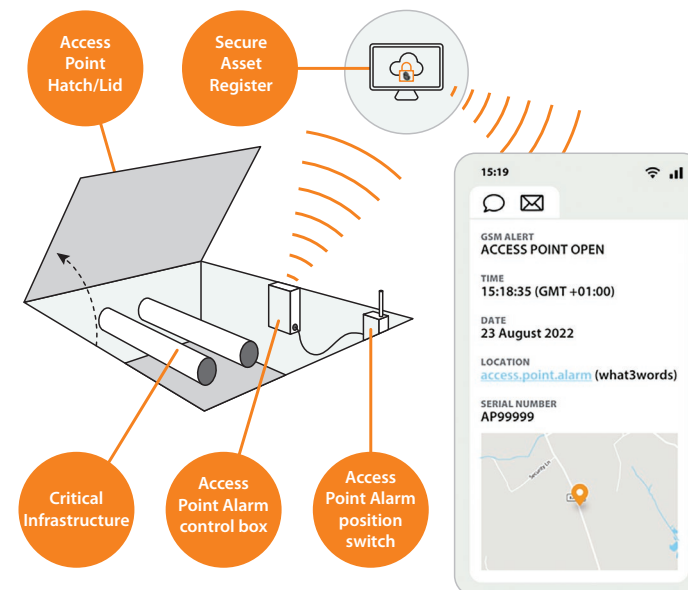


Diagram shows Access Point Alarm installed in manhole





Security Innovation or Product of the Year Award 2023

# SelectaDNA Tagging And Defence Sprays







SelectaDNA Tagging Spray, Defence Spray Elite, Defence Spray and Personal Defence Spray (left to right)

## SelectaDNA Tagging and Defence Sprays are offender marking sprays used to deter and detect personal attack and criminal behaviour.

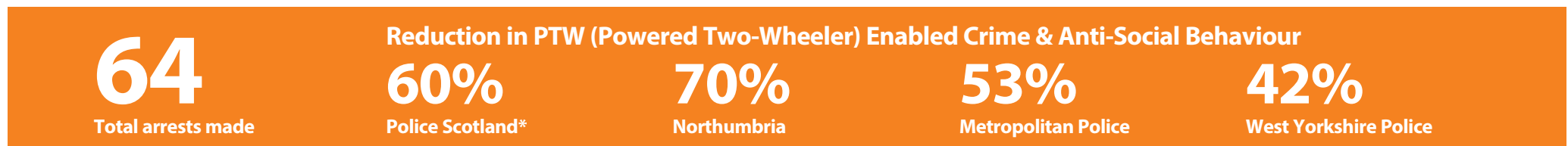
Every single day there are hundreds of personal attacks, muggings, and worse crimes made against unsuspecting members of the public - and that is just in the UK alone. Frontline workers, including shopkeepers, Police Community Support Officers, and security guards, are also frequent victims of these types of crimes.

SelectaDNA's hand-held spray solutions are designed to deter personal attacks, prevent the escalation of situations that could lead up to them, reduce overall crime levels, and reassure communities of their safety. The spray unit works by spraying and tagging the offender with an invisible solution of unique synthetic DNA and UV marker that clings to skin and clothing for days, weeks or even months.

The solution contains a unique DNA code that is registered to the user and location. Police use an ultraviolet light to locate marked areas, immediately linking the offender to a crime scene.

-  **Proven technology to convict criminals**
-  **Invisible and harmless marking solution**
-  **Police preferred specification**
-  **Provides evidential tagging Proven to reduce criminal activity**

Please note: Essential training is required by all users to ensure the correct use of the Tagging and Defence Sprays.



\* This reduction was achieved purely through PR activity and displaying the warning signage, making criminals aware of SelectaDNA. The sprays had not been deployed when this rate was calculated.

# SelectaDNA Canine Detection



**SelectaDNA search dogs are the first in the world to be trained to sniff out forensic markings and are assisting UK police forces in their fight against crime.**

Instead of locating drugs or human remains, the dogs have been trained by one of the UK's leading police dog trainers, Mick Swindells, of Search Dogs UK to locate all types of SelectaDNA forensic markers on a range of objects, including vehicles and their parts and criminals themselves.

Complementing existing police search procedures, the SelectaDNA search dogs are able to sniff for stolen property during search warrants, where forensic markings are not immediately visible to the human eye.

As humans, we can only search in 2D e.g. in the line of sight, but dogs can search in 3D by using their noses. They can be incredibly accurate, and can pinpoint their target to within a couple of centimetres, at which stage Police can use traditional search techniques, e.g. UV lights, to then take samples or identify the unique SelectaDNA code.

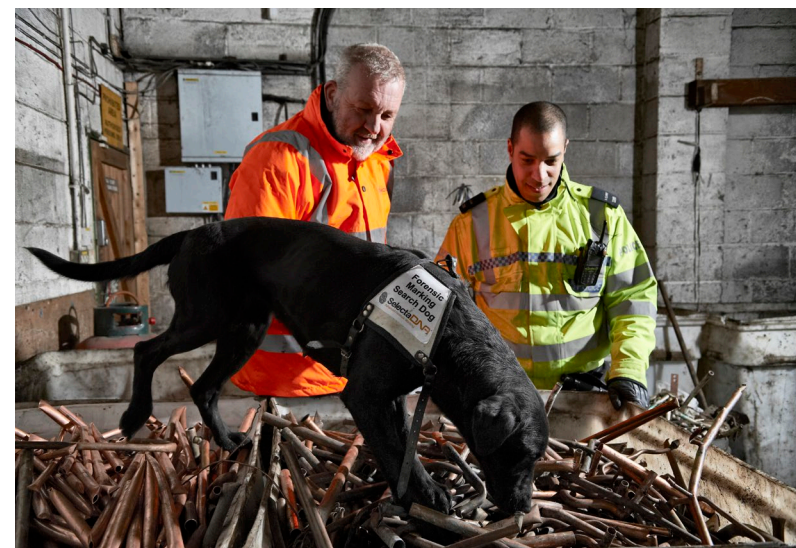
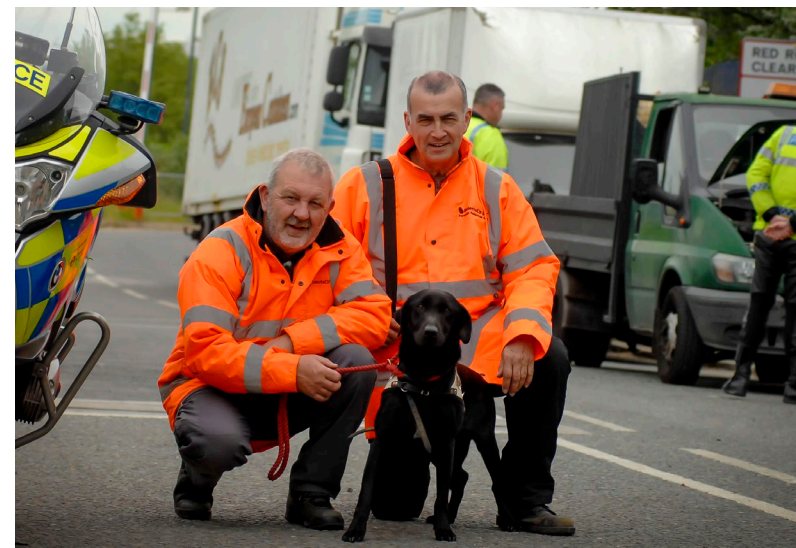
The SelectaDNA search dogs are able to touch the marked object with their noses to identify the target scent of SelectaDNA, allowing officers to move in at this point and make further investigations.

The SelectaDNA search dogs have been assisting various UK police forces and government bodies including the Metropolitan Police Service, Lancashire Constabulary, Merseyside Police and The Environment Agency in their fight against crime.

In a new crime fighting initiative, The Environment Agency is using our SelectaDNA search dogs to trace baled illegal waste or loose items of illegally dumped waste. Ronnie the DNA dog is specially trained to identify the items of dumped waste that have been sprayed with SelectaDNA.

**Gill Clayton, from the Environment Agency's Disruption and Prevention Team explained:**

*"The Environment Agency is continually looking for new and innovative ways to disrupt criminal activities and SelectaDNA allows us to do just that. Where we find baled waste being stored illegally, Environment Agency officers will spray that waste with SelectaDNA, and will be able to then follow that waste on any illegal journeys."*



# Forensic Laboratory: Sample Recovery

**Selectamark Security Systems plc has built their own laboratory capability in their Head Office in London, UK. Now, with professional and equally accredited partner labs also in the Netherlands, France, Germany and New Zealand, we have a global analysis footprint which will position SelectaDNA as the preeminent and most trusted forensic coding and crime prevention solution in the world.**

The lab features the latest analysis equipment and highly trained personnel to allow quick and expert analysis of SelectaDNA sample submissions from police and government agencies around the world.

SelectaDNA codes can be deciphered by a molecular genetic laboratory which has been supplied with a SelectaDNA kit designed to detect and analyse SelectaDNA samples.



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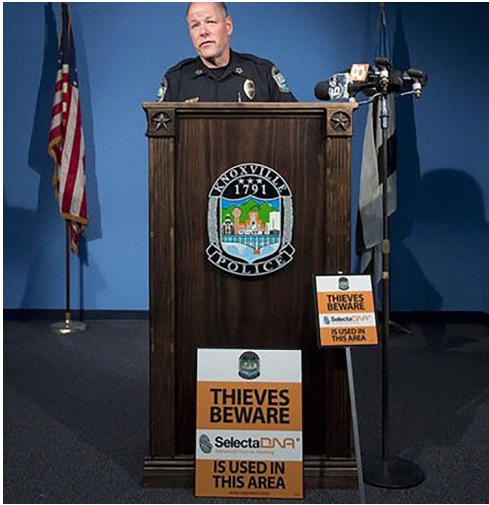
Accredited to ISO/IEC  
17025:2017

The laboratory is accredited to ISO17025 standards by UKAS, which is the sole national accreditation body for the UK, and is compliant with The Forensic Science Regulator's Code of Practice.



# International Police And Law Enforcement Partnerships

Over our 30 year history we have worked in partnership with every police force in the UK as well as police and border agencies. Our international distributors work with police forces from around the world.



# SelectaDNA In Numbers



## 100% Reduction

**In household burglary**

200 homes. Govanhill, Glasgow  
Police Scotland. 2023



## 100% Reduction

**In Rural Crime**

60 farms. South Lanarkshire, Scotland  
NFU Mutual. 2023



## 54% Reduction

**in moped crime across London**

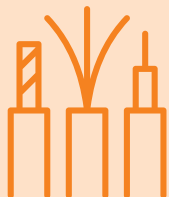
The Metropolitan Police Service. 2019



## 93% Reduction

**SelectaDNA Helps Cable Theft Drop By 93%  
In Five Years. Network Rail's Anglia Route.**

Network Rail. 2016



## £53.9m

 worth of assets marked (2022-2023)

**Business theft prevention**

Openreach. 2022-2023



## 200,000 vehicles

Over 200,000 Toyota and Kia vehicles marked and  
protected since 2021



## 100% reduction

**Meter and boiler theft in vacant properties.**

250 boilers. Bernicia Housing.  
Northumbria. 2022



## 83% reduction

**Burglary**

Greater Manchester Police. 1000 home trial 2010-11

For full details of these case studies visit [www.selectadna.co.uk/news](http://www.selectadna.co.uk/news)

# Trusted By

We work with many different types of internationally recognised organisations, providing them with new and innovative ways to prevent crime.



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE



All logos & trademarks are the property of their respective owners.

# Partnerships

Over our 30 year history we have worked in partnership with every police force in the UK as well as a number of government agencies.



Supported by  
**CrimeStoppers.**

## SelectaDNA is proudly supported by Crimestoppers

In order to help make communities across the UK safer, Crimestoppers, the independent crime-fighting charity, supports the theft and burglary deterrent, SelectaDNA. The exciting partnership helps SelectaDNA provide the public with a completely trusted and cost-effective solution to deter burglary and theft.



## Secured By Design (Police Crime Prevention Initiatives)

Selectamark holds a SBD licence for its SelectaDNA products and asset registers. Without this licence Selectamark would not be able to promote or sell its products to UK police forces. It is the closest thing we have in the UK to a Police stamp of approval. With this licence/accreditation, police officers are able to distribute SelectaDNA products and take registrations for entry on to [www.secureassetregister.com](http://www.secureassetregister.com)

# Industry Partnerships

SelectaDNA works in partnership with trade bodies, vehicle owners, dealers and manufacturers to deliver solutions that significantly reduce theft within the vehicle industry.



# Trade Associations

SelectaDNA is a member of numerous trade associations and professional bodies, this ensures we have immediate access to news, developments and professional standards within the security industry.



# Insurance Partnerships

SelectaDNA is an approved security supplier to many leading insurance companies who actively recommend our security marking & asset management solutions.



# 24/7 International Database

**Selectamark takes standards, accreditations and data security very seriously – it is part of our DNA – it is at the heart of all our business processes. With this in mind, we were the first Company in the World to hold LPS1224:Issue3 accreditation, a secure asset database standard. Following this we went a step further and enhanced our security credentials even further by being audited and certified by BSI British Standards Institute to ISO27001:2015.**

Selectamark is accredited to the very highest standards of information security. Many security companies will claim this as well, but Selectamark has gone the extra mile to meet the standards of LPS 1224 Issue 3.

The third issue of this certification, which we alone in the industry hold, means that our web-based databases; Secure Asset Register and BikeRegister® are among the best in the country in terms of data security and stand up to the regular penetration tests we run against them. Personal data is increasingly at risk in today's society, but it is never something our clients and customers need to fear.

Selectamark is also one of only a handful of companies in the security industry to be certified to ISO 27001:2013. The standard is extremely difficult to achieve, but highly necessary when maintaining a secure database, and demonstrates Selectamark's commitment to keeping both customer and partner data secure in an ever increasing cyberthreat landscape.



LPS 1224: Issue 3  
Cert No. 497b



IS 602150

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**Register it.  
Report it.  
Recover it.**





# SelectaPTT

**SelectaPTT and COMMAND, are our enterprise and government command and control solutions with integrated secure communications.**

SelectaPTT is an extremely secure command and control ecosystem, made to empower decision makers, administrators and end users in the field. Designed exclusively for Samsung devices, SelectaPTT uses Samsung SDS EMM, and is secured by Samsung Knox, a military-grade mobile security platform that safeguards more than 1 billion consumer and business devices.

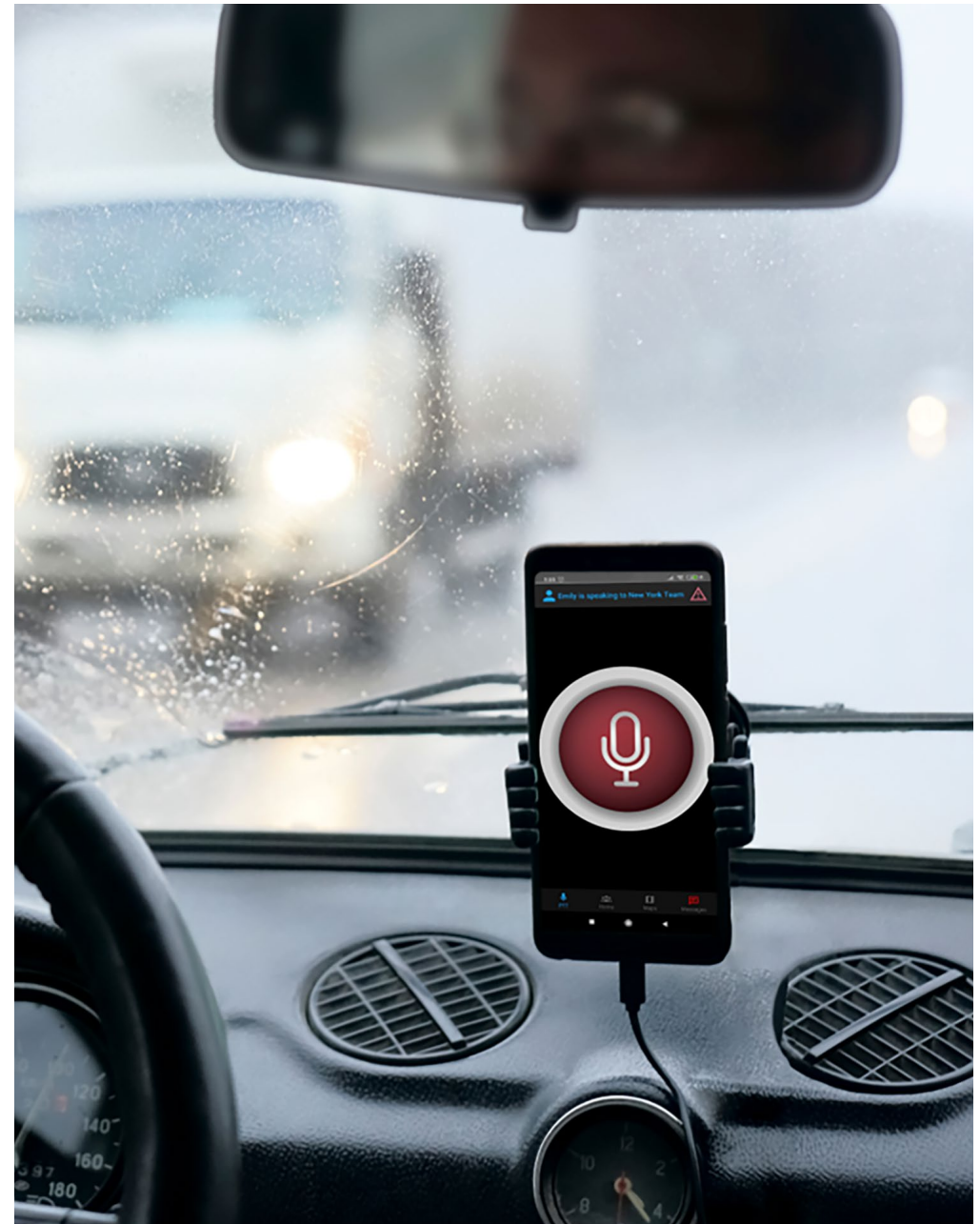
COMMAND is the high-security version designed for Government Agencies.

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## CASE STUDY - PROPERTY MARKING

# Cheshire Constabulary

**A highly successful crime reduction campaign using SelectaDNA forensic marking to deter theft has helped Cheshire Constabulary record the biggest drop in burglaries in England and Wales - according to the most recent figures from the Office for National Statistics.**

Operation Shield has contributed significantly to a 19% year-on-year fall in burglaries – with an estimated 1,300 fewer victims and a saving to victims of more than £2.5m in a seven-month period alone.

Over the past year, Cheshire Constabulary have issued thousands of homeowners with SelectaDNA home property marking kits. Hundreds of street signs have also been rolled out across the county warning would-be burglars against targeting areas protected by SelectaDNA.

**Cheshire Constabulary's Assistant Chief Constable Sarah Boycott said:**

“Operation Shield is not just about placing a protective shield around our homes and places of work, it is also about making its mark on those who profit from these crimes.

It has and continues to help us build stronger and more resilient communities by making homes less attractive to those who want to cause harm, as well as playing its part in expanding schemes such as Cheshire Alert, Home Watch and Rural Watch in our rural communities.

The use of the property marking fluid and the accompanying stickers and signage has been a deterrent for would be burglars in Operation Shield protected areas. We are now working to expand the scheme to protect the property and increase the sense of security among our communities.

Every person arrested in Cheshire is screened under a special ultra violet light in custody – if they have committed a crime in an Operation Shield area, they will be marked, and the unique DNA will link them directly to the individual crime scene.”



## CASE STUDY - PROPERTY MARKING

# Police Scotland

**A farm property marking scheme has proved so successful at reducing rural crime in areas of Scotland, that leading rural insurer NFU Mutual is providing additional funding to assist rolling out the initiative in other parts of Scotland.**

Police Scotland has reported that the initial trial of SelectaDNA marking on 100 South Lanarkshire farms was a huge success, with repeat thefts on farms previously targeted by thieves eliminated.

Criminals generally target isolated areas and hard-to-protect buildings looking for easily sold items such as tools, equipment, gardening and agricultural machinery. The scheme uses SelectaDNA, a forensic liquid with a DNA code which can be scanned by police to identify property suspected of being stolen. It has been shown to both deter thieves and aid recovery of stolen machinery and tools.

**NFU Mutual Scotland Manager Mark McBrearty said:** “Rural crime is hugely disruptive to Scotland’s farming community, and we are determined to do all we can to stamp it out. We’re delighted that SelectaDNA marking is proving so effective at reducing thefts from farms and are backing the speedy roll-out of the scheme by providing additional kits for distributions to Scottish farms. Since Police Scotland set up SPARC five years ago to bring together all those involved in the fight against rural crime, we’ve put our full backing into the initiative.”

**Police Inspector Alan Dron, Scotland’s National Rural Crime Coordinator, said:** “SelectaDNA is proving to be an excellent addition to the numerous initiatives and tactics we utilise when trying to prevent, reduce and tackle rural crime throughout Scotland. NFU Mutual’s additional funding means we can deploy yet more kits quickly and in other parts of Scotland, where thieves would potentially target agricultural and forestry machinery, plant, quad bikes, other all-terrain vehicles and expensive tools.”



Image source: NFU Mutual

## CASE STUDY - INFRASTRUCTURE PROTECTION

# Openreach

### An invisible DNA marker that links criminals to crime scenes is playing a key role in helping Openreach clamp down on cable thefts.

Scrap metal, including copper, is a popular target for thieves. When criminals struck in Bleasby, Nottinghamshire, they took more than 1.2km of Openreach cables, which all needed replacing.

The number of incidents, which often cause widespread phone and broadband disruption, dropped last year across the UK by more than 30%. But Openreach's security team is urging members of the public to remain vigilant, especially as lighter evenings can lead to an increase in thefts.

The overall reduction was achieved by a wide range of anti-theft measures including coating miles of underground cables with a synthetic DNA and UV tracer, called SelectaDNA.

Now widely used across the Openreach network, it easily transfers to hands and clothing, and recently helped secure three convictions in Lincolnshire, including a 16-month prison sentence for attempted theft.

**Richard Ginnaw from Openreach, said:** "Cable thefts are hugely disruptive. The loss of phone and broadband is not only inconvenient but can put vulnerable people at risk. Repair work also pulls our engineers away from other work, can take weeks to finish, and costs thousands of pounds. We take the security of our network seriously and have a wide range of crime prevention tools to prevent thefts and catch those responsible. Our dedicated security team investigates all attacks and our network is alarmed and monitored 24/7 by our control centre. SelectaDNA is proving to be one of the best. We can put it on equipment throughout the Openreach network and it works by leaving a unique DNA trace on people and vehicles that have contact with it."



CASE STUDY - DEFENCE SPRAY

# JD Sports

**To combat increasing levels of retail crime, JD Sports are introducing a new security measure to deter criminal incidents such as ‘steaming’, where large organised gangs run into targeted stores, threaten staff with violence then flee with armfuls of stock.**

Members of staff have been trained to use the Tagging Sprays at the SelectaDNA headquarters in Greater London. The training session was led by Clair Frame, SelectaDNA’s Retail Crime Prevention Specialist. SelectaDNA Tagging Spray can be used by trained members of staff to tag offenders with a unique forensic ID code which will be registered to JD Sports. Not only does this remove the need for physical intervention, it gives the police a valuable tool that can help track down suspects and link them directly to a crime scene.

**Ian Williams, Head of Retail Profit & Asset Protection UK & Eire for JD Sports, said:** “Criminals continue to evolve with every enhancement made in the security industry, however forensic marking takes things to another level which even the most seasoned criminal can’t evade. We continually look for new and innovative ways in which to support our colleagues and disrupt criminals and SelectaDNA offered something different in the fight against retail crime which is supported by most Police forces nationwide.”

Since using SelectaDNA, JD Sports have successfully used SelectaDNA Defence Sprays to deter and prevent shoplifting attempts.

**The Zonal Profit Manager for JD Sports, said:** “We were able to stop a known offender outside one of our stores who was showing aggressive behaviour. Once the offender had seen the Defence Spray, they became co-operative. This has been a good deterrent, and I was able to serve him a banning order on behalf of our company.”



# SelectaDNA Portfolio

The SelectaDNA product range has been developed to tackle all forms of crime and is available in a wide variety of formats including:

## Forensic Property Marking Kits

**Protects commercial and domestic property.**

The easy to apply solution combines unique DNA coding with microdot technology. Provides the police with a way to instantly identify property.

## SelectaDNA Intruder Spray Systems

**Protects against commercial robbery and burglary.**

Can be linked to intruder alarm systems, or installed as a standalone system activated with a panic button. Contains a unique forensic code that links an intruder with the crime scene.

## SelectaDNA Portable Spray Units

**Protects trucks and containers from theft and robberies.**

The Spray System is quick to deploy, battery powered, easy to arm and disarm and links criminals to their crime.

## MetallicDNA & SelectaDNA Metal Marker

**MetallicDNA & Metal Marker are used for the protection and identification of valuable metals and critical infrastructure.**

The unique security and identification features of these solutions make it ideal for wide-scale use across many market sectors.

## SelectaDNA Tagging & Defence Sprays

**Protects against and deters personal attack and criminal behaviour.**

Supplied as a hand-held offender marking spray and is an advanced weapon in crime prevention.

## SelectaDNA Grease

**Protects outdoor materials and buildings from theft.**

Has been specially designed to protect outdoor materials such as lead roofing and copper piping.

## SelectaDNA Gel

**Links criminals to crime scenes.**

Ideal for use on indoor materials such as door handles, window sills, tills, safes and other indoor access points and equipment. The covert gel transfers on to the criminal's hand and clothing.

## SelectaDNA Gas Attack

**Protects ATM machines from Gas Attacks.**

A forensic liquid provided in a tailored pouch format for mounting inside ATMs. The pouches are designed to burst during an ATM gas attack.

## SelectaDNA Trespass Beads

**Protects against wrongful interference to property.**

A forensic DNA formula that is used to uniquely identify criminals tampering with property or illegally gaining access to premises.

## SelectaDNA Stock Protector

**Protects retailers against shop-lifting and theft.**

A new spray that can be used by retailers to protect stock from theft and reduces retail shrinkage.

## SelectaDNA Access Point Alarm

**SelectaDNA Access Point Alarms are an effective way to deter theft through remote monitoring of critical infrastructure and vulnerable access points such as doors, shutters and manholes.**

The alarm system can be used in covert or overt operations and is fully operational within minutes.

## Canine Detection

**Locates all types of SelectaDNA markers on a range of objects.**

Complementing existing search procedures, our forensic search dog can sniff out stolen metal and property as well as marked offenders.

## Detection and Identification

**Identifies the presence of SelectaDNA and can be used to instantly identify the owner of property.**

Selectamark offers a superb range of UV lights and microscopes.

## SelectaDNA Warning Signs and Posters

**Deters theft, robbery and burglary.**

Personalised or standard reflective outdoor signs warn criminals of the presence of SelectaDNA.

For more information or full specifications on any of our SelectaDNA products email: [sales@selectamark.co.uk](mailto:sales@selectamark.co.uk) or visit: [www.selectadna.co.uk](http://www.selectadna.co.uk)







Scan the QR code for more information or visit

[www.selectadna.co.uk](http://www.selectadna.co.uk)

Contact our sales team

**+44 (0)1689 860757**

**[sales@selectamark.co.uk](mailto:sales@selectamark.co.uk)**

Contact our support team

**+44 (0)1689 660200**

**[support@selectamark.co.uk](mailto:support@selectamark.co.uk)**



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