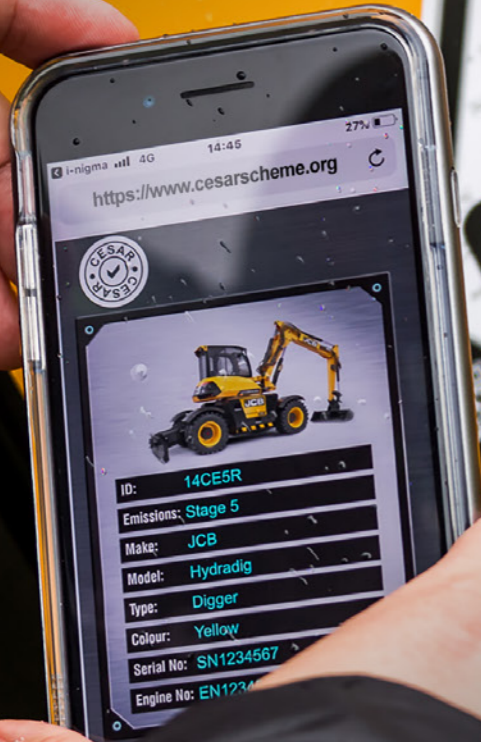




“CESAR - The Official Construction and Agricultural Equipment Security and Registration System”



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CEA **AEA**
Construction Equipment Association
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CESAR Scheme

Since 2007, identification of stolen plant has been made easier thanks to the UK's Official Construction Equipment Security and Registration Scheme - CESAR.

Plant and agricultural machinery theft continues to be a serious issue for the construction and agricultural industry and its insurers.

To combat the threat from opportunistic and organised criminals alike the construction and agricultural industries united behind one official equipment security and registration scheme - CESAR.

Combining state of the art Datatag ID technologies, both overt and covert, with a low one-off cost with registration on a secure database accessible through an accredited and dedicated secure 24/7 International Contact Centre, the scheme aims to deter theft and aid recovery.

The triangular CESAR registration plate has become the industry standard identification mark with support from local authorities, leading contractors, the farming community, the police, insurers and hire and finance companies.

The Construction Equipment Association (CEA) and the Agricultural Engineers Association (AEA) fully support the scheme along with other stakeholders including:

- Leading equipment manufacturers, importers and dealers
- The UK Home Office
- The Police (NPCC)
- Plant Hire Companies
- Trade Associations
- Major Insurers
- Asset Finance Companies

- ✓ Positive, proven theft deterrent
- ✓ Factory fitted as standard by most leading manufacturers
- ✓ 24/7 International Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory tests
- ✓ No special equipment required - identification through standard issue tools
- ✓ Can be retro-fitted for a single low cost - no annual fees
- ✓ Unique registration - one number : one machine
- ✓ Transferable to new owner



“ Established since 2007, the CESAR Scheme has protected over 600,000 pieces of construction, agricultural, plant machinery, ATVs, utility vehicles and tools across the UK and Europe ”



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Leading manufacturers support



- ✓ Owned by The Construction Equipment Association (CEA) - the Trade Association that represents the UK Construction Equipment sector.
- ✓ Promoted by The Agricultural Engineers Association (AEA) - the Trade Association established in 1875 that promotes British manufacturers and suppliers of agricultural machinery.
- ✓ Powered by Datatag ID Ltd - the UK's most trusted supplier of security marking technologies and secure registration.
- ✓ Other OEMs also provide CESAR as an option.

“ Identification of stolen ATVs,
Side-by-Sides and Utility
Vehicles is easier
with CESAR ”



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CESAR ATV System

Utility and All Terrain vehicles (quads and side by sides) are a prime target for organised criminal gangs operating in the rural environment due to their small size and relatively large risk free returns.

CESAR ATV combines Datatag's state of the art security marking technologies to provide an almost impenetrable layer of identification which deters theft in the first instance and aids recovery if a machine is taken.

Fitted as standard to a growing list of manufacturers and endorsed by the NFU, the UK's leading insurer of rural communities and their assets, it has made a name for itself as a "don't touch" product among the criminal fraternity.

- ✓ Tamper evident warning / identification label
- ✓ RFID transponders
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 International Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine



For retro-fit machines customers can choose the CESAR Compact System.



COMPACT CESAR System

Popular items of compact equipment are equally susceptible to theft - in some cases even more so. Criminals are able to easily lift and transport items such as ride on mowers, generators and small compact tractors in smaller vehicles. With little or no permanent identification recovery can be difficult if not impossible.

The CESAR Compact System reduces the risk of theft by enabling plant owners to apply a permanent identification to their assets through a combination of proven Datatag technologies including tamper evident warning labels, RFID transponders and Datadots® with forensic DNA solution.

Backed by Datatag's secure 24/7 International Contact Centre this extension to the main CESAR Scheme is a welcome addition for large and small businesses alike who want to avoid the risk of lengthy and costly delays associated with plant theft.

- ✓ Ultra destruct tamper evident warning / identification label
- ✓ RFID transponder combination
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 International Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine



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CESAR Attachment System

Expensive construction attachments are a prime target for criminals looking to make a quick return with little risk. Often having no identification, these important tools can mean the difference between a job well done or lengthy and costly delays in completing work.

Using Datatag's well proven mix of security marking technologies the CESAR Attachment System provides the level of theft deterrent other methods simply cannot match. Providing irrefutable proof of ownership ensures criminals look for easier less risky targets.

- ✓ Ultra destruct tamper evident warning / identification label
- ✓ 'Stealth' UV Etch
- ✓ RFID transponder
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 International Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine



“ Identification of stolen tools
has now been made easier
with MicroCESAR ”



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MicroCESAR System

Theft of handheld power tools is an enormous issue for the construction industry worldwide and one which costs businesses many times more than the loss of the tool.

Following the success of the official construction and agricultural equipment security and registration scheme, CESAR, the latest system protects smaller items with the same state of the art Datatag security marking technologies.

To combat theft and aid recovery MicroCESAR combines both overt and covert deterrents alongside a low one off cost and registration on a secure and accredited 24/7 police accessible database.

The CESAR Scheme has become the industry standard for security marking with support from local authorities, leading contractors, the farming community, the police, insurers and hire and finance companies. With this latest addition to the arsenal CESAR looks set to protect everything from the largest to the smallest making life for a thief harder each year.

- ✓ Abrasion resistant warning / identification label
- ✓ RFID transponder
- ✓ 24/7 International Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine

STIHL[®]





Survey Equipment System

Typical equipment insurance policies may help pay for a new Theodolite or Laser Level if it is stolen from your commercial property or vehicle, but nothing can compensate for the amount of time you'll have to spend having to replace these items - not to mention the stress associated with being burgled.

By the time you have dealt with the insurance company's automated telephone system, given all the relevant details to the Police and then spent a day trawling the internet for replacement goods, you'll wish you had fitted Datatag in the first place.

Consisting of all new unique tamper evident asset management ultra-destruct warning labels, this system also incorporates stealth UV etching which permanently marks your tools even if the label is damaged or removed. This gives your equipment a forensic 'fingerprint', that is almost impossible to remove.

Datatag is recognised as being one of the UK's leading anti-theft systems and thieves know that Datatagged property is simply too hot to handle. Once they see your property is protected they will usually go looking for an easier target.

- ✓ Ultra-destruct tamper evident warning / identification label
- ✓ 'Stealth' UV Etch
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 International Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine

Leica
Geosystems



“ CESAR - At the forefront of the fight against crime ”

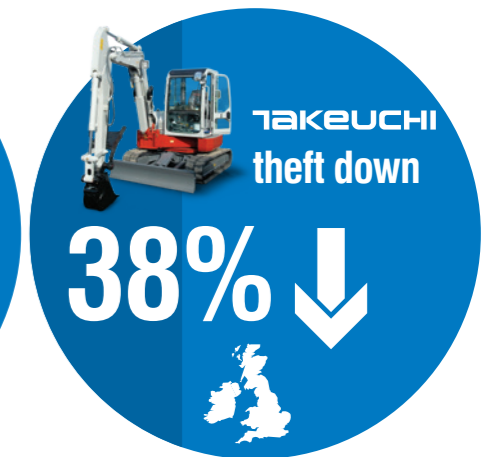


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Since the peak of 2010



Since 2014...



“CESAR ECV

Emissions Compliance Verification allows quick and easy verification of a machines emissions”



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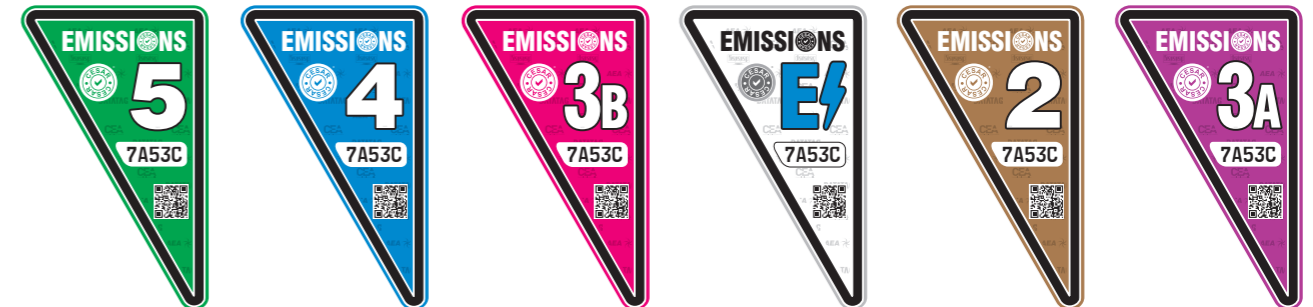
CESAR ECV Emissions Compliance Verification

ECV offers an advanced emissions identification solution to create greener construction sites

ECV is a clear and concise system to make it easier to identify the emissions stage of a machine. The tamper evident colour coded labels provide a quick reference point, supported by a database of detailed machine information, to allow site managers to ensure they are meeting strict new emission standards on their sites.

The new scheme is a 'bolt-on' product which compliments the existing CESAR security system, provided by the CEA and powered by Datatag technology. With an increasing demand on creating environmentally conscious construction sites the CEA recognised a need to be able to quickly identify a machines credentials in a universally understood format. By combining the scheme with CESAR marking, the industry can combine data to build a complete log of the machine's key information.

- ✓ A 'bolt-on' product which compliments the existing CESAR security system
- ✓ Clear and concise allowing easier identification of the emissions stage of a machine
- ✓ Supports large scale projects with multiple contractors ensuring plant on site is as 'clean' as is possible
- ✓ Ensures machinery meets strict new emission standards on construction sites



“CESAR ECV Emissions Compliance Verification”

If it's GREEN it's CLEAN



What is ECV?



YouTube

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CESAR ECV Emissions Compliance Verification

The current Public Health Emergency that is poor air quality is now a top priority for local authorities across the UK.

Pollution from road traffic had been an immediate focus and Clean Air Zones and green taxis and busses are achieving good early results. Following this success the sights of planners and environmental teams is shifting to where else impacts can be made quickly and easily.

The construction sector has a vital role in economic growth, but also provides challenges in respect of pollution as construction projects, with the associated plant required to complete them are a major contributor to air pollution, both for nitrogen dioxide and fine particulates. In London alone data has shown that on average around 34% of PM10 particulates and 15% of PM2.5s can be attributed to construction machinery, and levels can be much higher in specific high traffic locations.

Construction machinery, or 'non-road mobile machinery' (NRMM) is almost all diesel driven and subject to EU type approval standards, or stages, in the same way as car engines are classified by their Euro standard. For a local authority, policing car emissions through Clean Air Zones can be achieved through automatic numberplate recognition. For NRMM, with no 'number' plate or data held by the DVLA the challenge is far more complex. And whilst NRMM engines carry emissions data, it is encoded on an engine plate and requires specialist knowledge to decode it.

- ✓ Over 2000 new pieces of ECV fitted construction plant machinery are entering the UK every month
- ✓ ECV is now fitted as standard by 80% of NRMM manufacturers for the UK market and the other 20% offering ECV as a customer specified option

“ We are happy to confirm that we would accept the ECV as part of the registration process for plant to work on HS2 sites, and would consider it suitable for compliance assurance purposes. ”

Andrea Davidson
Air Quality Lead, Phase One
HS2 Ltd

HS2

highways
england

GREATER
LONDON
AUTHORITY

Department
for Environment
Food & Rural Affairs



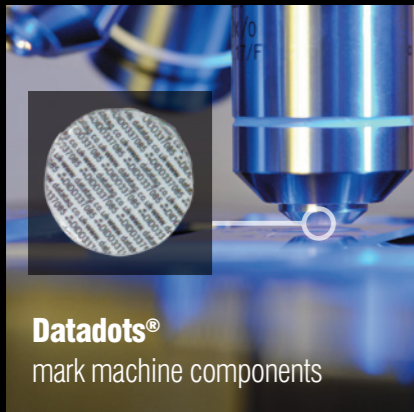
Unique Tamper-Evident
Identification Label



Ultra Destruct
Visible ID Label



RFID Transponder
Self Adhesive



Datadots®
mark machine components



Datatag
Forensic DNA



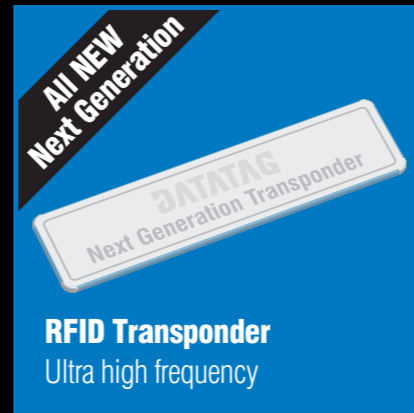
Abrasion resistant
Identification Label



RFID Transponder
Glass tag



Colour coded emissions
Identification Label



RFID Transponder
Ultra high frequency

| | CESAR Construction | CESAR ECV Construction | CESAR Agriculture | CESAR ATV | COMPACT CESAR | CESAR Attachment | MicroCESAR |
|--|---------------------------|-------------------------------|--------------------------|------------------|----------------------|-------------------------|-------------------|
| Unique Tamper-Evident Identification Label | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Unique Abrasion Resistant Identification Label | | | | | | | ✓ |
| RFID Transponder Glass tag | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Colour Coded Emissions Identification Label | | ✓ | | | | | |
| RFID Transponder Self Adhesive | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Datadots® | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Datatag Forensic DNA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Ultra Destruct Visible ID Label | | | | ✓ | | ✓ | |



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What is CESAR?



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