



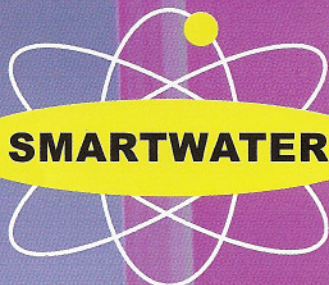
West Mercia
POLICE



SERVING - PROTECTING - MAKING THE DIFFERENCE

Safer
Herefordshire

**THIEVES
BEWARE**



IS HERE!



Police in Herefordshire are working with the Safer Herefordshire Partnership to introduce SmartWater, a revolutionary product that will help combat crime and make the area an even safer place to live work and visit.

SmartWater comes in two forms: as a unique property marking system and as a spray that activates and covers thieves in an irremovable liquid if they enter a premises or car.

SmartWater – The Facts

Many thieves escape conviction because the Police are unable to identify the true owners of suspected stolen property found in their possession. Furthermore, thieves will routinely remove serial numbers from identifiable property or steal items that cannot be identified.

What is SmartWater Property Marking and why is it the solution?

SmartWater is a clear liquid solution, which carries a unique forensic code - it is even stronger and more accurate than DNA! SmartWater is almost invisible to the naked eye, but will show up immediately under an Ultra Violet light.

It is simply applied to nooks and crannies of your belongings and once dry it is virtually impossible to remove. Warning signs are displayed in your windows, so the criminals know that your valuables and other property are protected.

What sort of items can I mark with SmartWater?

Almost anything, from a JCB to a wedding ring! Electrical items such as TVs, videos, computers, art, antiques, jewellery, ornaments, pedal cycles, saddles, gardening equipment and power tools are just a few examples.

Will SmartWater damage my property?

No. SmartWater is completely harmless when dry and will not injure you or damage your property. It dries to a clear varnish-type finish. However, if you require any advice regarding delicate or high value items, contact SmartWater directly.

How is SmartWater applied?

Very simply. SmartWater is delivered in a small bottle. Using the supplied brush, simply dab or paint the liquid onto whatever item of property you want, allow it to dry— and that's it. No need to write anything, not even your postcode. The mere presence of SmartWater on an item is enough to trace it back to you.

Can thieves remove the SmartWater?

Well they can try, but are unlikely to succeed. Smartwater is resistant to steam cleaners, pressure washers, metal polishing and other rough treatment. When applied to complicated areas such as uneven weld surfaces, grills and slots it is unlikely that even the most determined thief will be able to remove every trace of Smartwater. The Police need only a minuscule amount to make a positive identification.

Where are my details kept ?

The bottle of SmartWater supplied to you is unique and has its own chemical DNA. Once you have applied the liquid to your items you must complete the registration form which comes as part of the pack. Your unique Smartwater Identification Number will be maintained on a National Security Register. The database is certified to BS7799, which is the highest level security in the world and is used by organisations such as MI5 and GCHQ.

How long does it last?

The SmartWater mark on an item will remain effective for 150 years. The unused liquid itself lasts for around 12 months. You can easily test its effectiveness by marking an object and testing it under a UV light. If the mark shows up a bright yellow/green your SmartWater is still suitable for use.

THE REVOLUTIONARY PROPERTY MARKING SYSTEM IS HERE

Your Questions Answered

- SmartWater is a clear fluid which is quickly and easily applied to your property.
- SmartWater will not harm your property.
- SmartWater enables your property to be traced back to you should it be lost or stolen.
- SmartWater's unique forensic codes are stronger and more accurate than DNA.
- SmartWater maintains a 100% record when used as evidence in court.
- SmartWater is a proven deterrent to criminals.
- Once an item has been marked with SmartWater, the mark itself will remain effective for 150 years.
- **SmartWater costs just £20***
(from your Local Policing Team)

*£20 as of June 2008

The Forensic Link Between You and Your Property

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What's inside your SmartWater pack?

To get hold of a £20* SmartWater property marking pack, which contains -

- A bottle of SmartWater, complete with applicator, which will mark up to 100 items.
- Several stickers which, when applied to windows and doors, will deter thieves from even considering your house.
- A key fob Ultra Violet light which will make it easy for you to identify property you have marked.
- Most importantly, the individual registration form regarding your unique batch of SmartWater. This **MUST** be returned as advised.

*£20 as of June 2008

How can I get my SmartWater pack?

These are available by speaking to your Local Policing Team direct or by emailing them.

Details of how to contact your Local Policing Team can be obtained by visiting the West Mercia Police website www.westmercia.police.uk and by clicking on the Local Policing pages. Alternatively, you can ring 0300 333 3000 and ask for the Hereford Public Service Desk, who will be pleased to give or send you details.

Whilst West Mercia Police Support the use of SmartWater, there are other similar products available on the market, such as RedWeb and SelectaDNA.

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