

The ultimate protection against retail crime and disorder

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Introduction

At Selectamark, we have been at the forefront of providing Police and Insurance preferred security marking solutions since 1985. Our property marking and forensic marking solutions help individuals and organisations protect themselves and 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 won the prestigious SME of the Year 2023 award at the British Security Awards.

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

Our expert solutions protect the Retail Industry from:

 Shoplifting

 Steaming

 Burglary

 Theft

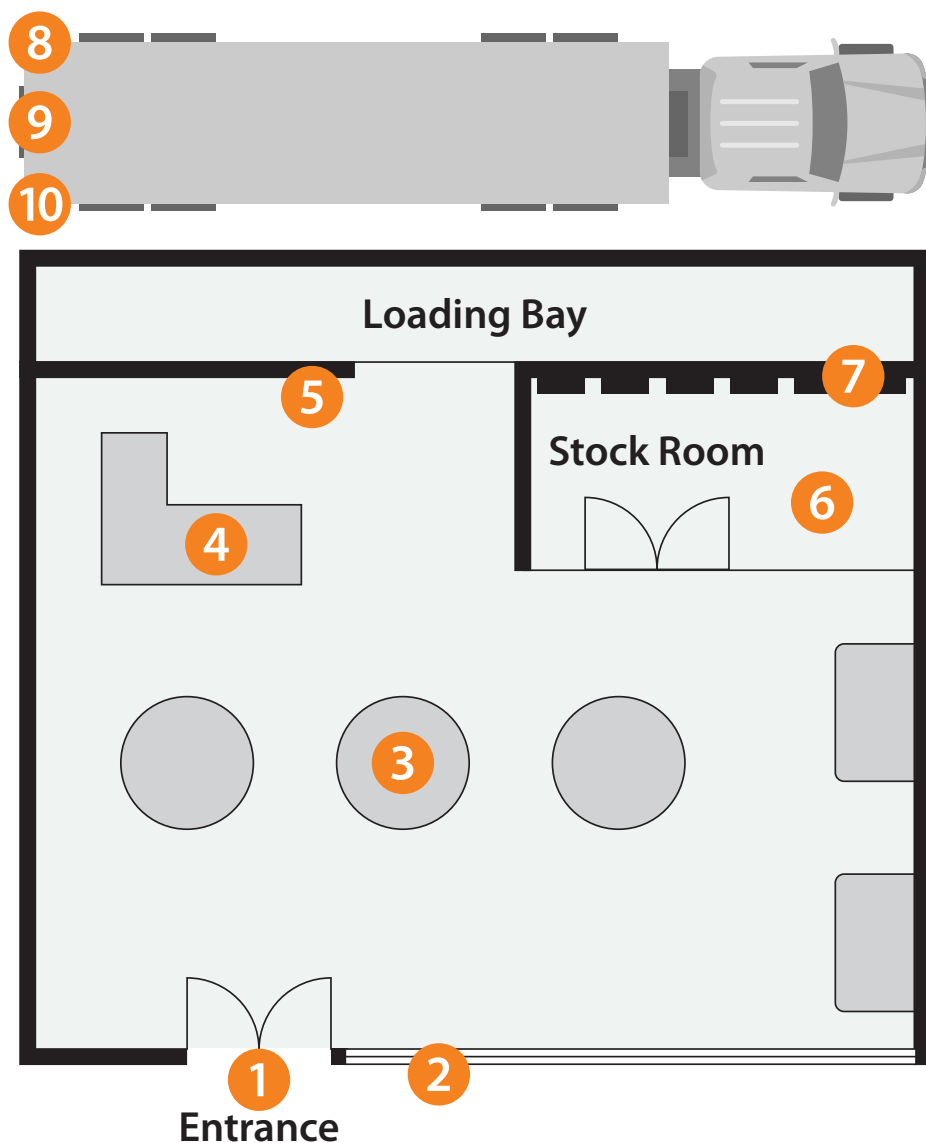
 Robbery

 Loss

Proven to reduce theft and burglary by up to 83%*

*Based on a 1,000 home crime reduction initiative in North Manchester, 2010-2011

Our 10 Layers of Retail Crime Prevention



Our 10 Layers of Retail Crime Prevention

According to the British Retail Consortium Crime Survey, retailers lost £953 million to customer theft in 2021/22 and there were 8 million incidents of theft over the year.

SelectaDNA offers a range of solutions to protect retail premises and make staff and customers feel safe and secure. These proven solutions can help reduce crime in stores whilst retaining that essential customer experience, providing you with an effective deterrent against theft, loss, shrinkage, robbery and personal attacks.

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Collaborative Partnerships



Secured By Design (Police Crime Prevention Initiatives)

SelectaDNA holds a SBD licence for its SelectaDNA products and asset registers. Without this licence SelectaDNA 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



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.



National Business Crime Solution

SelectaDNA are Associate Members of the National Business Crime Solution. The National Business Crime Solution is a not-for-profit initiative that works with the police and the business community to help tackle business crime across the United Kingdom.

Industry Partnerships and 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.



Trusted By

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



Protecting against Robbery & Burglary

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.



CASE STUDY – Guarding Manchester's Retail Sites

A campaign using SelectaDNA Spray launched by Greater Manchester Police reduced commercial burglary and robbery by 24%.

Operation Guard was launched by GMP back in 2017. The overall aim was to deliver the force's key objectives of tackling crime and anti-social behaviour, investing and delivering high quality policing services and building and strengthening partnerships. As part of the operation, SelectaDNA Intruder Sprays have been installed in vulnerable commercial properties and retailers including Pandora, GAME and the Post Office.



"I'm really pleased to be part of Operation Guard, staff will feel much safer knowing this product has been installed. The store generates a yearly turnover of £500,000 so it's essential we stay protected"
Amy Holden, Pandora Store Manager.

A cost for annual replacements of canisters applies

Protecting Employees

Solutions to enable your colleagues & customers to feel safe



Case study – SelectaDNA Defence Spray

Lichfield BID (Business Improvement District) in Staffordshire, has taken innovative measures to protect its jewellery store members by being the first BID to use SelectaDNA offender marking spray to deter robberies and smash & grab raids committed by travelling criminal groups.

Safer City Services, the crime reduction arm of Lichfield BID, launched a new ShopSafe scheme across its city-centre jewellery stores, with staff receiving special training to carry the compact, handheld DNA sprays to protect themselves and retail stock.

Brendon Stewart, Lichfield BID, said: "Stores are definitely feeling more confident now they have the added protection of the defence sprays and once they have applied the visible deterrent warning signs to their windows and doorways."



Protecting Employees

Tagging & Defence Sprays





SelectaDNA Tagging and Defence Sprays are offender marking sprays used to deter and detect personal attack and criminal behaviour. They can be used from a safe distance when other forms of conflict resolution have failed

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.



64

Total arrests made

Reduction in PTW (Powered Two-Wheeler) Enabled Crime & Anti-Social Behaviour

60%

Police Scotland*

70%

Northumbria

54%

Metropolitan Police

42%

West Yorkshire Police

* 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.

Preventing Shoplifting



Preventing Shoplifting

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.



Case study – Three Stores



Mobile phone giant THREE is just one of many high street retailers to report a growing concern over the rise of criminal behaviour including 'steaming' incidents.




To proactively deter and prevent this problem, Three recently launched a new partnership with security company SelectaDNA at its flagship store in Oxford Street, London ahead of the launch of the latest Apple iPhone 15 in 2023.




Each Three store is being issued with a SelectaDNA kit (specifically registered to the individual store) along with warning cards which can be placed on the shelving and podiums where the phones are displayed.

Every store will also display highly visible deterrent window stickers advertising the fact that all stock in the shop is now DNA-protected..



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%
-  Lifetime registration with no annual licence fees
-  International database used by police around the world



Preventing Shoplifting

SelectaDNA Stock Protector

SelectaDNA Stock Protector Sprays can be used to spray stock items to protect retailers against shop-lifting and theft to reduce retail shrinkage.

The invisible DNA spray can be sprayed on stock items from a distance of approximately 20cm. A single spray is sufficient for each item. The markings will appear blue under the UV light and provides a chain of evidence against theft.



SelectaDNA Pen

Each SelectaDNA Retail Pen contains a unique DNA code and a UV Tracer which will fluoresce blue under UV examination.

The clear marking glows blue under UV light enabling the Police to locate the markings. The solution supplied is a water based, non-flammable liquid and can be applied to clothing. When applied under the correct conditions, the marking should last for around 3 months after first use.



SelectaDNA Gel – Covertly identifying internal theft

SelectaDNA Gel is a covert transferable marker used to uniquely identify criminals tampering with indoor property or illegally gaining access to premises.

It is very difficult to see once applied and is specially designed for indoor use, on things such as door handles, windowsills, safes and other access points or equipment.



Preventing Shoplifting

TESA Security Labels

Our TESA Security labels are the most secure self-adhesive label on the market ideal as an asset label or security seal.

They are resistant to extreme temperatures, tampering, abrasion, chemicals and weathering, making them ideal for indoor and outdoor use.

The laser-marked labels combine security features with a highly resistant adhesive film and are available in black or silver which can provide a contrast against the item that is being marked for higher visibility. They can be used to mark company assets for asset management or stock to prevent loss.

Features:

-  TESA material has an extremely high tack adhesive and is secure and highly durable.
-  Resistant to temperatures of -40°C to 270°C, tampering, abrasion, chemicals and weather, they are ideal for indoor and outdoor use.
-  The tamper evident material means any manipulation leaves a visible trace. It cannot be removed without destruction of the label.
-  SelectaLabel's free 'Label Maker' will help you design your own label in just a few simple steps www.selectalabel.com/label-maker
-  TESA Labels can also be used as security seals.
-  Available with added security features such as bespoke watermarks and company logos.



Protecting Stock & Assets in Transit



Protecting Stock & Assets in Transit

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.

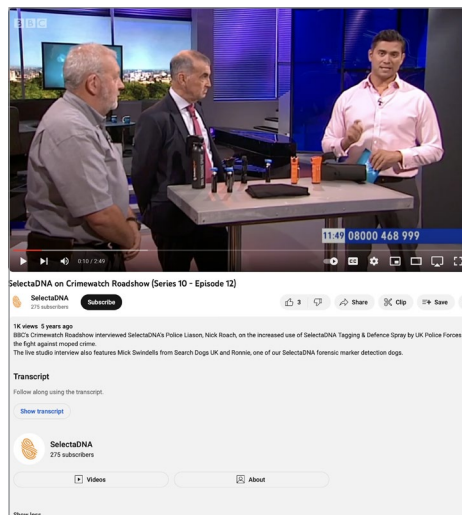
It is armed when the doors open and disarmed using a small key-fob. Those sprayed will be marked with a completely unique synthetic DNA liquid, only visible under police UV lights which will link the individual to the crime. The SelectaDNA liquid can transfer on to the soles of shoes and marks skin, 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.

Information and How-To Videos

Our YouTube Channel contains all of our how to videos on using SelectaDNA products and case studies from police partners on how SelectaDNA has been used to reduce crime.



Watch our product videos on YouTube



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.



Distribution & Storage Protection



Case study – Reducing Retail Burglary

An insurance partnership using SelectaDNA Sprays and Grease was used to reduce burglary.

ECA Toolfast, a client of Selectamark' insurance partner AVIVA, was experiencing high levels of repeat burglary across its storage depots and sites, with thieves targeting high value tools and equipment such as Dewalt, Makita and Hitachi.

The disruption caused by theft and burglary causes a negative impact on any business including loss of trading, physical damage, loss of data from stolen devices and upset to staff. Selectamark has been working as a specialist partner of AVIVA, a leading insurer, to provide both residential and commercial customers with peace of mind that their property and equipment is well-protected.



Together Selectamark and AVIVA found the perfect offender marking solution, for ECA Toolfast. SelectaDNA Intruder Spray was installed at one of their high-risk sites along with SelectaDNA Grease deployed around the perimeter.

Rates of theft often drop to zero once SelectaDNA Sprays are installed, and this is exactly what happened at ECA who experienced no further incidents of burglary since installing the SelectaDNA Intruder Spray.

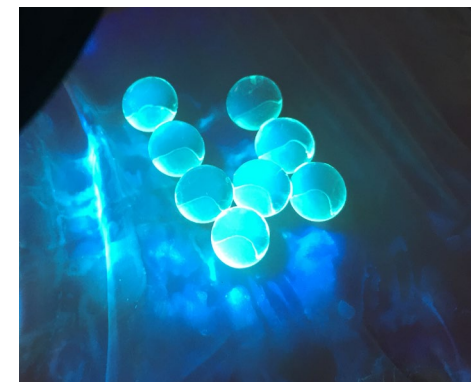
Distribution & Storage Protection

SelectaDNA Trespass Beads

SelectaDNA Trespass Beads are used to identify criminals when they have illegally entered a restricted zone.

SelectaDNA Trespass Beads are tiny pellets made up of a water-absorbing polymer which come in small packets similar to seeds. When the SelectaDNA Trespass Beads are left to absorb the DNA solution they increase in size more than 300% giving them an almost gel-like feel that is cool and wet to touch.

SelectaDNA Trespass Beads are designed to break upon impact (from person or vehicle) and mark criminals with a unique UV based DNA solution which is a proven and credible way to place a criminal at a crime scene, without their knowledge. The use of SelectaDNA Trespass Beads will aid in convicting criminals for trespassing or unauthorised access to restricted areas

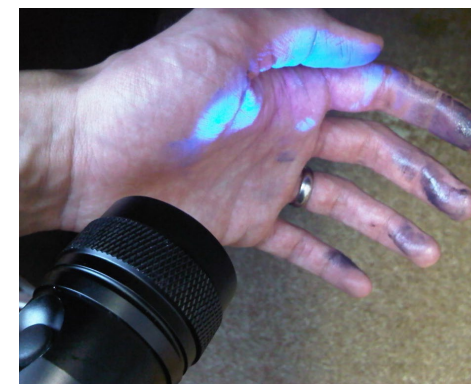


SelectaDNA Grease

SelectaDNA Grease is a transferable, dark solution that has been specifically designed to protect outdoor materials such as cabling, copper piping and lead roofing.

If a thief handles marked goods, the Grease instantly transfers onto the hands and clothing and can remain there for weeks. It is available in 4 sizes and coverage is 25 linear metres per 100g tub.

Each container of SelectaDNA Grease contains a unique DNA code and a UV Tracer which will fluoresce blue under UV examination. The Grease, where possible, should be applied to areas that are not immediately visible so that when they are handled the intruder will disturb the grease and transfer the Grease coating onto their hands and clothing.

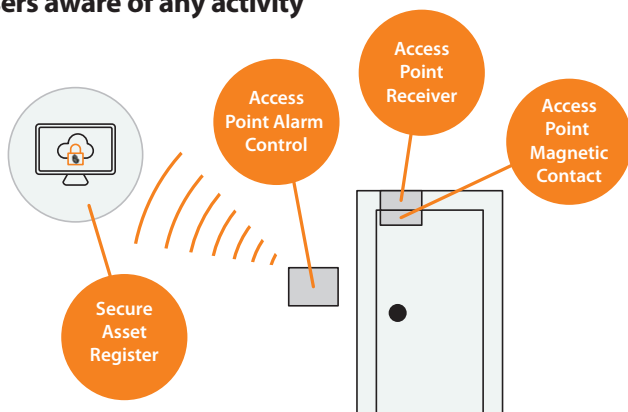


Other Retail Solutions

Access Point Alarm

Our Access Point Alarm provides real time monitoring of entry and access points. It is quick to deploy, and offers an instant alerting system to make users aware of any activity at your access points such as doors, shutters and vehicle roller doors.

The alarm system can be used in covert or overt operations and is fully operational within minutes. With the Access Point Alarm, monitoring teams 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.



Secure Asset Register

24/7 International Database

Secure Asset Register is Selectamark's Police and Insurance preferred property database, it provides proof of ownership and traceability of lost and stolen property. The database provides the police with evidence to prove theft and convict criminals.

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.



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



ATM Pouches

SelectaDNA Surge is a forensic liquid in a tailored pouch format for mounting inside ATMs to protect against gas attacks.

The DNA taggant is designed to mark criminals and their vehicles with a unique UV solution which can be detected and analysed at a later date, thus linking criminals to the crime scene. The solution is used in conjunction with SelectaDNA warning signs to provide a proven and credible theft deterrent.

The pouches are designed to burst during an ATM gas attack or any other explosive attack. The DNA solution will contaminate all areas of the ATM, including the cash cassettes, so that when handled by the offenders, their hands, clothing and footwear are contaminated.



Deter & Prevent Retail Crime



Bespoke Signage

We know the look and feel of a retail store is at heart of the customer experience. With this in mind, we can offer bespoke and customised signage that fits your store and brand guidelines.

We understand that one size or type doesn't always fit all, so we can work with retail and merchandising teams to produce personalised or standard signs, stickers, tent cards and shelf barkers to warn criminals of the presence of SelectaDNA. All of our assets and bespoke signage are designed and manufactured in the UK, ensuring a quick turnaround on approval and delivery.



Deter & Prevent Retail Crime

SelectaDNA Warning Signage and Stickers

Warning signs and stickers are a powerful deterrent, forming an important first line of defence to warn criminals SelectaDNA is being used to protect retail premises.

Whilst marking products with SelectaDNA can dramatically increase your chances of being reunited with stolen assets that are recovered, this is only half of the solution.



SelectaDNA Warning Signage

| | | | | | | |
|-------------------------------------|---------------------|-------------------------------------|--|-------------------------------------|--|-------------------------------------|
| | | | | | | |
| 300x300mm General Foamex Sign | 100x100mm Plaque | 400x300mm General Foamex Sign | 400x300mm Intruder Spray Foamex Sign | 400x300mm Bespoke Foamex Sign | 400 x300mm Surge ATM Foamex Sign | 170mm x 80mm Retail Tent Card |

SelectaDNA Warning Stickers

| | | | | | | |
|----------------------------------|--|--|--|----------------------------------|---|--|
| | | | | | | |
| Tamper-resistant 10 per sheet | Tamper-resistant 15 per sheet L: 21mm dia. S: 18mm dia. | 150x100mm External Vehicle Stickers | 60x40mm Vehicle Window Stickers | 212x150mm Outdoor Stickers | 212x150mm Double-Sided Stickers - Secured by Design | 102x125mm Secured by Design Sticker |
| | | | | | | |
| A6 Defence Spray Sticker | 60x25mm Laminated Destructable Label | 212x150mm External Vehicle Sticker | | | | |

Laboratory and Evidence Analysis



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.



20257

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.

Laboratory and Evidence Analysis

Police Identification

We carry out regular training sessions with UK Police Forces in order to ensure they know how to find traces of SelectaDNA, and how to take samples to be analysed.

SelectaDNA is invisible under the naked eye but under Police UV lights fluoresces blue on property, stock, footwear, clothing and skin. The police can then send swabs or the marked items themselves for forensic analysis in order to place the criminal at the crime scene using the unique SelectaDNA code.



SelectaDNA Canine Detection



SelectaDNA provide a search dog to detect forensic markers on items of property.

In partnership with Search Dogs UK, our SelectaDNA search dog is the first in the world to be trained to sniff out SelectaDNA markings and is assisting police forces over the country to fight crime.



Maintaining The Highest Standards - Accreditations and Certifications

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.

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.



Official Police Security Initiative



Accredited to ISO/IEC 17025:2017



Selectamark Secure Asset Register
Certified to LPS 1224 Issue 3
Certificate Number 497601



Assessed to ISO 9001:2015
Certificate number 497



IS 602150



EMS 610192



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SelectaDNA



SelectaDNA



SelectaDNA

SelectaDNA is a registered trademark of:



Selectamarkplc
Advanced Asset Protection



100% All new and existing buildings



Approved by Design



Leadership in Protection
Building Engineering
Fire Protection



Approved by LPCB 2012-2015
Certificate Number 461



BS 5833



BS 5833



BS 5833

A member of

