DATATAG™ id

SECURITY

PROTECTS... FOR LIFE!

Datatag - the UK's most trusted supplier of forensic security marking technologies.

Datatag was developed with two specific aims;
1. to act as a powerful theft deterrent and
2. to aid Police in the identification and recovery of stolen property. Datatag achieves this by the implementation of 'state-of-the-art' identification technologies including both covert and overt markings. In combination these are virtually impossible to remove or mask, thereby significantly deterring theft and allowing rapid identification of stolen assets and return to the rightful keeper.

Datatag technologies are some of the most sophisticated available and since launched in 1992, Datatag has played a significant role in dramatically reducing theft rates in many markets including;

- Motorcycles & Scooter,
- Plant & Machinery,
- Marine Craft & Outboard Motors,
- Personal Watercraft and many more.

So much so that Datatag is the chosen security marking and technology partner behind some of the biggest official industry schemes including;

- **CESAR** (for plant and agricultural machinery),
- **MCIA Secured** (for motorcycles and scooters)
- **COMPASS** (for outboard motors and boats) and
- **PWC** (for personal watercraft).

Datatag technologies are endorsed by a host of leading insurers, professional organisations, governing bodies and local authorities. They provide unparalleled levels of identification security by working in combination; the unique tamper proof identification markings combining with Datatag's secure database, accessible to the Police and its customers 24 hours a day, 7 days a week.

Many of the identification technologies can be accessed using off the shelf 'readers' and in many cases simply the naked human eye. This makes Datatag systems, in almost all cases, quick and easily accessible to Police without the need for expensive equipment or laboratory tests.

The final weapon in Datatag's powerful arsenal against theft are its proprietary RFID scanners. These hi-tech scanners are individually programmed to only read the unique Datatag RFID transponders and play a key role in property identification. Datatag supports all UK Police Forces in order to provide them with the ultimate tool to combat thieves.

✔ **Datatagged property can ALWAYS be identified by the Police, even if all other identification numbers have been removed**

✔ **Datatag are accredited by the following:**

Secured by Design
SBD
Official Police Security Initiative

bsia
british security industry association
Principal **Member**

LPCB
Datatag Certificate No. 665a/01
Certified to LPS 1224 Issue 3

LPCB
UKAS
0007
Assessed to ISO 9001
LPCB ref. no. 665

What is Datatag?

▶ YouTube

Tamper Evident Visible ID Label

'Stealth' UV Etch

Ultra Destruct Visible ID Labels

Datadots® Mark machine components
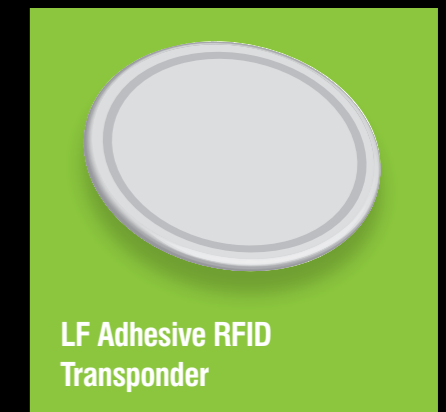
Datatag Forensic DNA

Domed Resin Warning Label

UHF RFID Transponder

LF Glass RFID Transponder

LF Adhesive RFID Transponder

"The Datatag MASTER Security System as part of MCIA Secured"

Forensic Security Identification System for Motorcycles

In use since conceived in 1992 the Datatag motorcycle system has to date protected well over 500,000 motorcycles in the UK alone. Figures show the theft rate of protected machines is less than 1/10th of the rate before Datatag was introduced and because of the increasing number of datatagged machines now on the road, the whole theft picture for bikes has changed for the better.

Based around the latest generation UHF RFID transponders that provide an electronic 'fingerprint' to the machine, the system also combines 'stealth' UV etching and 100's of microscopic Datadots® with the ultimate forensic DNA to protect smaller valuable components.

The best way to prevent your motorcycle being stolen in the first place is to have Datatag fitted when you buy it. The UK Motorcycle Industry recognised this simple truth in 2012 and adopted Datatag as their preferred security marking solution in the MASTER Scheme. At the time MASTER was fitted as standard by almost all brands sold in the UK. The MASTER Scheme has, since then, evolved and now Datatag is a key component in the industries new MCIA Secured Scheme. This scheme allows customers easy to see security ratings of all machines sold in the UK with stars awarded for standard fit security products.

Datatag's multi-layered forensic identification and anti-theft system enables the Police to identify the true owner of any Datatagged motorcycle, even if the number plate and standard identification numbers have been removed or changed.

Leading manufacturer's support

✓ **Tamper evident warning / identification label**

✓ **RFID transponder combination**

✓ **'Stealth' UV Etch**

✓ **Microscopic Datadots® - protects all components**

✓ **24/7 UK contact centre - instant Police access to database**

✓ **Roadside, immediate identification - no lengthy laboratory testing**

✓ **Unique registration number - one number : one machine**

✓ **A lifetime's protection for just one low cost with NO monthly charges or fees**

The Datatag aftermarket motorcycle system is designed for older machines and brands not currently fitting the MASTER system as standard.

Combined Official Marine
COMPASS
Protection & Security System

"**A unique layered approach to theft deterrence, crime prevention and the identification of marine craft and outboard motors**"

Promoted by

BRITISH MARINE
LEADING THE INDUSTRY

Security Identification System for Boats and Outboard Motors

Thousands of boats and outboard motors are stolen each year with thieves often causing serious damage in the process. The COMPASS System, powered by Datatag technologies is a proven deterrent to theft and is designed to be simply installed by the owner of the outboard motor or boat.

The system is an effective way of giving the boat or outboard motor a unique 'fingerprint' that is virtually impossible to remove, however hard a criminal may try. The main benefits for the Police, is that with Datatag Police can establish the true identity of the asset from the tamper evident registration number or the Datadots® even if the boat or outboard motor has been modified or painted - ALL without the need for specialist equipment.

As a final protective layer UK Police are equipped with Datatag scanners to conduct road/dockside, instant checks and can confirm ownership via the Datatag Secure Contact Centre at any time of day or night 365 days a year.

Chosen by British Marine as their Official Security Marking and Registration Scheme the Datatag powered COMPASS Systems are the No.1 tool in the fight against marine crime.

✔ Tamper evident warning / identification label

✔ 'Stealth' UV Etch

✔ RFID transponder

✔ Microscopic Datadots® - protects all components

✔ 24/7 UK contact centre - instant Police access to database

✔ Roadside, immediate identification - no lengthy laboratory testing

✔ Unique registration number - one number : one machine

✔ A lifetime's protection for just one low cost with NO monthly charges or fees

Leading manufacturer support 〓 **SUZUKI**

Fitter as standard to all ≥ 25hp outboards.

> **"A unique layered approach to forensic asset marking that provides a lifetime of theft deterrence"**

Security Identification System for Home Marking

Even if your Home Insurance pays out after a burglary nothing can compensate for the feeling of violation you feel after your house is broken in to. Or the amount of time you'll have to spend having to replace these items, if you can!

Prevention is better than cure, and at Datatag our aim is to deter the burglars in the first place with our Home Marking System so that they don't even bother breaking in. Working on Datatag's layered approach the system consists of hundreds of microscopic discs that give your possessions a unique 'fingerprint', the Datatdots® can be used to mark a wide range of items. Additionally the adhesive the dots are held in contains a unique UV reactive forensic chemical DNA and finally the warning labels provide an additional, clearly visible deterrent.

✓ **Tamper evident warning / identification label**

✓ **'Stealth' UV Etch**

✓ **Microscopic Datadots® - protects all components**

✓ **24/7 UK contact centre - instant Police access to database**

✓ **Roadside, immediate identification - no lengthy laboratory testing**

✓ **Unique registration number - one number : one vehicle**

✓ **A lifetime's protection for just one low cost with NO monthly charges or fees**

Security Identification System for Bicycles

Datatag's security systems for bicycles offer their multi-layered approach to identification that makes life difficult for even professional thieves! These systems are simple to fit and include a stylish, visible tamper evident ID label which warns thieves the bike is protected, hidden UV etch identifiers for lacquered and painted areas such as frame, forks and wheels and finally 100's of Datadots® in a UV trace adhesive can be used to mark the valuable components such as cranks, pedals, seat posts, seats, derailleurs, brakes, bars, stems etc, that adorn expensive bikes. This layered approach gives your bike a unique 'fingerprint' and not only deters theft but also provides Police quick and easy ownership verification should the worst happen.

Bike theft is well known to be a problem and unfortunately some owners think that just by registering their bike on a database, theft will miraculously stop. The truth is that registration without the right identification system that protects your whole bike not just the frame, just doesn't work.

Security Identification System for 4x4s and Cars

4x4 and cars generally continue to suffer from theft and Police often cannot identify stolen vehicles or stripped parts because the original manufacturer's serial numbers have been deleted, changed or cloned making it impossible to prove theft, prosecute the thief and return the vehicle to the true keeper.

Market leaders Datatag help combat this problem with one of the most powerful theft deterrents available using their 'state of the art' identification technologies that are virtually impossible to remove, change or clone. Their layered approach to forensic marking with both covert and overt identification technologies has been recognised as one of the most powerful deterrents to theft, is simple and easy to install and lasts a lifetime.

✔ **Tamper evident warning / identification label**

✔ **RFID transponder combination**

✔ **'Stealth' UV Etch**

✔ **Microscopic Datadots® - protects all components**

✔ **24/7 UK contact centre - instant Police access to database**

✔ **Roadside, immediate identification - no lengthy laboratory testing**

✔ **Unique registration number - one number : one vehicle**

✔ **A lifetime's protection for just one low cost with NO monthly charges or fees**

Datatag's Security Identification System for Trailers and Horse Boxes

For those who want to it is relatively easy to change the identity of a trailer which is why they are frequently targeted by thieves. Datatag's 'state of the art' Trailer Identification System combines tamper evident visible ID plates, RFID transponders and Datadot® microdots including a true forensic chemical DNA to permanently mark a trailer and thereby deter theft.

Datatag covertly and overtly marks a trailer for life and once thieves see the warning decals they usually go looking for an easier target.

> **"A unique layered approach to forensic asset marking that provides a lifetime of theft deterrence"**

Forensic Security Marking System for Agricultural GPS Survey Equipment

Global Positioning System equipment are expensive pieces of kit which are easily accessible to thieves. An increasing number of thefts have been reported to the police as stolen however lack of identification marks make it difficult to for the units to be identified correctly.

The Datatag GPS marking system consists of multiple layers of technology including stealth UV etching, as well as our Datadot® microdot security system including Datatag DNA a true forensic chemical DNA and a pair of tamper evident visible ID plates to deter the thief.

Datatag is designed to covertly and overtly mark your GPS equipment for life. Once thieves see the Datatag warning decals on your system they usually go looking for an easier target as they realise that being caught red-handed with Datatagged property means they will be prosecuted.

✔ **Ultra destruct tamper evident warning / identification label**

✔ **'Stealth' UV Etch**

✔ **Microscopic Datadots® - protects all components**

✔ **24/7 UK 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**

Security Marking System for Powertools

The typical commercial equipment insurance policy may help to pay for a new drill or power saw if it is stolen, but nothing can compensate for the amount of time you'll have to spend having to replace these items. By the time you have dealt with the insurance company's, given details to the Police and then spent time looking for replacement goods, you'll wish you had fitted Datatag in the first place.

Each system contains a ultra destruct warning label with unique ID number and QR code plus a bottle containing 100s of Datadots®.

Thieves know that Datatagged property is simply too hot to handle, and once they see your property is protected they will usually go looking for an easier target.

CESAR - more than just a label.
It's in our DNA!

The Official Construction and Agricultural Equipment Security & Registration Scheme

Owned by **CEA** Construction Equipment Association   Promoted by **AEA**   Powered by **DATATAG** SECURITY

CESAR Scheme

The Construction and Agricultural Equipment Security & Registration (CESAR) Scheme was established in 2007 by the Construction Equipment Association to combat theft of equipment.

With over 625,000 machines now registered and protected by the Scheme, the CESAR registration plate has become the industry standard identification mark.

Powered by Datatag ID technologies, the Scheme provides all-round protection for your machinery and equipment. From visible unique tamper-evident ID labels to microscopic Datadots®, every part of your machine is covered by CESAR.
It's more than just a label – it's in the DNA.

This state-of-the-art technology is supported with registration on a secure database and access to a 24/7 international contact centre.

The Scheme is fully supported by the Agricultural Engineers Association (AEA) and other stakeholders including:

- Home Office
- Local authorities
- The Police
- Leading equipment manufacturers, importers and dealers
- 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 one-off low cost - no annual fees**

✓ **Unique registration - one number : one machine**

✓ **Transferable to new owner**

"Over 625,000 pieces of construction, agricultural, plant machinery, ATVs, utility vehicles and tools across the UK and Europe registered and protected by CESAR."

What is CESAR?

▶ YouTube

CESAR - Leading manufacturers support

JCB · HITACHI · FINNING CAT

VOLVO · BELL · TAKEUCHI

MERLO · MANITOU · HYDREMA

BOMAG FAYAT GROUP · BGG www.bgguk.com A BRUNO GROUP COMPANY · ACTIVE QUAX PUMPS · DXB PUMP & POWER

SANY · Kubota · KOMATSU

HAMM · WACKER NEUSON · ACTIVE ENGINEERING

MECALAC · DOOSAN Portable Power · HYUNDAI CONSTRUCTION EQUIPMENT

NC ENGINEERING · JOHN DEERE · VALTRA · MASSEY FERGUSON

NEW HOLLAND AGRICULTURE · CASE IH · ARGOTRACTORS

McCORMICK Power Technology. · Landini · Challenger

INDECO · GEHL · AMAZONE

CLAAS · SUZUKI · Kawasaki

✓ **Owned by** CEA Construction Equipment Association

The trade association representing the UK construction equipment industry since 1942.

✓ **Promoted by** AEA

The trade association promoting British manufacturers and suppliers of agricultural machinery since 1875.

✓ **Powered by** DATATAG SECURITY

The UK's most trusted supplier of security marking technologies and secure registration.

What is CESAR?

" CESAR ECV
Emissions Compliance Verification allows quick and easy verification of a machine's emissions."
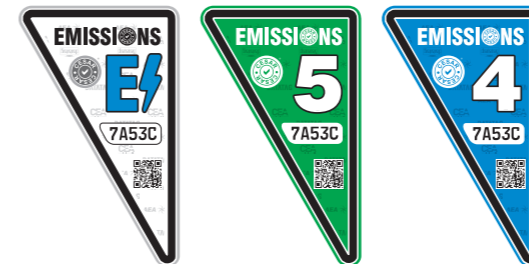
What is ECV?

▶ YouTube

CESAR ECV
Emissions Compliance Verification

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

ECV is a clear and concise system for easy identification of the emissions stage of a machine. The tamper evident, colour-coded labels provide quick visual confirmation, combined with a database of detailed machine information, providing site managers assurance their sites are meeting new emission standards.

CESAR ECV is available as a bolt-on product to the existing CESAR security systems. With an increased demand for environmentally conscious construction sites, we recognised the need for easy identification of a machine's credentials.

What is ECV?

- ✓ A 'bolt-on' product which compliments the existing CESAR security system
- ✓ Clear and concise identification of the emissions stage of a machine
- ✓ Supports large scale projects with multiple contractors ensuring plant on site is as 'clean' as possible
- ✓ Ensures machinery meets strict new emission standards on construction sites
- ✓ Over 2,000 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

Our Accreditations

LPS 1224 / ISO 9001-2015 - The Loss Prevention Certification Board standard for companies providing a secure asset and database registration service. The International Organization for Standardisation and their Quality Management System & Procedures standard.

Secured by Design - Datatag is a Police preferred specification company supported by the Home Office and Police CPI. It is the official UK Police flagship initiative supporting the principles of designing out crime and focuses on crime prevention at the design, layout and construction stages of homes and commercial premises and promotes the use of security standards.

Associated Companies

MCIA - The Motorcycle Industry Association represents approximately 85% of the supply side of the industry; the manufacturers and importers of motorcycles, accessory and component suppliers and companies supplying associated services.

BM - British Marine lead and promote the marine industry and works with its members to achieve sustainable growth in a competitive global environment.

CEA - The Construction Equipment Association is the trade association representing the UK construction equipment sector and is recognised by HM Government.

AEA - The Agricultural Engineers Association promotes the technical, trade and commercial interests of British manufacturers and suppliers of agricultural machinery.

BSIA - The British Security Industry Association is the trade association representing the UK's private security industry. Membership is recognised by industry stakeholders as the most relevant indicator of quality and professionalism in the provision of security products and services.

CITS - The Combined Industries Theft Solutions, is a not for profit industry think tank, with its primary aim dedicated to reducing crime within the Agricultural and Construction industries. As such we engage and form partnerships with the Home Office, the Police, manufacturers, insurers and security businesses to design out crime.

MCRG - The Motorcycle Crime Reduction Group is a partnership made up of representatives from rider interest groups, the insurance and security industries, motorcycle manufacturers and retailers, and the Police with links to, and contributions from, the Home Office.
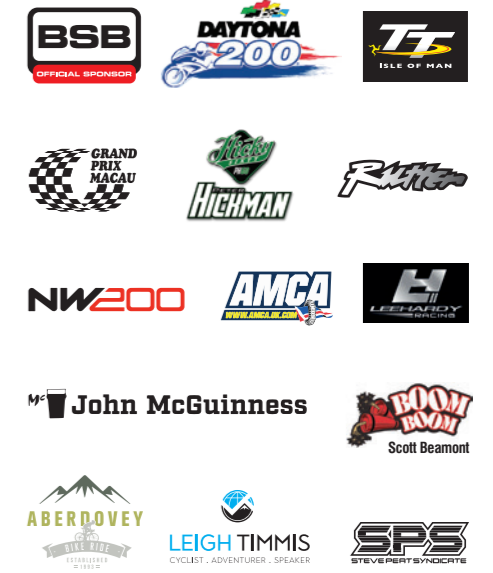
Supporting our associated elite:

✓ **British Superbike Official Sponsor**

✓ **Motorcycle Sponsorship -** Macau GP Riders (Peter Hickman & Michael Rutter) / Daytona 200 / AMCA MotoX / IOM TT / North West 200 / John McGuinness / Lee Hardy Racing

✓ **Race Track Sponsorship -** Caterham F1 / Porsche Carrera Cup / British Touring Cars

✓ **Cycle Sponsorship -** Scott Beaumont / Aberdovey Bike Ride / Savage Skills / Steve Peat Syndicate / Leigh Timmis / MTB National Downhill

DATATAG

SECURITY

CESAR

mcia
SECURED

Combined Official Marine
C MPASS
Protection & Security System

PWP
Personal Watercraft Partnership

Secured by Design

SBD

Official Police Security Initiative

bsia
british security industry association
Principal **Member**

LPCB

UKAS
MANAGEMENT
SYSTEMS
0007

Assessed to ISO 9001
LPCB ref. no. 665

LPCB

Datatag Certificate No. 665a/01
Certified to LPS 1224 Issue 3