



## **SmartWater is a revolutionary forensic coding system, which protects your home or farm and deters burglars from stealing your property.**

SmartWater is being used to protect hundreds of thousands of homes, farms, businesses and vehicles across the UK and is used by over 95% of Police forces to deter criminals.

The results have been little short of phenomenal. The evidence - based on police statistics - shows that criminals really fear SmartWater. In fact, SmartWater has helped to reduce burglary by five times the national average\*.

### **So how does SmartWater work as a deterrent?**

- Studies have shown that the most powerful deterrent for any criminal is the thought that they might get caught.
- Thieves simply cannot risk handling stolen goods coded with SmartWater because 'forensic profiling' means they can be linked directly to the crime... often long after the event. Stronger and more accurate than DNA itself, SmartWater deters criminals because they know that they will be arrested and convicted.
- Just code your possessions with SmartWater and your unique formula enables them to be forensically identified.
- By displaying the SmartWater warning labels and signs, you will let criminals know that your property is protected. It's as simple as that!

#### **SmartWater REALLY works as a deterrent**

- Oldham - **62% reduction in burglary**
- West Midlands - **74% reduction in burglary**
- Nottingham - **Repeat burglaries reduced by 95%**

Source: Police Statistics

SmartWater has helped to reduce burglary by five times the national average\*

\* University of Leicester Perpetuity Research 2004

### **Apply SmartWater to all your possessions**

Traditional property marking systems cannot code your possessions like SmartWater can. With SmartWater, not only can you code your television and other electrical items, **you can even code your jewellery and sentimental items safely and discreetly**. You can code pretty much anything with SmartWater: tools, small items of plant, golf clubs, garden furniture - whether large or small, inside or outside.

And it's so easy to apply! Just dab SmartWater into the nooks and crannies of the item you are coding and it will be virtually impossible to remove entirely. We will only need a tiny speck to identify the property as yours - and if it's been stolen, the Police can arrest, prosecute and convict the burglar, based on irrefutable evidence.

## SmartWater is working with the Police to deter criminals

At SmartWater, our team of Police Liaison Officers – all former Police Officers themselves – work closely with the Police to reduce crime in the community. We, and the Police, also invest significant resources into **advertising the SmartWater deterrent to criminals and the people who handle stolen goods.**

Systematically, we are closing the criminals down. As a result, SmartWater is having a dramatic effect on burglary rates across the UK.

**CRIMINALS KNOW ABOUT SMARTWATER  
AND THEY HATE IT**

## Keeping you Safe on the National Security Register

Your unique SmartWater code will be maintained on our National Security Register. You have the peace of mind that SmartWater is a BS 7799 organisation, maintaining the highest level of data security in the world. This is the standard used by organisations such as MI5 and GCHQ.

## How can you purchase SmartWater?

Cotswolds Rural Watch has joined up with SmartWater and Gloucestershire Police to make this product available to **Rural Watch members** at a substantial saving on the cost of a standard coding pack.

This special Rural Watch Kit is sufficient to code all the relevant items on an average farm and is available from the Rural Watch Office at a cost of £24.00 (£20.00 + £4.00 VAT)

### The kit for the Rural Watch Scheme contains

1 x Bottle of SmartWater Tracer, containing 8 ml solution  
2 x 68mm x 78mm window/door warning label  
48 x Small round tamper-resistant property sticker 20mm diameter  
1 x System Application Guidelines 1 x Statement of Registration  
1 x A5 External Sign 1 x Commercial Vehicle Warning Label

To place an order, complete and send this slip to the Rural Watch Office, Police Station, High Street, Stow-on-the-Wold, Cheltenham, Glos GL54 1DL

Please supply \_\_\_\_\_ SmartWater Tracer Rural Watch property marking kit(s) at a cost of £24.00 each.

I enclose a cheque, payable to PCC FOR GLOUCESTERSHIRE in full payment.  
(A VAT Receipt will be sent with your kit).

Name .....

Address .....

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