



# SELECTADNA

Crime deterrence



**Bramston** & Associates

# About **Bramston & Associates**

Bramston & Associates delivers specialised professional services and solutions in security and risk management field since 2002. Our know-how relies on solutions based on facts, experience and expertise provided by seasoned consultants' teams and partners leading in their speciality. Our customers face risk every day. From the hazardous processes used in their businesses to the extreme locations in which they operate, risk is an inherent part of their business. While we cannot eliminate these risks, we can establish risk management systems to protect and add value to the organisation. We provide services and solutions through four main lines of services:

**Risk Management Services (RMS):** RMS is our main service and support unit. It coordinates our Customers' overall risk management effort through specific programs of security, technology, protective services and crisis management.

**Environmental Risks:** This line enables us to evaluate and analyse hazards and environmental risks, mitigating risks with adequate solutions.

**Technology Risk:** Technology risks threaten assets and processes vital to business and may prevent compliance with regulations, impact profitability, and damage organisation's reputation in the marketplace. We are here to help you on this.

**Enterprise Risk Management:** Taking a proactive stance leads to more effective strategies to minimise the downside while maximising the upside of risk of your organisation.

**Crisis Management:** We offer a full range of services to better prepare your organisation before disaster strikes. We prepare and respond to the crisis with your team, communicate the right way to the right channel, and help you recover more quickly.

## WE MAKE IT HAPPEN

We provide a disciplined means to identify, quantify and manage a range of risks, including operational, man-made and natural. We establish a framework that supports informed decision-making, planning and allocation of resources to protect and enhance the organisation's assets, image and objectives through improved operational efficiency.



## EFFECTIVE AND PROVEN SOLUTIONS FOR:

- ➔ law enforcement agencies
- ➔ fire & rescue services
- ➔ natural hazards and environmental disasters
- ➔ infrastructure & public utilities security (geo-application technologies)
- ➔ crime prevention & deterrence
- ➔ communication confidentiality
- ➔ large organisations mass notifications
- ➔ banking technology security issues
- ➔ overseas travels
- ➔ organisations crisis management preparedness, response and recovery.

# Content

Uniquely mark and trace both items of property and criminals.

**02**

Bramston & Associates Brief

**04-05**

About SelectaDNA

**06**

Products

**07**

Testimonial

**08-09**

Purpose

**10-11**

Accreditations

**12**

How to contact us

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Originated in Mauritius, Phoenix Office.

SELECTADNA HAS BEEN USED BY OVER 90% OF UK POLICE FORCES IN A WIDE RANGE OF SCHEMES AND INITIATIVES AND HAS ALWAYS PRODUCED THE DESIRED RESULTS, NOT ONLY IN REDUCING CRIME BUT IN BUILDING PUBLIC CONFIDENCE IN THE POLICE .



## SelectaDNA **Concept**

The SelectaDNA product range consists of a number of solutions containing a unique DNA code which can be used to uniquely mark and trace both items of property and criminals.

Each DNA code used in the SelectaDNA products is completely unique so that every marking kit and spray canister we supply has its very own forensic signature.



BY USING SELECTADNA TO MARK YOUR PROPERTY WITH A UNIQUE DNA IDENTIFIER, WE CAN HELP YOU PROTECT YOUR HOME OR BUSINESS, SO THAT YOU DON'T BECOME A VICTIM TOO.

SelectaDNA products contain real DNA but are referred to as "Synthetic" to differentiate it from Human DNA. SelectaDNA is simply a series of unique combinations of A (Adenine), C (Cytosine), G (Guanine) and T (Thymine). The synthetic DNA used in SelectaDNA is short-chain, making it far more robust than human DNA.

The details of the code are then recorded on the SelectaDNA Police and Insurance approved database

[www.secureassetregister.com](http://www.secureassetregister.com) so that a code found on an asset or person can be identified back to a specific owner or location.

The SelectaDNA code can be deciphered by a molecular genetic laboratory which has been supplied with a SelectaDNA reagent kit designed to detect and analyse SelectaDNA samples.



### DNA Asset Marking

SelectaDNA offers a full range of property marking solutions and is ideal for individuals, schools, businesses, hospitals and councils to protect assets and belongings. SelectaDNA combines its unique DNA coding with microdot technology and not only reduces crime and property theft but also enables police to link criminals to crime scenes and secure convictions.



### Transferable DNA Grease

SelectaDNA Grease has been specially designed to protect outdoor materials such as lead roofing and copper piping, which are particularly vulnerable to theft. If a thief handles marked goods, SelectaDNA Grease instantly transfers onto their hands and clothing. The grease can then remain on skin and clothing for weeks (even after washing), and the unique DNA code irrefutably links the perpetrator to the crime scene.



### Transferable DNA Gel

SelectaDNA Gel is used to uniquely identify criminals tampering with property or illegally gaining access to premises. Once a thief comes into contact with the clear gel, it transfers onto their hands and clothing. The criminal is then forensically linked to the crime scene. The gel is specially designed for indoor use and is ideal to use on door handles, window sills, tills, safes and other indoor access points.



### DNA Spray for robbery protection

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 and assets. Intruder Spray can be linked to intruder alarm systems, or installed 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.



### Detection & ID Devices

SelectaDNA offers a superb range of UV lights and microscopes that are ideal for detecting SelectaDNA products and identifying their unique codes. Ranging from small keyring lights to fixed wall-mounted lamps for custody suites. Many of these lamps are the same as those used by major banks, airports and ports in the UK for forgery detection of currency and documents



### DNA Defence Spray

SelectaDNA Defence Spray is a compact offender marking spray used to deter and prevent personal attack. Defence Spray should only be used after other forms of conflict resolution have failed. The spray is not an attack weapon and must not be used to cause an assault on an individual.



We are very pleased with the latest results of the scheme. An 83% reduction in burglary using SelectaDNA has more than exceeded expectations. Local residents have welcomed the scheme as a way of improving the area they live in. The fact that our officers have been more visible on the streets as they go door-to-door offering crime prevention advice, as well as giving tips on how to mark valuable items of property, has helped residents get to know their local neighbourhood team and has instilled a sense of confidence.

Inspector, Greater Manchester Police



## REDUCES BURGLARIES BY UP TO 83%

SelectaDNA is the world's most advanced solution in tackling theft and burglary. The clear liquid SelectaDNA formula consists of an ultraviolet (UV) tracer and a unique DNA code. SelectaDNA can be used on any item of value. It takes seconds to apply and is virtually impossible to remove. Used in conjunction with the warning stickers supplied, SelectaDNA is proven to reduce burglaries by up to 83%.



## PREVENT THEFT OF & FROM VEHICLES

Most car crime is committed by opportunists who may be put off by relatively cheap security precautions. SelectaDNA Forensic Property Marking kit can be used to mark your motorcycle, scooter, quad bike, car or van. It can also be used to mark the vehicles contents such as SatNavs. Used in conjunction with warning stickers it is an important first line of defence to warn criminals that SelectaDNA is being used.



## AN EVER-INCREASING PROBLEM: PLANT THEFT

Theft from construction sites is an ever-increasing problem with an estimated £100 million of plant being stolen per annum including scaffolding, excavators, compressors and even cranes. This then means delays in vital work and lead to significant costs to replace stolen assets. By forensically marking your property with SelectaDNA and displaying our warning signage, you are providing a physical and visible theft deterrent.



## A PROVEN ROBBERY DETERRENT

SelectaDNA provides retailers, financial institutions and other organisations with desirable stock or cash-filled tills, with a proven robbery deterrent. The spray uses synthetic DNA to link criminals directly to crime scenes, and is one of the most effective ways to prevent robberies and offences taking place.





## REDUCES RISK OF PERSONAL ATTACK

Anti-social behaviour and domestic violence is a major issue for many communities and can leave victims feeling helpless, desperate and with a serious reduced quality of life. SelectaDNA defence spray reduces the risk of personal attack. By spraying the offender with an invisible solution of unique synthetic DNA code and UV marker that clings to skin and clothing for months and links the offender back to the



## IRREFUTABLY IDENTIFYING OFFENDERS

Public order offences such as threatening behaviour or disorderly conduct, through to rioting or major civil disturbances can have a serious impact on society. The SelectaDNA high velocity range is designed to be used in public order and riot scenarios to tag offenders with a unique DNA linking them to the crime scene.



## METAL THEFT PREVENTION

Metal theft is one of the fastest growing crimes in the UK costing the UK economy an estimated £770 million per year. We understand that the theft of metal from infrastructure is more than just an issue of costs; it can lead to major disruptions in services and create serious safety concerns. That is why so many organisations have turned to SelectaDNA to help protect their infrastructure.



## PROTECTING TOWN, CITIES AND THE FARMING COMMUNITY

Any crime that affects those living, working or visiting rural areas of the UK is considered a rural crime. These could be crimes against property, crimes of violence, farm crime, trafficking and hate crimes and are all taking place in rural communities. Criminals generally target isolated areas and hard-to-protect buildings looking for easily sold items such as tools, equipment, gardening and agricultural machinery. SelectaDNA products can mark vital equipment and properties to help stop rural crime.

Selectamark actively seeks to obtain standards to demonstrate its commitment to delivering security solutions of the highest quality. The commitment is significant in both management time and money but we believe that everyone wins as a result. We, as a company, have better internal controls and you, as our customer, benefit from the peace of mind that we are customer focused and continue to deliver quality products. In fact, all Police, Local Authorities, NHS departments and Universities are required to ask for these standards.

## Certified Management Systems

Selectamark now holds the following internationally recognised management standards, which are audited annually and certified by UKAS accredited bodies:

**ISO 9001** – which specifies requirements for a Quality Management System.

**ISO/IEC 27001** – which provides requirements for an Information Security Management System.

**ISO 14001** – which sets out the criteria for an Environmental



Management System.

These standards give our customers the confidence that we are producing goods and services to the highest standard, keeping information assets secure, and ensuring that our environmental impact is being measured and improved.

### Product & Database Accreditations

The products we provide you and the database where your contact details are held against your unique SelectaDNA code are certified to the following standards:

#### Secured by Design

Secured by Design is the UK Police flagship initiative supporting the principles of designing out crime. It is supported and managed by the National Police Chiefs' Council (NPCC) and has

# Accreditations

## Secured by Design



Official Police Security Initiative

the backing of the Home Office. It has been drawn up in consultation with the Department for Transport, Local Government & Regions (formerly DETR) as well as trade, industry and

standards organizations.

Secured by Design (SBD) is the corporate title for a family of national police projects involving the design for new homes, refurbished homes, commercial premises, car parks and other police crime prevention projects.

Secured by Design licensed company status is awarded to those companies producing security products which pass standards and tests nominated by the police service as "Police Preferred Specification". Companies appearing on the product categories hold the Secured by Design Licence and produce one or more products, which meet technical standards endorsed by NPCC.

### BSI PAS 820:2012



The PAS (Publicly Available Specification) 820:2012 was developed by the security industry and BSI as a way of helping purchasers assess the

length of time a forensic code continues to be identifiable when exposed to weathering.

An independent laboratory awarded SelectaDNA the highest grade in the industry - grade A external - proving that our synthetic DNA codes can survive outdoors for at least 5 years.

### LPS 1224: Issue 3

The standard issued by The Loss Prevention Certification Board which specifies requirements for Asset Registration companies providing third party secure asset registration services within the UK such that the information they are



### Selectamark Secure Asset Register

Certified to LPS1224: Issue 3  
Certificate Number 497b/01

responsible for registering and maintaining is both secure, and can be used to verify the identity of the registered keeper of an asset registered on the secure asset register.

The latest version of the standard – Issue 3 – covers the use of an online database for customer registration and account management, and for Police searching 24/7. We are the only company in the UK to have invested in an online database that is accredited to LPS1224: Issue3.

### Thatcham



Thatcham Research is the motor insurers' automotive research centre. Established by the motor insurance industry in 1969, the

centre's main aim is to contain or reduce the cost of motor insurance claims whilst maintaining safety and security standards.

Our Thatcham accreditations cover the use of our products for the following 'Whole Vehicle Marking' applications:

- ➔ Car Security System
- ➔ ATV & Quad Bike Security System
- ➔ Caravan & Motorhome Security System
- ➔ HGV Security System
- ➔ LCV Security System
- ➔ Marine & Watercraft Security System
- ➔ Motorcycle & Scooter Security System
- ➔ Plant & Machinery Security System
- ➔ Trailer Security System



GET IN TOUCH



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