



CESAR – The Right Track

- Visible and covert markings – a real deterrent.
- No annual fees – invest just once in marking and registering your equipment for life.
- Lower insurance premiums up to 20% and reduced excesses – CESAR is approved by major insurers.
- Quick police access to the CESAR database – providing an instant trace on stolen equipment via Datatag's 24/7 secure call centre.
- Recognition by local and national government agencies – easier to get your equipment authorised to work on major construction sites.
- No recovery fees for stolen plant.
- Free parallel registration with the DVLA's Off Road Register (for applicable plant).
- The market leading anti theft system.
- Reduction in stolen plant = less down time = more profitable business.
- The first industry-wide official scheme – backed by PTAG.
- CESAR is supported by the Home Office & ACPO.



What are you waiting for?
Your equipment to be stolen!
Don't become a contributor to the £1M weekly loss.

CESAR it or lose it!

Take action **NOW** and contact **CESAR** on 08 450 700 440,
email enquiries@cesarscheme.org and www.cesarscheme.org
or contact your CESAR certified agent.

CESAR is set to become the Industry Standard with many leading manufacturers already protecting their range of equipment with CESAR including:

Doosan | JCB | Vibromax | Manitou (Agricultural & Construction equipment) |
NC Engineering | with many others to follow soon.



The Construction Equipment Security and Registration Scheme



Plant Theft – Your Number's Up!



www.securedbydesign.com



Datatag Certificate No. 665a/01
Certified to LPS 1224 Issue 2



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Call 08 450 700 440
www.cesarscheme.org



CESAR – The Official Scheme

Plant theft is an estimated £1 million every week* headache for the UK construction industry.

Plant Theft Action Group (PTAG) members have united behind the Construction Equipment Security And Registration (CESAR) scheme – as a major initiative against plant theft.

For the first time, CESAR offers a comprehensive plant registration database linked with state-of-the-art covert marking technology designed to beat the most savvy thief. The CESAR triangular ID plates are set to become the industry standard – recognised by national and local government, contractors, hire companies, the police and insurers.

The Construction Equipment Association (CEA) is promoting the scheme on behalf of PTAG stakeholders which include;

- Equipment manufacturers and importers
- The Home Office
- The Police
- Plant-hire companies
- Insurers

The chosen delivery partner for the official CESAR scheme is Datatag ID Ltd.



CESAR mark fitted to first unit

A Terex 3t dumper is the first of 1,000 machines for A-Plant to be registered and fitted with tracking system.

verify the registered owner and their contact details.

THE CESAR (Construction Equipment Security And Registration) scheme has gone live with its first line-of machines, a 3t dumper from Terex's Coventry facility bound for A-Plant.

Refuelling is just about to start via hose repair specialist Palfac, which has commenced from owners for a minimum of 800 in service machines.

Registered machines are fitted with tamper-evident stickers carrying a unique plant number (UPN) and miniature electronic transponders that allow the police to detect the number with a scanner if the stickers have been removed.

The police can quote the UPN to data handler Datatag, which will

ing the highest level of security to our customers."

While the police are advocating machine tracking on the Olympic sites are CESAR registered, an

Olympic Development Authority (ODA) spokesperson said the ODA is considering options for London 2012 construction sites and a final decision has not yet been taken.



News Clipping

The Art of Identification

CESAR systems can include the following state of the art technology:

Hidden Technology



11mm

Glass Tag – This transponder is roughly the size of a grain of rice and can be easily installed. It contains a unique code number which is permanently programmed into its integrated circuit. The number cannot be altered or deleted.



Self-Adhesive Tag – This flexible self-adhesive transponder contains a unique code number which is permanently programmed into its integrated circuit. The number cannot be altered or deleted and is impervious to attack by electric shock & magnetic waves.

Visible Technology



Unique Plant Identification Plate – These tamper-proof plates carry a unique plant identification number ensuring that your property can be tracked and returned in the event of theft. Datatag will take legal action against any copying or unauthorized production of these unique ID plates that contain Datatag's world wide registered trademark.

Microscopic Technology



Datadots® – A superior microdot identification system developed for ease of use. The Datadots can be applied to any surface, thus making it virtually impossible for the criminals to locate and remove them all.

Dot magnified 50 times

Forensic Technology



Datatag DNA – Is a unique chemical DNA solution. Each piece of plant or machinery will be protected with an invisible unique DNA code. Criminals will have to be confident they have removed every molecule of Datatag DNA.

CEA – Who We Are

The Construction Equipment Association (CEA) is the Trade Association that represents the UK Construction Equipment sector. Our members are established Original Equipment Manufacturers (OEMs), component and accessory suppliers, the trade press and specialist research companies. Company size varies from major multinationals to micro businesses.

Construction equipment production is worth an estimated £8.5 billion to the British economy and provides approximately 57,000 jobs. Our members export an average of 75% of their production to more than 150 export markets and our members are required to manufacture products of proven reliability to high quality standards with a full after sales service.

The CEA works closely with the British government and its agencies and with European authorities, but is entirely autonomous. Our member companies, represented by our governing Management Council, set our priorities and policies and the CEA promotes the CESAR scheme on behalf of the Plant Theft Action Group (PTAG) and responsible for overseeing the implementation of CESAR to robust standards set by PTAG.

The Construction Equipment Association (CEA) promotes the CESAR scheme on behalf of the Plant Theft Action Group (PTAG). The CEA is responsible for overseeing the implementation of CESAR to robust standards set by PTAG.

The CEA is the trade association for construction equipment manufacturers, component and accessory suppliers and service providers. For further information see www.coneq.org.uk – cea@admin.co.uk – Tel. 01883 334499.

Datatag – Who We Are

Datatag was developed as a powerful theft deterrent to aid retrieval of stolen property. Datatag has achieved this by implementation of "State of the Art" identification technology that has been specifically designed to be virtually impossible to remove or deface, thereby aiding rapid identification and return to rightful keeper. Datatag technology is probably some of the most sophisticated security marking systems available, developed to combat crime and defeat criminals.

Since its introduction in 1992, Datatag has drastically reduced the rates of stolen property including Motorcycles, Scooters, Plant & Machinery, Cycles and Personal Watercraft etc. Furthermore, the UK Crown Prosecution Service has a 100% successful prosecution record when Datatag has been used as evidence in court. It is endorsed by many Insurers, authorities, organisations and governing bodies and Datatag has developed a unique secure database and has received the highest standard of accreditation in database security. Critically, Datatag provides a service to the Police and its customers, 24 hours a day, 7 days a week.

Datatag Technology

The Datatag scanners are the final ingredient in Datatag's powerful arsenal against theft. These hi-tech scanners are individually programmed to read the Datatag transponders only (otherwise known as 'tags') and play a key role in property identification. As a strategic move, Datatag has invested heavily in this area, arming UK Police Forces with literally thousands of scanners providing them with the ultimate tool to combat thieves.

Promoted by



approximate UK figures*

www.coneq.org.uk | www.datatag.co.uk

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