

# QUESTIONS & ANSWERS

## Q How long does SmartWater last?

A It's guaranteed to last for five years, that's £5 a year for peace of mind. In practice it could last longer depending on how much has been applied, if it's outdoors or indoors, and other factors.

## Q How can I check to see the liquid I've applied?

A All you need is a UV light. You can buy one from the main SmartWater online shop or from other retailers. Some UV lights will fluoresce SmartWater better than others. The ideal light frequency is 365nm.

## Q Could I not just mark my property with a UV pen?

A There are limitations to using a UV pen. Pens don't write on all types of surfaces. Some items such as jewellery are too small to clearly write your postcode on. Thieves can strike through a postcode, scratch or deface it. SmartWater on the other hand can be applied to virtually any item and only a small amount of it is required to recover your unique code to identify the registered owner.

## Q I already have a burglar alarm, why would I need SmartWater?

A Thieves can be in and out of a property with valuables within a matter of seconds, well before the alarm is acknowledged. What criminals fear most is being caught and SmartWater puts that fear in the thief's mind. With SmartWater's 100% conviction rate, thieves know that if they are caught with SmartWater they have nowhere to turn. Independent research amongst offenders even shows that SmartWater is the top deterrent amongst thieves, beating burglar alarms, CCTV & even police patrols.

## Q What happens if I move?

A You can update your personal details recorded on SmartWater's database by contacting the Customer Services Team. There is no charge for this service.

## Q Do I have to pay a subscription?

A No, not with this special offer to NW residents. There are no additional or repeat costs.

## Q Can I share my SmartWater with a friend or neighbour?

A No, because the code in your kit is uniquely registered to you. If you don't own a piece of property, then don't mark it with your code.

## Q Why do I need to register?

A Every SmartWater forensic traceable liquid carries a code which is unique - we never make the same code twice. The code within your liquid, together with your name and address details, are stored on our off-line secure database, which is maintained to the highest international standards of ISO27001. If your valuables are stolen and recovered by the Police, our forensic scientists will analyse traces of SmartWater to link the stolen item back to you.

## Q Why do criminals fear SmartWater?

A The most effective way of deterring criminals is to increase their chances of getting caught. Traceability makes it more difficult for a thief to sell on their stolen goods, because through traceability comes accountability - and the likelihood of proven guilt. Because the police regularly check for SmartWater on recovered stolen property and actively raise awareness of it, SmartWater is well known and feared by criminals. With hundreds of convictions and a 100% conviction rate in court to our name, criminals are aware of our power to place them at the crime scene and secure a conviction. By displaying SmartWater THIEVES BEWARE® deterrent stickers, you are sending out a powerful warning to any would-be thieves.

## Q What if I buy my own kit, then the police offer me a free one?

A A free pack is not guaranteed. Only one in seven households are due receive a free pack.

Contact us for more information:

Call **+44 (0)870 242 8899** or email **enquiry@smartwater.com**

**www.smartwater.com**