



The Official Security and Registration Scheme



## All NEW CESAR Compact System



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[www.cesarscheme.org](http://www.cesarscheme.org)

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## Compact CESAR – The Right Track

- A CESAR registered machine is **4** times less likely to be stolen\*\*
- A CESAR registered machine is **6** times more likely to be recovered if stolen\*\*\*
- 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 all 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.
- 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.



\*\* compared with statistics produced by IMIA \*\*\*source: PANIU

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## Compact CESAR – The Official Scheme

**Plant and Agricultural theft is an estimated £1 million every week headache for the construction & agricultural industry and its insurers.\***

For the first time the industry has united behind one official construction and agricultural equipment security and registration scheme. The scheme is CESAR, the premier initiative against equipment theft.

To combat theft and aid recovery CESAR combines:

- State of the art Datatag ID technology
- Overt and covert deterrents
- A low one off cost to protect your machine for life
- A secure and accredited 24/7 database

The triangular CESAR registration plate has become the industry standard with support from local authorities, leading contractors, the farming community, hire companies, the police, insurers and finance companies.

The Construction Equipment Association (CEA) and the Agricultural Engineers Association (AEA) fully support the scheme along with other stakeholders including:

- Leading equipment manufacturers, importers and dealers
- The Home Office
- The police
- Plant hire companies
- Trade associations
- Major insurers

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

approximate figures\*



### News Clipping

## Cesar boosts recovery of stolen plant

With enthusiastic backing from the police the Cesar scheme looks like being a success



#### PLANT SECURITY

PAUL THOMPSON

It is a year since the Construction Equipment Security and Registration (Cesar) scheme was launched in a bid to cut amount of plant being stolen from UK construction sites.

Developed by Government advisory panel the Plant Theft Action Group, alongside industry body the Construction Equipment Association and anti theft specialist Datatag, the Cesar scheme has already helped boost the detection rates of incidents of plant theft, according to one of its founders



This stolen machine was traded seven times before the Cesar scheme was introduced

and plant hire companies to pledge that they will only buy

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# The Art of Identification

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

## Hidden Technology



**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 it's integrated circuit. The number cannot be altered or deleted.



**Mini Triangle Tag** – This eye catching warning triangle is used mainly in the plant and ATV markets. It contains a transponder and has been designed to be used as a high profile visible warning that Datatag is fitted.

## 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.

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](http://www.coneq.org.uk) – [cea@admin.co.uk](mailto:cea@admin.co.uk) – Tel. +44 20 8253 4502.

## AEA – Who We Are

The Agricultural Engineers Association (AEA) was established in 1875 to promote the technical, trade and commercial interests of British manufacturers and suppliers of agricultural machinery.

Since then it has championed the cause of manufacturers of agricultural machinery and more recently outdoor power equipment. Today its members cover a broad spectrum of manufacturers of land based equipment from combine harvesters to secateurs and everything in between. For further information see [www.aea.uk.com](http://www.aea.uk.com) - [ceo@aea.uk.com](mailto:ceo@aea.uk.com) - Tel: +44 845 6448748.

## 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.



Secured by Design



Official Police Security Initiative  
www.securedbydesign.com

Thatcham<sup>™</sup>  
Quality Assured

Worth of Vehicle Stealing

Thatcham Accreditation is the certification mark of Thatcham MIRRC



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



Assessed to ISO 9001  
LPCB ref. no. 665

## What are you waiting for? Your equipment to be stolen! **CESAR it or lose it!**

Take action **NOW** and contact **CESAR** on +44 08 450 700 440,  
email [enquiries@cesarscheme.org](mailto:enquiries@cesarscheme.org) and [www.cesarscheme.org](http://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:

Construction manufacturers fitting as standard in the UK and Ireland,



Agricultural manufacturers fitting as standard in the UK and Ireland,



with other territories to follow soon.

NB\* KX080-3 and U17-3 only

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