



# “ CESAR - The Official Construction and Agricultural Equipment Security and Registration System ”



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## CESAR Scheme

For over ten years identification of stolen plant has been made easier thanks to the UK's Official Construction Equipment Security and Registration Scheme - CESAR.

Plant and agricultural machinery theft continues to be a serious issue for the construction and agricultural industry and its insurers.

To combat the threat from opportunistic and organised criminals alike the construction and agricultural industries united behind one official equipment security and registration scheme - CESAR.

Combining state of the art Datatag ID technologies, both overt and covert, with a low one-off cost with registration on a secure database accessible through an accredited and dedicated 24/7 UK based secure contact centre, the scheme aims to deter theft and aide recovery.

The triangular CESAR registration plate has become the industry standard identification mark with support from local authorities, leading contractors, the farming community, the police, insurers and hire 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 UK Home Office
- The Police (NPCC)
- Plant Hire Companies
- Trade Associations
- Major Insurers
- Asset Finance Companies



- ✓ Positive, proven theft deterrent
- ✓ 24/7 UK Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory tests
- ✓ No special equipment required - identification through standard issue tools
- ✓ Single cost - no annual fees
- ✓ Unique registration - one number : one machine
- ✓ Transferable to new owner

**“ Now in its 10th year, the CESAR Scheme has protected over 250,000 pieces of construction, agricultural, plant machinery, ATVs, utility vehicles and tools across the UK and Europe \*\* ”**

\*\*CESAR Scheme launched April 2007



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Leading manufacturers support



- ✓ Owned by The Construction Equipment Association (CEA) - the Trade Association that represents the UK Construction Equipment sector.
- ✓ Promoted by The Agricultural Engineers Association (AEA) - the Trade Association established in 1875 that promotes British manufacturers and suppliers of agricultural machinery.
- ✓ Powered by Datatag ID Ltd - the UK's most trusted supplier of security marking technologies and secure registration.
- ✓ Other OEMs also provide CESAR as an option.

**“ Identification of stolen ATVs,  
Side-by-Sides and Utility  
Vehicles is easier  
with CESAR ”**



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### CESAR ATV System

Utility and All Terrain vehicles (quads and side by sides) are a prime target for organised criminal gangs operating in the rural environment due to their small size and relatively large risk free returns.

CESAR ATV combines Datatag's state of the art security marking technologies to provide an almost impenetrable layer of identification which deters theft in the first instance and aids recovery if a machine is taken.

Fitted as standard to a growing list of manufacturers and endorsed by the NFU, the UK's leading insurer of rural communities and their assets, it has made a name for itself as a "don't touch" product among the criminal fraternity.



For retro-fit machines customers can choose the CESAR Compact System.

- ✓ Tamper evident warning / identification label
- ✓ RFID transponders
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 UK Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine





## COMPACT CESAR System

Popular items of compact equipment are equally susceptible to theft - in some cases even more so. Criminals are able to easily lift and transport items such as ride on mowers, generators and small compact tractors in smaller vehicles. With little or no permanent identification recovery can be difficult if not impossible.

The CESAR Compact System reduces the risk of theft by enabling plant owners to apply a permanent identification to their assets through a combination of proven Datatag technologies including tamper evident warning labels, RFID transponders and Datadots® with forensic DNA solution.

Backed by Datatag's secure 24/7 Contact Centre this extension to the main CESAR Scheme is a welcome addition for large and small businesses alike who want to avoid the risk of lengthy and costly delays associated with plant theft.

- ✓ Ultra destruct tamper evident warning / identification label
- ✓ RFID transponder combination
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 UK Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine





## CESAR Attachment System

Expensive construction attachments are a prime target for criminals looking to make a quick return with little risk. Often having no identification, these important tools can mean the difference between a job well done or lengthy and costly delays in completing work.

Using Datatag's well proven mix of security marking technologies the CESAR Attachment System provides the level of theft deterrent other methods simply cannot match. Providing irrefutable proof of ownership ensures criminals look for easier less risky targets.

- ✓ Ultra destruct tamper evident warning / identification label
- ✓ 'Stealth' UV Etch
- ✓ RFID transponder
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 UK Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine



**“ Identification of stolen tools  
has now been made easier  
with MicroCESAR ”**



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## MicroCESAR System

Theft of handheld power tools is an enormous issue for the construction industry worldwide and one which costs businesses many times more than the loss of the tool.

Following the success of the official construction and agricultural equipment security and registration scheme, CESAR, the latest system protects smaller items with the same state of the art Datatag security marking technologies.

To combat theft and aid recovery MicroCESAR combines both overt and covert deterrents alongside a low one off cost and registration on a secure and accredited 24/7 police accessible database.

The CESAR Scheme has become the industry standard for security marking with support from local authorities, leading contractors, the farming community, the police, insurers and hire and finance companies. With this latest addition to the arsenal CESAR looks set to protect everything from the largest to the smallest making life for a thief harder each year.

- ✓ Abrasion resistant warning / identification label
- ✓ RFID transponder
- ✓ 24/7 UK Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine

**STIHL®** Fitted as standard





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THE SURVEY  
ASSOCIATION

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## Survey Equipment System

Typical equipment insurance policies may help pay for a new Theodolite or Laser Level if it is stolen from your commercial property or vehicle, but nothing can compensate for the amount of time you'll have to spend having to replace these items - not to mention the stress associated with being burgled.

By the time you have dealt with the insurance company's automated telephone system, given all the relevant details to the Police and then spent a day trawling the internet for replacement goods, you'll wish you had fitted Datatag in the first place.

Consisting of all new unique tamper evident asset management ultra-destruct warning labels, this system also incorporates stealth UV etching which permanently marks your tools even if the label is damaged or removed. This gives your equipment a forensic 'fingerprint', that is almost impossible to remove.

Datatag is recognised as being one of the UK's leading anti-theft systems and thieves know that Datatagged property is simply too hot to handle. Once they see your property is protected they will usually go looking for an easier target.

- ✓ Ultra-destruct tamper evident warning / identification label
- ✓ 'Stealth' UV Etch
- ✓ Microscopic Datadots® - protects all components
- ✓ 24/7 UK Contact Centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ Single cost - no annual fees
- ✓ Unique registration number - one number : one machine



**" CESAR - At the forefront of the  
fight against crime "**

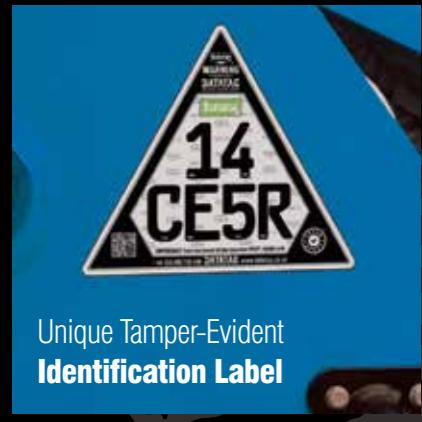


**Since the peak of 2010**



**Since 2014...**





Unique Tamper-Evident  
Identification Label



Unique Tamper-Evident  
Identification Label



Abrasion resistant  
Identification Label



Datadots®  
mark machine components



Datatag  
Forensic DNA



Ultra Destruct  
Visible ID Label



Transponder  
Glass tag



Transponder  
Mini triangle



Transponder  
Self Adhesive

Unique Tamper-Evident  
Identification Label

Unique Abrasion Resistant  
Identification Label

Transponder  
Glass tag

Transponder  
Mini triangle

Transponder  
Self Adhesive

Datadots®

Datatag  
Forensic DNA

Ultra Destruct  
Visible ID Label

CESAR Construction	CESAR Agriculture	CESAR ATV	COMPACT CESAR	CESAR Attachment	MicroCESAR
✓	✓	✓	✓	✓	
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