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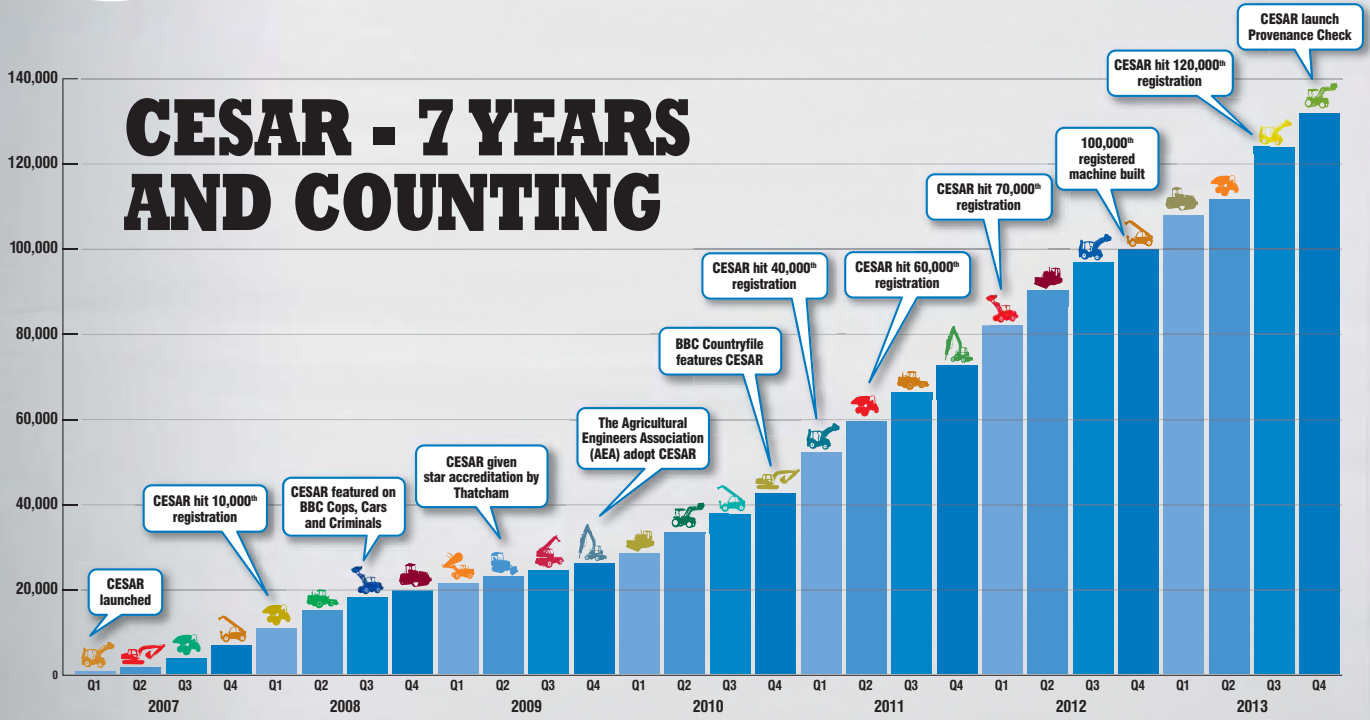


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The Official Construction and Agricultural Equipment Security and Registration Scheme

CESAR - 7 YEARS AND COUNTING



CESAR SCHEME EXHIBITING AT FIERA AGRICOLA IN VERONA

Date: 06/02/2014

The CESAR Scheme exhibited at 111th FIERA AGRICOLA in VERONA, an International Agricultural Technologies Show, with their Italian distributor MLS (Mechanical Line Solutions).



CESAR's ITALIAN CONQUEST, CAT DEALER CGT ADOPTS CESAR IN ITALY

Date: 27/01/2014

CESAR, the world's leading equipment security scheme, has made a major step forward in its plans for international expansion with the announcement that CGT (COMPAGNIA GENERALE TRATTORI S.p.a.), the exclusive Caterpillar dealer in Italy, will fit CESAR to Cat machines sold in Italy from January 2014.



CESAR JOINS INTERPOL TO TACKLE VEHICLE CRIME

Date: 16/12/2013

Experts from law enforcement and the private sector, including Britain's Datatag, gathered at INTERPOL's headquarters to discuss ways to effectively combat the growing problem of vehicle crime.



RURAL CRIMEBEAT

Date: 26/11/2013

Are the police doing enough to tackle rural crime? Natalie Wallace reports on the innovative approach of Thames Valley Police.

Thames Valley Police is taking rural crime very seriously, and to show its commitment to tackling the problem, it has launched a '100 days of action' initiative.



NEW SERVICE PROVIDES EQUIPMENT PROVENANCE CHECK

Date: 29/10/2013

Automotive-style equipment provenance checks are available from today thanks to a new on-line service launched by Datatag in conjunction with HPI, the pioneer and leader in vehicle history checks. The new CESAR branded provenance check provides a new level of assurance whenever a used construction or agricultural machine is bought or sold.



GAP SPECIFY CESAR FOR TEREX ORDER

Date: 12/09/2013

GAP Group, the UK's largest independent plant and tool hirer, has specified the fitment of CESAR security and registration on an order for an additional 170 site dumpers from Terex.

GAP Group operates a nationwide network in excess of 60 depots from Inverness to St Austell and Norwich to Swansea. The new Terex site dumpers, ranging in size from 1.0t to 9.0t will be delivered from early October onwards and will conform to the new Stage 111B legislation.



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RECENT NEWS & DEVELOPMENTS*

AMAZONE WIDEN CESAR PROTECTION

Date: 22/08/2013

SALTEX 2013, the highlight of the groundcare events calendar, will see AMAZONE, the specialist for fertiliser spreaders, seed drills, powered and non-powered soil cultivation, precision air seeders and crop protection sprayers roll out CESAR security and registration across its range of groundcare machinery.



CESAR-IT DAYS HAILED A SUCCESS BY THE POLICE

Date: 19/08/2013

Datatag Technician Tim Hollamby and his team are conducting a crusade against equipment theft in conjunction with Thames Valley, Dorset and Hampshire Police.

All three police forces support and promote CESAR-IT days for local farmers which see Tim fit the official CESAR security system to their tractors, telescopic handlers, quad-bikes and other types of equipment. With a spate of rural crime and equipment theft both police forces put their faith in CESAR to act as a powerful deterrent against theft and an invaluable aid in recovery.



THAMES VALLEY POLICE BEGIN 100 DAYS OF ACTION TO TACKLE RURAL CRIME

Date: 02/08/2013

This year, Thames Valley Police will conduct 100 days of action to tackle rural crime. Each of the ten rural Local Policing Areas (LPAs) will hold 10 days (five in summer, five in winter), of intensive operational and crime prevention activity to tackle rural crime.



CESAR ADOPTED BY CHALLENGER AGRI (UK) LTD

Date: 23/07/2013

Challenger Agri has announced that it has teamed-up with Datatag to fit the CESAR equipment security and registration system as standard to all its machines for the UK market. The company's range of subsoilers and single pass cultivators are manufactured on a 5 acre site, near Hull, with in-house design, fabrication, parts manufacturing, assembly and painting. This enables Challenger Agri to produce quality machines at low cost with customer care to the forefront of the business.



AITSDATATAG BTEC LEVEL 3 COURSE IN STOLEN PLANT

Date: 28/06/2013

The BTEC Level 3 award, launched in October 2012, covers the identification of stolen plant and machinery. This extremely popular course was held for the fifth time in June 2013 with delegates from The Metropolitan Police, Hampshire and Cheshire constabularies and the two day course equips police officers with the knowledge to tackle opportunistic and professional equipment theft.



CESAR SCHEME AND AMAZONE AT CEREALS 2013

Date: 13/06/2013

The Datatag team had a busy opening day at CEREALS 2013 near Lincoln. As well as discussing the many benefits of the CESAR scheme with the numerous visitors to the CESAR stand Dave Luscombe found time to call on recent adopters Amazone.

The Amazone Pantera 4001 self-propelled crop protection sprayer (shown in the image) is one of the largest machines to be protected by CESAR in the agricultural market.



POLICE AWARE WORKSHOP AT PLANTWORX

Date: 16/05/2013

Over 130 serving police officers attended the CESAR organised national police briefing on equipment theft held on the third day of the inaugural PLANTWORX. The delegates heard from a series of equipment security experts, current and former police officers. The speakers informed the audience about the current state of play regarding organised and opportunistic equipment theft and its impact on the construction industry and how the police can make an impact in reducing equipment theft and catching the culprits.



CONSTRUCTION EQUIPMENT SECURITY PATHFINDERS RECOGNISED BY THE INDUSTRY

Date: 16/05/2013

The Construction Equipment Association (CEA), the organisation behind Plantworx and the only official equipment security scheme CESAR, organised a 'Police Aware Workshop' on the final day (May 16th) of the inaugural Plantworx exhibition.



PLANTWORX SECURITY VILLAGE SHAPES UP

Date: 22/03/2013

With less than 50 days to go before the inaugural PLANTWORX exhibitors in the Security Village are announcing their plans for the show.

Last week the winners of the CESAR and Datatag sponsored PLANTWORX Security Innovation awards were announced. The winners, Automatics, will be exhibiting their mtrack Proactive, a self-powered vehicle tracking device at PLANTWORX.



*This is a summary of the News & Recent Developments for the CESAR Scheme and full details can be found and downloaded from our website listed below.



The Official Construction and Agricultural Equipment Security and Registration Scheme

CESAR REGISTRATION IDENTIFIES STOLEN JCB IN POLAND

Date: 13/02/2013

A stolen British JCB Telescopic Handler, found in Poland, was identified in minutes thanks to CESAR security and registration. The machine's original manufacturer's marks and VIN plate had been altered in an attempt to mask the machine's true identity but the thieves had left the distinctive triangular CESAR registration plates alone.

One call to Datatag's 24/7 emergency line was all it took for the investigators to establish the true identity and rightful owner of the machine using the unique CESAR registration number.



CESAR HELPS CORNES MINI DIGGER HIRE COMPANY

Date: 12/02/2013

Cornes Mini Digger Hire, operating out of three centres in Crewe, Northwich and Holmes Chapel, run a range of compact construction equipment including mini-excavators, site-dumpers and trench compactors.

With their equipment out on hire Cornes were a vulnerable target to thieves but now thanks to the CESAR scheme all their machines are now fully protected.



CESAR SECURITY SCHEME ENDORSED BY ZURICH

Date: 18/01/2013

Zurich, one of the world's leading insurance groups, and one of the few to operate on a truly global basis has endorsed the UK's CESAR equipment security scheme in its 'Site Security best practice guidance for construction companies' guide published in November 2012.

The informative guide, which is available as a convenient PDF, opens with the following perceptive comment: "Construction sites are an easy target for thieves. The lure of quick and easy profits attracts them to high-value plant and equipment."



DATATAG AND CESAR SPONSOR PLANTWORX INNOVATION AWARDS 2013

Date: 18/01/2013

Datatag ID, the power behind the CESAR scheme initiative, has announced it will be one of the main sponsors of this year's PLANTWORX Innovation Awards for Security Innovation. Plant theft remains a big problem for the industry and this award recognises the most significant entry in terms of preventing a theft of a machine,

attachment and equipment or for locating, retrieving and identifying stolen items.



CESAR IT DAYS A GROWING SUCCESS

Date: 19/12/2012

Datatag ID, the power behind the CESAR scheme initiative, has announced the dates of the final 'CESAR IT' days in 2012.

The CESAR scheme, which was launched in 2007, has gone from strength to strength with many leading manufacturers, including Massey Ferguson, John Deere, New Holland and JCB fitting CESAR as standard on equipment sold in the UK. CESAR is the most successful scheme of its type in the world with over 100,000 pieces of equipment now protected. The CESAR scheme not only aids the return of stolen equipment but also acts as a powerful deterrent against theft.



INDECO ATTACHMENTS CESAR-IT

Date: 19/12/2012

Indeco, the leading designer and manufacturer of hydraulic attachments, has today announced that it will be fitting CESAR security and registration across its model range in 2013 on the products it sells in the UK. Indeco products, which are widely used in construction, demolition and extraction, include a full range of hydraulic rock breakers, crusher arm assemblies, pulverizers and compaction plates.



PREVENTING RURAL CRIME IN HAMPSHIRE

Date: 10/12/2012

A combination of dark nights and economic uncertainty becomes a recipe for an increase in rural crime, according to a South East rural watchdog. Country Land and Business Association (CLA) Regional Director Robin Edwards said: "Each year we seem to experience an increase in crime in the countryside almost as soon as the clocks go back. This year, with the potential catalysts of a fragile economy and belt-tightening, experience sadly suggests that we could see a swell of criminal offences – from fly-tipping to burglary."



MASSEY FERGUSON ADOPT CESAR SECURITY AND REGISTRATION

Date: 05/12/2012

One of the most iconic names in British agriculture, Massey Ferguson, has announced plans to offer the official CESAR security and registration system on its range of tractors from the beginning of 2013.

Massey Ferguson, a part of the AGCO Corporation, offers a wide range of agricultural tractors from 69 to 370 hp able to tackle any job on the farm. CESAR will be fitted as standard to machines destined for the UK and Irish markets in Massey Ferguson's Beauvais factory by fully trained staff.



RURAL CRIME WORKSHOP, MYERSCOUGH COLLEGE LANCASHIRE

Date: 30/10/2012

Datatag ID Ltd and the Lancashire Police Constabulary joined forces in October to run a 2-day Rural Crime Workshop at Myerscough Agricultural College in Bilsborrow. Lancashire Police run a very successful farm watch scheme throughout Lancashire with around 1,000 members of the scheme in total.

The event was designed to engage with members of the rural community who are regularly targeted by criminals.



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RECENT NEWS & DEVELOPMENTS*

CESAR BENEFITS WITH LAUNCH OF NEW TRAINING COURSE BY DATATAG

Date: 13/09/2012

Datatag, the market leader in equipment security and registration for business and domestic use, has announced the formation of a new Training Division. The new division has announced its first course, The Plant Theft Awareness and Identification Course, which is set for 13th and 14th November 2012. The 2 day course, which will be held in Gloucester, will appeal to a wide range of personnel in the police and other branches of law enforcement, including roads police, PCSOs, SOCOs, police vehicle examiners and ports and customs officers. The course is designed to be equally beneficial to loss adjusters and engineers from the insurance sector.



DATATAG RECRUIT NICK MAYELL, EX-TER

Date: 04/07/2012

Datatag, the power behind the official CESAR equipment security and registration scheme and the leading supplier of 'motorcycle' security systems, has announced a strengthening of its team with the appointment of Nick Mayell.

Nick is a well-known name in equipment security and police circles having worked for TER for 18 years.



DATATAG SUPPORT JCB TEAM 'END 2 END' CHALLENGE IN AID OF NSPCC

Date: 02/07/2012

Datatag, the power behind the official CESAR plant security and registration scheme, supported a 4 man team from JCB Attachments in an epic Lands End to John O'Groats cycle ride in aid of the NSPCC charity.

The team, Andy Hayes, Dave Allen, John Salt and Paul Hartshorn, wore Datatag emblazoned cycling shirts as they battled the wind and rain on their way North. Dave Allen, who managed the recent adoption of CESAR by JCB Attachments, is having an exciting time recently as he carried the Olympic Torch for one leg of its relay around the UK.



PLANTWORX COUNTDOWN EVENT A HUGE SUCCESS

Date: 01/06/2012

PLANTWORX Countdown event a huge success - over 150 delegates attend and Lord Henley, Minister for Crime Prevention made guest appearance to talk security and Plant Theft.

PLANTWORX, the new biennial construction exhibition (14th - 16th May 2013, Stoneleigh, Warwickshire) hosted a Countdown event last week, alongside the CITS (Combined Industries Theft Solutions) sixth conference, which discussed the issues surrounding the growing problem of equipment, scrap metal and fuel theft.



CEA TOAST DATATAG'S 20TH BIRTHDAY

Date: 28/05/2012

Datatag, the leader in equipment security and registration, is celebrating its 20th birthday. As recognition of Datatag's contribution to equipment security Rob Oliver, Chief Executive of the Construction Equipment Association (CEA), presented Kevin Howells, MD of Datatag, with a beautiful 20th birthday cake. The presentation took place at the end of a busy morning at the CEA's Plantworx Countdown meeting, held in Stoneleigh Park. The inaugural Plantworx construction equipment exhibition, which includes a 'security village', will take place in May 2013 at Stoneleigh.



CESAR AND DATATAG FEATURE IN PRESTIGIOUS BIS EXHIBITION

Date: 23/05/2012

The Construction Equipment Association (CEA) is behind the 'construction equipment industry showcase' at the Department for Business, Innovation & Skills (BIS) headquarters. The showcase highlights how important the UK construction equipment industry is to Britain's economy and promotes the forthcoming PLANTWORX construction machinery exhibition (May 2013).

Mark Prisk MP
(Minister of State for Business and Enterprise) and Rob Oliver CEO (CEA)



DATATAG SPONSOR RICHARD NOBLE, THE MAN BEHIND BLOODHOUND SSC

Date: 23/05/2012

Datatag, the company behind the world's most successful equipment security and registration scheme-CESAR, helped sponsor Richard Noble OBE, pioneer of the Thrust2 programme, to attend the recent CEA 'Constructing the Future' conference.

Thrust2 held the world land speed record from October 1983 to September 1997.



JCB TAKES THE LEAD ON CESAR MARKING FOR BREAKERS

Date: 09/05/2012

JCB today stepped up the battle against construction equipment theft by announcing that seven models in its Hammermaster hydraulic breaker ranges are to get CESAR marking as standard. The move means JCB, which was the first major manufacturer to make CESAR standard on its construction range in 2007, is the only company to offer the anti-theft marking system on its breakers in the UK.



DATATAG RECRUIT VINCE WISE, EX-AVCIS (ACPO VEHICLE CRIME INTELLIGENCE SERVICE)

Date: 09/05/2012

Datatag, the power behind the official CESAR equipment security and registration scheme and the leading supplier of 'motorcycle' security systems, has announced a strengthening of its team with the appointment of Vince Wise.

Vince, a serving police officer from 1981 until his retirement from the service this year, is well known in vehicle crime circles.



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The Official Construction and Agricultural Equipment Security and Registration Scheme

CESAR AND TVP JOIN FORCES TO PROTECT FARMERS AND THEIR EQUIPMENT

Date: 11/01/2012

Thames Valley Police (TVP) and Aylesbury Vale District Council (AVDC) joined forces with the UK's only official security marking scheme for agricultural machinery - (CESAR) - to offer Farmers and Land Owners in the Aylesbury Vale area the opportunity to have their machinery and equipment protected by CESAR at a heavily discounted price. The successful event saw 27 machines protected and registered at one farm on the same day.



DATATAG AND THE NFU CALL ON FARMERS TO PROTECT THEIR EQUIPMENT

Date: 30/01/2012

Professional and opportunistic criminals are systematically targeting Britain's farms, according to the leading rural insurer NFU Mutual. The NFU's rural crime survey reports that 62% of Mutual branches have seen an increase in rural crime in their area. Some 59% of branches say rural crime is most likely to be committed between midnight and 6am. The result is a 17% rise in the cost of 'rural crime' over the last two years.



NFU Mutual

CESAR HEAD TO LAMMA

Date: 17/01/2012

CESAR headed to LAMMA 2012 where record crowds visited to see an array of expensive farming machinery. BBC East Midlands highlighted the rural crime wave, with a report from the recent LAMMA show, which featured CESAR as a sensible and cost effective security solution.



NEW HOLLAND ADOPT AND PROMOTE CESAR AT LAMMA

Date: 17/01/12

Full-line equipment manufacturer New Holland will exhibit its tractors, to the public, equipped with CESAR security registration for the first time at LAMMA, Newark January 2012.

New Holland announced in December that it plans to fit CESAR security systems as standard to machines manufactured in its Basildon, Essex plant from January 2012. Machines to be equipped and registered with CESAR, which acts as a powerful deterrent against theft and an invaluable aid in recovery, include the award-winning T6 and T7 series tractors destined for the UK.



ZETOR ADOPT CESAR ACROSS THE BOARD FOR 2012

Date: 13/01/2012

Leading tractor manufacturer Zetor has announced that it will be fitting CESAR security systems as standard to its machines for the UK market from January 2012.

Commenting on the announcement Chris Harrison, Sales Director of Datatag ID Limited, the supplier of CESAR security technology, had this to say, "I'm delighted that Zetor has adopted CESAR and that many new machines will be more secure as a result."



CESAR CONQUERS THE WORLD

Date: 11/01/2012

CESAR, the only official equipment security and registration scheme in the UK, was launched into agriculture at the Tillage exhibition in September 2009, after endorsement from the Agricultural Engineers Association (AEA). Now, just 27 months later, the number of cumulative machine registrations has topped 70,000 units, of which 32,000 machines are working in British agriculture, making CESAR the most successful scheme of its type anywhere in the world. The distinctive CESAR triangular registration plate is now a familiar sight on British farms acting as a powerful deterrent against theft and an invaluable aid in recovery.



DERBYSHIRE POLICE PROMOTE CESAR

Date: 10/01/2012

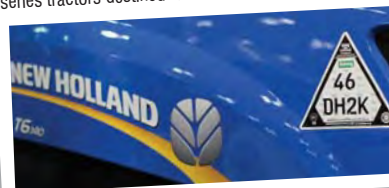
Derbyshire Constabulary, in an innovative initiative, are promoting the CESAR scheme which acts as a powerful deterrent against equipment theft and an invaluable aid in recovery. The initiative, organised by PC Sarah Sims, saw Derbyshire officers and staff from Datatag, the company behind the CESAR scheme, promoting 'good practice' at the busy Bakewell livestock market, Monday January 9th. This exercise will be repeated on the next 3 market days, Monday January 16th, 23rd, and 30th.



NEW HOLLAND ADOPT CESAR FOR T6 AND T7 RANGES

Date: 08/12/2011

Full-line equipment manufacturer New Holland has announced that it will be fitting CESAR security systems as standard to machines manufactured in its Basildon, Essex plant from January 2012. Machines to be equipped and registered with CESAR, which acts as a powerful deterrent against theft and an invaluable aid in recovery, include the award-winning T6 and T7 series tractors destined for the UK.



A-PLANT IMPLANTS DATATAG 4X4 SECURITY SYSTEM IN 4X4

Date: 14/11/2011

A-Plant, one of the UK's largest plant, tool, and equipment hire companies, has had a Datatag 4x4 security system fitted to one of its fleet of Ford Ranger service and delivery vehicles. A-Plant hire a vast range of non-operated equipment, from power tools, cement mixers and accommodation units to excavators, compressors, scissor lifts and other types of equipment for industry and construction and the Ford Rangers are used with trailers to deliver equipment to A-Plant customers.



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CESAR HITS 60,000 REGISTRATIONS

Date: 23/08/2011

CESAR, the only official UK equipment security and registration scheme, became the most successful and widely used scheme in the world at the turn of the year after achieving 15,000 registrations in 2010 taking the cumulative figure to 40,000. Now, just 7 months later, CESAR has achieved another 20,000 registrations, bringing the total number of machine registrations, in construction and agriculture, to 60,000!

The 60,000th CESAR registration, a Terex PT3000 dumper, was delivered to GAP Plant's Nottingham branch in August where the machine was immediately put to work on a Severn Trent construction site at Newthorpe.



CESAR AND DATATAG TACKLE CRIME ACROSS EUROPE

Date: 18/08/2011

The European construction industry suffers the theft of approximately €4.5 billion worth of construction equipment a year with networks of organised criminals behind the majority of crime. Thousands of pieces of stolen equipment, ranging from hand held drills to 30 tonne excavators, are shipped into Eastern Europe and the Baltic states from the UK and other EU states.



DATATAG TACKLE INCREASING RURAL CRIME WITH A COMPREHENSIVE NEW SOLUTION - 'TOTAL FARM PROTECTION'

Date: 12/08/2011

Rural crime cost UK farmers £50 million in 2010, according to a survey conducted by NFU Mutual, up 17% on 2009. The top five most stolen items are tools, quad bikes, tractors, oil and diesel, and metal. The number of tractor theft claims dealt with by NFU Mutual rose by 8% in 2010, whilst the cost of claims increased by a massive 21% reflecting the trend for thieves to steal high value tractors.



DATATAG PROTECTS 4 X 4'S WITH MULTI LAYERED SECURITY TECHNOLOGY

Date: 21/07/2011

Datatag, the market leading security products provider and the power behind the official UK plant security and registration scheme-CESAR, used the Driffield Show, the UK's largest one day agricultural show, to launch a new security and identification system for all types of 4 x 4 vehicles. Datatag launched the new and innovative security system in conjunction with Humberside Police. Thieves have stolen 19 4x4 vehicles in the last 6 months in the Humberside patch.



INDUSTRY LEADERS DATATAG AND TRACKER ANNOUNCE SECURITY PARTNERSHIP

Date: 30/06/2011

TRACKER, the UK leader in stolen vehicle recovery, was appointed in May by Datatag, on behalf of the Construction Equipment Association (CEA) and the Agricultural Engineers Association (AEA), as a service provider for CESAR – the official construction and agricultural equipment security and registration scheme. And now the 2 market leaders are promoting CESAR at CEREALS 2011, being held this year near Lincoln.



DATATAG RAISES FUNDS FOR HELP FOR HEROES

Date: 26/05/2011

Datatag, the power behind the official UK plant security and registration scheme CESAR and sponsor of Michael Caine in the 2011 Porsche Carrera Cup GB, raised hundreds of pounds for the Help for Heroes Charity at the Agricultural Engineers Association (AEA) AGM by donating 2 VIP hospitality tickets to the Brands Hatch round of the British Touring Car Championship and Porsche Carrera Cup.



CESAR DRAWS A CROWD IN LAS VEGAS

Date: 23/05/2011

Construction equipment theft is a growing problem in the USA. Insurance sources say theft costs construction companies up to \$1 billion per year in lost assets. Professional thieves see construction equipment theft as a low-risk, high-reward opportunity. Typically, the risk of being caught is low because equipment is difficult to trace and is often located on remote, unsecured jobsites.



CESAR ROLLS INTO LAS VEGAS

Date: 10/03/2011

Datatag, the market leading security products provider and the power behind the official UK plant security and registration scheme-CESAR, is using the giant Conexpo exhibition (Las Vegas March 22-26) to introduce the CESAR equipment security and registration scheme to interested parties in the USA. Datatag will target equipment manufacturers, trade associations, and the insurance industry during the 5 day show.



VOLVO MINIS CESAR MARKED

Date: 25/02/2011

Volvo Construction Equipment announced, at the opening of the Executive Hire Show, that 4 of its range of mini-excavators will be protected with CESAR security and registration. Construction machines are now 4 times more likely to be stolen than a car in the UK and mini-excavators are the most commonly stolen type, with over 800 stolen in the past 2 years, and so the move is a logical one!



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The Official Construction and Agricultural Equipment Security and Registration Scheme

Co-Operative Farms Embrace CESAR

Date: 21/01/2011

The Co-operative farms around 50,000 acres of land in England and Scotland and has over 100 years of farming expertise, having been farming since 1896 when it bought its first farm to grow potatoes for its shops.



GEHL Skid-steer Loaders Adopt CESAR

Date: 21/01/2011

Visitors to this year's LAMMA show (Newark showground February 19th & 20th) will be the first to see Gehl skid-steer machines with a CESAR security and registration plate after an announcement, last week, that Manitou UK Limited has adopted CESAR for its range of Gehl branded skid-steer loaders.



VALTRA Join CESAR In 2011

Date: 21/01/2011

Finnish based Valtra is the latest leading brand to announce that it is to fit CESAR security and registration to its tractors sold in the UK. Valtra, part of the AGCO group, is the leading tractor manufacturer in the Nordic countries. Valtra can trace its roots back to 1832. Today's Valtra tractors represent the culmination of two traditions: Finland's Valmet and Sweden's Volvo BM.



CESAR Hot At LAMMA In The Cold

Date: 21/01/2011

The cold did not put off the hardy farming community which flocked to this year's LAMMA show (Newark showground February 19th & 20th). Record crowds visited to see an array of expensive farming machinery.



CESAR Grows Its Product Range At LAMMA

Date: 13/01/2011

Hot on the heels of a record year CESAR heads to LAMMA set to announce a new 'compact CESAR' for smaller equipment. With over 40,000 CESAR registered machines working in construction and agriculture the scheme is the largest, and most successful, of its type anywhere in the world.



CESAR Heads To Europe

Date: 22/10/2010

The adoption of CESAR as the official European wide equipment security and registration scheme took a step forward this week after a Europol conference at New Scotland yard.

The conference, organised by the Plant and Agricultural National Intelligence Unit (PANIU), was attended by 25 delegates from across Europe including Italy, Holland, Belgium, Spain, Sweden, and Serbia.



CESAR Heads To Tillage And Saltex

Date: 25/08/2010

CESAR, the official agricultural equipment security and registration scheme, will be exhibiting at two important shows in the next few weeks. The first of the two shows is the three day Institute of Groundsmanship SALTEX held at the Windsor racecourse from Tuesday September 7th and the second the AEA organised Tillage 2011 which this year will be held near Lincoln on Tuesday September 14th.



Thames Valley Police Boost CESAR Fitments

Date: 28/07/2010

Thames Valley Police has launched a new plant and rural crime reduction initiative involving CESAR, the official equipment security and registration scheme.

The initiative is aimed at reducing the theft of expensive agricultural and construction equipment in the area. In the 6 months from December 2009 there have been 115 incidents of tractor and plant theft in the Thames Valley area.



Lincolnshire Police Land Rover Discovery

Date: 06/07/2010

The Lincolnshire Police 'Auto Crimes' unit are showing their support for the CESAR scheme by promoting the official equipment security and registration scheme on one of their police vehicles - a Land Rover Discovery.

Lincolnshire is one of the 'hot-spots' for tractor thefts currently, with over 30 high value tractors stolen this year, which is why the police are promoting the CESAR scheme to farmers, farm contractors, and agricultural equipment dealers around the large county.



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CESAR 'Fingerprint' Leads To The Recovery Of 3 Stolen Machines From Poland

Date: 24/06/2010

3 stolen machines are on their way back to the UK thanks to their unique CESAR 'fingerprint' and Datatag technology. Police in Poland suspected that 2 JCB Telescopic handlers and a JCB Backhoe were stolen, but as the thieves had removed every single trace of identity and 'cloned' the machines with a new identity; the police could not prove it.



Balfour Beatty Protect New Fleet With CESAR

Date: 21/06/2010

Balfour Beatty Utility Solutions, one of the UK's leading utility solutions providers, has specified CESAR to protect a fleet of 30 John Deere tractors. The new machines, supplied by Agricultural Industrial Services (AIS) Limited of Sudbury Derbyshire, will work on electricity distribution projects in remote locations. An approved technician, from Pirtek Derby, fitted CESAR to the machines at Balfour Beatty's Raynesway plant facility.



CESAR Much In Evidence At CEREALS 2010

Date: 15/06/2010

The 2010 Cereals exhibition was held in blustery conditions near Cambridge June 9th & 10th. CESAR, the only official security and registration scheme for construction and agricultural equipment, was much in evidence with CESAR plates on many of the market leading exhibits including machines from John Deere, Case-IH, Caterpillar, Manitou, and McCormick Landini. Over 23,500 visitors attended the busy show.



JCB Roll-Out With CESAR At CEREALS

Date: 08/06/2010

JCB, the world renowned manufacturer, announced in April 2010 that it was to fit the CESAR security and registration system to all its agricultural machines sold in the UK and now machines are rolling off the production lines fully protected. This includes the range of JCB Loadall telescopic handlers, wheeled loading shovels, Robot skid-steer loaders, and the high-speed Fastrac tractors.



CASE IH Adopt CESAR® To Protect Demonstration Fleet

Date: 19/05/2010

Case IH, the leading manufacturer of agricultural equipment, has just fitted CESAR to its fleet of demonstration tractors to protect them from theft. The sizable fleet, which regularly works across the length and breadth of the UK, includes Puma, Maxxum, and Magnum models up to 335 h.p.



Security Aware: John Deere to tag its tractors

Date: 03/2010

John Deere has said this week that all its Mannheim-built tractors will be fitted with the official Construction & Agricultural Equipment Security and Registration (CESAR) plus Datatag system as standard.

Fittings will begin later this year and will cover all 5M and 5R Series, 6030 Standard and Premium Series and 7430 and 7530 models.



CESAR® Sponsored Police Unit Get Their First Conviction

Date: 24/03/2010

Two plant thieves are starting prison sentences after a successful prosecution by the CESAR sponsored specialist Plant and Agricultural National Intelligence Unit of the Met Police.



Tree Surgeon Foils Thieves And Turns To Datatag

Date: 23/03/2010

A Wakefield tree surgeon foiled thieves who attempted to steal his Timberwolf woodchipper from a site in Wakefield. Simon Roberts jumped out of an apple tree and confronted the would-be thieves who were in the process of loading his £9,000 machine onto their Transit pick-up truck. Shocked at his approach the two men attempted to pass off their actions 'as a joke'. And now Simon has turned to CESAR supplier Datatag to safeguard his machine to avoid a similar confrontation in the future.



Finning Adopt CESAR® To Safeguard CAT® Customer Machines

Date: 02/03/2010

Finning, the UK's sole supplier of Caterpillar® equipment, has today announced that it will fit the official CESAR plant registration and security system to all new Caterpillar machines that it supplies from March 1st. With over 26,000 machines registered in construction and agriculture CESAR, supported by the Home Office and the British Machinery Insurers Association, is the market leading scheme providing a powerful deterrent against theft and an assured way of identifying a machine in the unlikely event of theft.



*This is a summary of the News & Recent Developments for the CESAR Scheme and full details can be found and downloaded from our website listed below.



The Official Construction and Agricultural Equipment Security and Registration Scheme

Police Operation Utah Results In Prosecutions After Vehicle And Plant Checks In Midlands

Date: 02/03/2010

A joint operation by the police forces of Staffordshire, Warwickshire and the West Midlands, under the banner of operation Utah, was hailed a success by senior officers after it resulted in over 30 prosecutions for a variety of vehicle related offences. The operation centred on Tamworth and Stoke-on-Trent with over 100 vehicles stopped from the M42, A5, A50 and A500 during the day.



Agricultural Engineers Team Trained for CESAR® Aftermarket Fitment

Date: 10/02/2010

The first technicians trained on behalf of the AEA (Agricultural Engineers Association) have completed their training to install the official CESAR system on agricultural equipment. This first group of technicians from the North, South, East and West will provide the initial countrywide coverage for aftermarket fitment.



JCB ADOPTS CESAR® FOR AGRICULTURE

Date: 23/01/2010

JCB, the market leader in construction and agricultural machines, has just announced that from April 2010 it will fit the CESAR security and registration system to all its agricultural machines sold in the UK through its dealer network. This includes the range of JCB Loadall telescopic handlers, wheeled loading shovels and the high-speed Fastrac tractors.

CESAR is the official equipment security and registration scheme that has wide support, in the agricultural and construction worlds, from the Agricultural Engineers Association, the Construction Equipment Association, the Home Office and the British Machinery Insurers Association.



Kubota Fit CESAR® To Star In Security Initiative

Date: 01/12/2009

Kubota, the market leader in the UK mini-excavator market, has today announced that it's to fit the CESAR® registration and security system to two of its popular excavator models. The machines are the U17-3, a 1,650kg mini-excavator, and the KX080-3, a 8,300kg midi-excavator. As a consequence of the move both machine now qualify for the recently introduced '3 star' security rating from the Insurance Industry Research Establishment, Thatcham.



McCormick Tractors To Be Protected By Anti-theft Registration Scheme

Date: 09/11/2009

Farmers and contractors buying a new McCormick tractor in 2010 can enjoy lower insurance premiums and their machines are less likely to be stolen thanks to joining an industry-leading initiative by distributor AgriArgo UK.

From January next year, all new McCormick tractors will be registered with CESAR, the construction and agricultural equipment theft deterrence and vehicle identification scheme, free of charge.



CESAR Heads To The Country After CEA/AEA Agreement Signed

Date: 06/11/2009

The Agricultural Engineers Association (AEA) has just announced that it has adopted CESAR® as its official security and registration scheme. Roger Lane-Nott, Chief Executive of the AEA, and Yvette Henshall-Bell (a Director of the CEA) signed an agreement between the AEA and the Construction Equipment Association (which owns the CESAR trade mark), during the fifth annual Construction Industry Thefts Solution conference held at the JCB world headquarters.



Landini Tractors To Be Protected By Anti-theft Registration Scheme

Date: 06/11/2009

Farmers and contractors buying a new Landini tractor in 2010 can enjoy lower insurance premiums and their machines are less likely to be stolen thanks to joining an industry-leading initiative by distributor AgriArgo UK.

From January next year, all new Landini tractors will be registered with CESAR, the construction and agricultural equipment theft deterrence and vehicle identification scheme, free of charge.



The Agricultural Industry Gets Behind CESAR

Date: 23/09/2009

The official CESAR security and registration scheme kicked off its drive into agriculture with united support from the industry at the annual Tillage equipment show organised by the Agricultural Engineers Association (AEA). Roger Lane-Nott, Chief Executive of the AEA, told the press that the agricultural industry needs to get behind this ground breaking scheme to help eradicate the growing problem of equipment theft.



Travis Perkins Endorse CESAR

Date: 09/09/2009

Travis Perkins, the UK's leading builders' merchant, has announced that it has specified the fitment of CESAR on all its new construction equipment for its hire operation.

The official CESAR scheme, which has been running for approximately 2 years, was designed to protect and register all types of agricultural and construction machinery. It is supported by many major manufacturers who fit CESAR to the machines they supply into the UK.



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RECENT NEWS & DEVELOPMENTS*

CESAR reaches star status

Date: 18/05/2009

Datatag ID Limited, the market leader in security marking and the power behind the Official Construction Equipment Security and Registration Scheme (CESAR) has gained a prestigious Quality Assurance Accreditation from Thatcham, the Motor Insurance Repair Research Centre for its vehicle identification and registration system-CE-SAR.



BELL equipment adopt CESAR for the New Year

Date: 23/12/2008

Bell Equipment UK has joined the growing band of construction equipment manufacturers to fit the Datatag security system and register its new machines with the Construction Equipment Security and Registration (CESAR) scheme prior to delivering them to their customers.



AMMANN equipment adopt CESAR on financed machines

Date: 21/11/2008

Ammann Equipment has just announced that it's joined the list of enlightened manufacturers registering machines with the CESAR scheme. Ammann Equipment sells Ammann compaction equipment and Yanmar mini-excavators in the UK. CESAR registration will be provided to customers buying new equipment and financing it through Ammann finance, which accounts for around 85% of all sales. CESAR will be offered as an option to customers who arrange alternative finance.



CESAR at the 2008 CECE Congress

Date: 04/11/2008

The Construction Equipment Security and Registration (CESAR) scheme was on the agenda at the Committee for European Construction Equipment (CECE) Congress held in York October 16th-18th. Rob Oliver Chief Executive of the Construction Equipment Association (CEA) presented the scheme to the 200 European delegates and showed a specially commissioned 8 minute CESAR video on the morning of Friday 17th.



Stolen skid-steer identified and recovered in Sharjah

Date: 09/10/2008

A stolen JCB skid-steer loader has been identified and recovered in Sharjah in the United Arab Emirates thanks to the help of Datatag. The machine belonging to A-Plant was registered with the CESAR (Construction Equipment Security and Registration) scheme and fitted with the Datatag security system.



TAKEUCHI join the CESAR club

Date: 10/09/2008

Takeuchi, a leading manufacturer of mini excavators and tracked loaders, is set to become the latest in a distinguished list of manufacturers to fit the Datatag system and register their machines with the CESAR scheme. This will start September 1st.



BOBCAT West Midlands to fit CESAR to compact equipment

Date: 04/08/2008

All new Bobcat® skid-steer loaders, compact excavators and telescopic handlers supplied by Bobcat West Midlands are to be fitted with the Datatag security system and registered with the CESAR scheme from August 1st. combating construction plant theft, running at £300-500m annually.



BOMAG to protect tandem rollers with CESAR registration and the DATATAG security system

Date: 15/07/2008

BOMAG, the market leader in compaction, has just announced that from July 1st it will be fitting Datatag security devices and registering all Tandem Vibratory Rollers it sells through its network of compaction Centres in the UK with the official CESAR scheme. Commenting on the move BOMAG (G.B.) Managing Director Alan Batty had this to say....."We've been aware of the CESAR scheme since its inception and have monitored its adoption rate by excavator manufacturers and the like.



HANIX - First mini excavator manufacturer for CESAR O/E – standard fitment

Date: 09/07/2008

From 1st July 2008, Hanix Europe Ltd will fit CESAR Identification Technology to its entire range of Excavators. With Mini Excavators being an important addition, throughout building and construction sectors, particularly for ground works and landscaping, they are recognised as a particularly high-risk equipment area in the construction market. Because of their portability – a flatbed trailer can be sourced to transport mini excavators very quickly – as a result they have become a ready target for theft.



*This is a summary of the News & Recent Developments for the CESAR Scheme and full details can be found and downloaded from our website listed below.



The Official Construction and Agricultural Equipment Security and Registration Scheme

£1.1 million stolen equipment recovered in just two weeks!

Date: 30/06/2008

Between 26th April and 11th May 2008 the National Roads Policing Intelligence Forum (NRPIF) together with the ACPO Vehicle Crime Intelligence Service (AVCIS) and Ports Police around the UK took part in Operation Crassus to try to identify the amount of stolen plant being moved on the strategic road network. The newly formed Plant and Agricultural National Intelligence Unit supported them.



Handler giant MERLO names CESAR ID as OE fit

Date: 09/06/2008

Latest manufacturer to join fight to combat agricultural and construction plant theft.

Merlo UK Ltd has become the latest company to install CESAR ID as OE fit to all new equipment commencing July 1st 2008, joining fellow manufacturers Doosan Infracore, JCB, NC Engineering, NU Rock and Manitou, together with contractors, and hire companies, who are targeting the issue of plant and equipment theft in the construction and agriculture sectors. Figures estimate the annual losses from plant theft at £300-500m per annum.



CESAR plant recovery under investigation

Date: 20/05/2008

Stolen on Sunday. Reported on Monday. Recovered on Wednesday. Returned on Thursday!!!!

38 Police forces across the UK have been involved in Operation CRASSUS, a strategic campaign to combat plant and equipment theft. Running from 27/04/08 and finishing on 11/05/08, Operation CRASSUS was a two-week national campaign involving every UK Police force and VCRAT (Vehicle Crime Reduction Accident Team).



CESAR Scheme wins international security award

Date: 15/05/2008

Success of combating construction industry plant theft acknowledged at National Vehicle Crime Conference.

CESAR – The Construction Equipment Security and Registration Scheme – has been awarded the 2008 IAATI Peter Leigh Award by the International Association of Auto Theft Investigators, at the annual National Vehicle Crime Conference at the Heritage Motor Centre, Gaydon on May 7-8th.



Agricultural sector ready to counter soaring plant and vehicle theft with CESAR identification technology

Date: 15/05/2008

Concern is mounting, where agricultural and farming sectors are experiencing massive increases in the incidence of tractor and equipment theft, with few items recovered and losses running into tens of millions at a conservative estimate. With many locations either remote or unprotected in security terms, by the time such thefts have been discovered, the perpetrators are long gone. There is also strong likelihood that the stolen equipment has been sold on to an unsuspecting purchaser.



Concrete mixer manufacturer NU Rock latest to fit CESAR as standard

Date: 12/05/2008

With immediate effect, CESAR Identification Technology is now fitted to the entire range of on-site concrete mixers, manufactured by Merseyside-based NU Rock. The company has been designing, manufacturing and operating batch on-site concrete mixers since 1987 and are the acknowledged leaders in the specialist area, of volumetric mixers. With an outstanding reputation for service and support, the decision to adopt CESAR is a further extension of NU Rock's customer focussed approach.



CESAR set to make big impact at SED

Date: 12/05/2008

Construction Industry show to spotlight success of CESAR Identification Technology in countering £300-500m Plant and Equipment theft.

With CESAR "the Official Registration Scheme" having recently passed the 10,000th customer milestone and with the number of installations continuing to grow apace throughout the UK, the SED exhibit (Stand 541, Site Equipment Zone, Avenue Q) highlights increasing manufacturer involvement and the role of Police Forces in combating construction plant theft, running at £300-500m annually.



CESAR identification technology reaches milestone with 10,000th customer

Date: 18/04/2008

CESAR – The Official Construction Equipment Security and Registration Scheme – recently passed the significant milestone of its 10,000th customer, the event being marked at a special presentation at the Construction Equipment Association (CEA) AGM, held on April 10th 2008 in Westminster.



Manitou becomes 1st manufacturer to fit CESAR as standard to agricultural & construction equipment

Date: 07/03/2008

From 2nd April 2008, CESAR Identification Technology will be fitted to all Manitou equipment for the Construction and Agricultural sectors. The ACPO and Home Office supported Identification Technology scheme combats equipment theft, estimated in the Construction sector alone to be running at a massive annual total of around £500m per annum.



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RECENT NEWS & DEVELOPMENTS*

CESAR technicians approach 200 as UK construction plant identification soars

Date: 06/03/2008

CESAR the Construction Equipment Security and Registration Scheme initiated to counter construction plant theft – estimated to be running at over £00m per annum – reports the number of CESAR-trained technicians approaching the 200 mark as it expands nationwide. Combating Plant Theft is a major concern for the construction industry, with the consequent issues of disruption, potential contract slippage and disrupted site labour. The CESAR scheme is increasingly being recognized as a genuine crime deterrent by manufacturers and operators alike.



CESAR website launch boosts fight against plant theft

Date: 05/03/2008

User-friendly website links contractors, manufacturers and dealers with CESAR promoted by CEA and powered by Datatag Identification Technology.



NC Engineering latest to adopt CESAR identification technology

Date: 04/02/2008

NC Engineering, the Hamiltonsbawn, Belfast, NI manufacturer of site dumpers for construction, industrial and agricultural usage, has become the latest supporter of the CESAR scheme, installing it as standard on all vehicles.



Scottish Councils and Police Forces back the CESAR Scheme

Date: 04/02/2008

CESAR – the Construction Equipment Security and Registration Scheme is going from strength to strength as “state of the art” identification technology installations continue to surge ahead on a nationwide basis. In Scotland, many of the local authorities are making the CESAR Scheme mandatory on all plant and construction equipment.



JCB sets the standard with twin attack on plant theft

Date: 03/02/2008

JCB today launches a two-pronged attack on plant theft by announcing proposals to fit machines with CESAR and immobilisers as standard. With one-in-three of all machines sold in the UK made by JCB, the decision to install CESAR is a major step forward in the clamp down against plant theft and means the company is the first major plant manufacturer to implement the system.



TEREX supply leading hire company A-Plant machines with factory fitted CESAR system – an industry first

Date: 03/02/2008

Terex are the first construction equipment manufacturer to provide customers with the Datatag CESAR system as a factory fit on construction machinery, with leading UK rental company A-Plant taking the first machines.



The number's up for Clancy Docwra plant theft as construction giant signs up to CESAR

Date: 03/02/2008

Clancy Docwra one of the leading national construction companies in the UK Utilities sector, has become the latest to sign up to CESAR – the Construction Equipment Security and Registration Scheme. This important Home Office supported - industry wide initiative supported by the Plant Theft Action Group (PTAG) and overseen by the Construction Equipment Association (CEA) is gathering momentum fast in the campaign to stamp out construction plant theft, estimated to be running at an annual total of £100 million,



Doosan is first manufacturer to identify its equipment as part of the CESAR Scheme

Date: 02/02/2008

Doosan Infracore UK is the first construction equipment manufacturer to fit Datatag systems as standard to its full range of excavators, wheeled loaders and skid steer loaders as part of the Construction Equipment Security and Registration (CESAR) scheme developed by the influential Plant Theft Action Group (PTAG) in conjunction with the Construction Equipment Association (CEA).



CESAR - The Construction Equipment Security and Registration Scheme - Launch

Date: 01/02/2008

May 2006 saw a major initiative in the campaign to stamp out crime in the construction industry when in excess of 20 companies were invited to tender to the Plant Theft Action Group to implement a unique security and registration scheme – a first for the sector. Datatag – the European market leader in security identity systems within the Motorcycle, ATV, Scooter, Trailers, Boats, IT, Cycle, Jet Ski and Construction & Plant sectors – underwent a rigorous tendering and selection process before a final submission to the Construction Equipment Association and was announced as the winning company in November 2006.



*This is a summary of the News & Recent Developments for the CESAR Scheme and full details can be found and downloaded from our website listed below.



The Official Construction and Agricultural Equipment Security and Registration Scheme

22 NEW CIVIL ENGINEER 27 JULY 13 | www.eco.co.uk
CONSTRUCTION EQUIPMENT: NEWS

New checking service aims to combat equipment theft

Automotive-style ownership history checks are now available for construction equipment through a new on-line service launched last month by Datatag in conjunction with vehicle checking specialist FURT.

The Ceasar-branded check has been developed in response to requests from the insurance and asset finance industries. The asset finance industry has been able to check for many years, but not for construction equipment.

The new service provides an instant on-screen report about a machine's history. It uses data from HPI, Ceasar, the DVLA and the police to look for information on the machine, based on its VIN number, registration plate or VIN number.

Stolen machines often have numbers removed, modified or replaced by thieves, and there is growing trend of thieves cloning stolen machines using fake VIN numbers to try to give them a legitimate identity.

By using several databases, the service can identify and highlight any inconsistencies in a machine's history that show doubt on its legitimacy.

Many firms involved in the manufacture, supply, financing and operation of construction equipment have suffered financial loss by buying or selling machines with a "chequered history", including stolen or closed machines, machines that are bought or sold when they are subject to finance agreements or insurance claims, and "grey imports" machines that do not meet UK approval.



Bill (right) has checked the machine's VIN number to ensure it has not been bought stolen.

Stolen machines often have numbers removed, modified or replaced by thieves, and there is growing trend of thieves cloning stolen machines using fake VIN numbers to try to give them a legitimate identity.

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THE FARMER DECEMBER 2013
NEWS/MACHINERY



Installed in over 130,000 pieces of agricultural kit and fitted as standard on tractors by manufacturers including JCB and John Deere, the unique CEASAR markings can be checked and approved by police, HPI and DVLA data to check a tractor's provenance.

Unique tagging cuts rural theft

A scheme which has helped reduce millions of pounds-worth of tractor thefts across Staffordshire and the rest of the UK has prompted police officers to work alongside farmers to help target rural crime in the county further.

Staffordshire Police are building on the success of the county-wide CEASAR scheme, which sees tractors, quad bikes and other farm machinery given unique "Superprints" using hi-tech security devices.

Supported by police forces across the country and by machinery manufacturers including Staffordshire-based JCB, the scheme makes it easier to trace and identify stolen farm machinery, making it less appealing to would-be thieves.

It has been so successful that thefts of JCB machines - which now have CEASAR technology fitted as standard - have fallen by 60 per cent in the year in September compared to a peak of 600 thefts during the same period in 2010.

Superintendent Simon Tansie of Staffordshire Police said very few tractor thefts now occurred in the county thanks to help from the CEASAR scheme and increased vigilance and security measures by farmers.

But while there were few agricultural plant thefts in Staffordshire, the threat of machinery being stolen and other rural crimes still needs to be tackled seriously.

"Steve Tinsley told us rural crime is still a significant problem and can be vulnerable and even violent and take a long time to solve."



From left (all in grey) PC Paul Jones, PC Thomas, Inspector Angus Jones, Inspector Gordon Day and PC Chris White.

CESAR & POLICE AWARDS

The award for Best Practice to Combat Construction Equipment Theft was presented by Chief Inspector Chris White to PC Paul Jones, who was awarded by Inspector Angus Jones. It was awarded by Inspector Angus Jones.

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Rural crime beat

Are the police doing enough to tackle rural crime? Natalie Wallace reports on the innovative approach of Thames Valley Police

Thames Valley Police is a county-wide force covering an area of 3,000 square miles. It has a reputation for being one of the most innovative and forward-thinking forces in the country. One of its key initiatives is the Rural Crime Beat, which aims to reduce rural crime through a combination of community engagement, targeted patrols and improved intelligence gathering.

The Rural Crime Beat is a community-led initiative where local residents and businesses work together with the police to identify and prevent crime in their area. This includes things like installing security systems, improving lighting, and organizing neighborhood watch schemes.

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TVP's top 10 tips for preventing farm crime

1. Talk to your neighbours about security measures and share intelligence.
2. Lock down your farm: ensure all doors and windows are secure and use burglar alarms.
3. Invest in security equipment like CCTV and burglar alarms.
4. Report any suspicious activity to the police immediately.
5. Register valuable tools and equipment with the police.
6. Remove clutter from your farm to reduce hiding places for thieves.
7. Consider installing a farm security system with motion sensors and sirens.
8. Consider protecting your cash with a safe and don't carry large amounts of cash.
9. Regularly review your insurance policy and ensure it covers all your assets.
10. Consider using Ceasar tags on your machinery to help identify it if it is stolen.

Datatag identification and tagging systems



Datatag has to be commended for its work against rural crime. With the price of machinery getting ever more expensive, the need to tag and identify kit has never been more important.

DID YOU KNOW? Countrywide members can claim up to 20% off Datatag products via www.countrymembers.co.uk for further information.

Security system adopted

Challenger Agri (UK) announced in May that it had adopted the official Ceasar equipment security and registration scheme and, as a result, Ceasar will exhibit Challenger Agri equipment, supplied by local dealer 888 Tractors, on its stand at Village 2013.

Ceasar security systems, supplied by Datatag, are now fitted in the Challenger Agri factory by fully trained and vetted staff at the end of the production process.

Managing director Tom Croft comments: "Rural crime is sadly a fact of life and valuable implements, like ours, are regularly stolen from farms. Ceasar acts as a powerful deterrent against theft and aids recovery. By fitting it, we are doing our bit to help protect our customer's property and to minimise the impact of professional and opportunistic thieves."

Ceasar works by giving each piece of equipment a unique and permanent "fingerprint" using an array of high technology security marking devices including tamper evident transponder registration plates, radio frequency identification (RFID) tags, transponders, Komarc liquid DNA, and microscopic Datatags. The Ceasar scheme is the most successful of its type anywhere in the world with over 120,000 machines now protected and registered, says the company.



Ceasar registered equipment attracts insurance premiums discounts of up to 20 per cent from many leading insurers.

FURTHER INFORMATION An online Ceasar registration system is available at www.ceasar.co.uk

50 THE HOT

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FARMERS WEEKLY

4 NOVEMBER 2012 £3.50

Tractor thefts down 47% as quad bike and loader thefts see a rise



Tractor thefts have fallen by almost 50% in the past 12 months, according to the latest police figures.

The figures released by the Metropolitan Police force's Rural and Agricultural National Reporting Agency (NRA) show a decline of 47% in the last year, with 1,124 tractors stolen in 2011, down from 2,147 in 2010.

However, quad bike and loader thefts have risen in the UK. In 2011, 1,124 quad bikes and loaders were stolen, up from 800 in 2010.

Police forces across the country are offering financial assistance to help farmers secure their machines with CEASAR. More than 120 cases of machinery theft have been investigated with CEASAR technology as part of a project of voluntarily reporting crime to the police.



CRIME STOPPERS

Peter Anderson and Graeme Kirk review the state of play with the continuing issue of plant theft in the UK.

The UK's plant theft problem is continuing to be a major issue for the industry. In 2011, 1,124 tractors and other machinery were stolen, a 47% decrease on 2010. However, the number of quad bikes and loaders stolen rose to 1,124, up from 800 in 2010.

The CEASAR scheme, which offers financial assistance to help farmers secure their machines, has been successful in reducing thefts. More than 120 cases of machinery theft have been investigated with CEASAR technology.



Security tags for Case demonstrator fleet

Case IH has fitted its CEASAR security tagging system to its demonstrator fleet. The tags are designed to prevent theft of the machines.

The tags are made of a special material that is difficult to cut. They are attached to the machines and will alert the police if they are removed.

Datag PANIU launch Machinery Guide

This machinery guide has been created to help police officers and law enforcement agencies easily locate the correct VIN/identification numbers on the UK's 15 most stolen machines.



MACHINERY THEFT - MARK AND RECOVER

Deploying a single member which is recorded with the DVLA, along with the owner's details, through a CEASAR system, is a simple and effective way to mark and recover stolen machinery.

The CEASAR system is a simple and effective way to mark and recover stolen machinery. It is a simple and effective way to mark and recover stolen machinery.

OLYMPIC LEGACY

The Olympic legacy is a major issue for the industry. In 2011, 1,124 tractors and other machinery were stolen, a 47% decrease on 2010. However, the number of quad bikes and loaders stolen rose to 1,124, up from 800 in 2010.

The CEASAR scheme, which offers financial assistance to help farmers secure their machines, has been successful in reducing thefts. More than 120 cases of machinery theft have been investigated with CEASAR technology.

CEASAR 'fingerprints' aid recovery of stolen machines in Poland

CEASAR 'fingerprints' have helped police in Poland recover stolen machines. The fingerprints are unique to each machine and help police identify them.

The fingerprints are unique to each machine and help police identify them. They are made of a special material that is difficult to cut.

the Farmer NEWS

John goes hi-tech to beat machine thieves

Sheffieldshire dairy farmer John Minshall has fitted his new John Deere tractor with CEASAR security tagging technology to help protect it from theft.

John Minshall has fitted his new John Deere tractor with CEASAR security tagging technology to help protect it from theft. The tags are made of a special material that is difficult to cut.

Theft statistics

The number of tractors and other machinery stolen in the UK has fallen by almost 50% in the past 12 months. However, the number of quad bikes and loaders stolen has risen.

The CEASAR scheme, which offers financial assistance to help farmers secure their machines, has been successful in reducing thefts. More than 120 cases of machinery theft have been investigated with CEASAR technology.

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The Official Construction and Agricultural Equipment Security and Registration Scheme

EXHIBITION

Plantworx show gathers momentum

The countdown to next year's Plantworx construction equipment show is under way. So far 82 exhibitors have signed up for the first of what is set to become a programme of biennial events.

Sixty per cent of available space at the exhibition has now been sold, including 90% of the digging demonstration area. Confirmed exhibitors include Ammann, Auger Torque, Bomag, Case, Engcon, Finning, Hyundai, JCB, Manitou, Merlo, Takeuchi, Terex, Thwaites, Volvo, and Wacker Neuson.

Last month the organisers announced that the event will include a "security village" showcasing plant theft prevention solutions.

"Unfortunately we live in a society and at a time when crime is on the increase," said Daratag, managing director Kevin Howells. "Professional and opportunistic thieves are targeting construction sites, utility and transport infrastructure, agriculture, stealing machines, equipment, metal and fuel.

"Companies now need to take security as seriously as they do safety and have the proper processes and practices in place."

The inaugural Plantworx event takes place from 14 to 16 May 2013 at Stoneleigh, Warwickshire.

It will feature 100,000m² of space for working machines, live demonstrations and site applications.

The organisers hope to attract at least 250 exhibiting companies and more than 10,000 visitors.

For more information go to www.plantworx.co.uk.



Agg-Net The Aggregates & Recycling Information Network

Hillhead 2012: BPH adopt Cesar for ProDem hydraulic breakers

10 June 2012 - 10:30

BPH, market leaders in the sale, rental and repair of hydraulic excavator attachments, have announced the adoption of the official equipment security and registration scheme, CESAR, to protect their ProDem attachments.

Hydraulic breakers, which are the most common excavator attachment, are one of the most commonly stolen pieces of equipment with professional and opportunistic thieves targeting employment on civil engineering and construction sites.

CESAR is a proven deterrent against theft and an invaluable aid in recovery. Datsag, the company behind the sophisticated security technology used in the CESAR system, have trained BPH's own technicians to fit CESAR. BPH's sites are now equipped with ProDem hydraulic hammers, selector grabs, pulverisers, multi-positioners and compactors.

BPH are exhibiting ProDem hammer fitted with CESAR at Hillhead. Commenting on the announcement Matthew Beattie, BPH's sales manager, said: "We've been aware of CESAR for some time now and know that it's a proven deterrent against theft. We've decided the time is right to protect our own equipment and offer the added benefit of CESAR, to our customers to protect their new ProDem attachments."

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Help to prevent farm vehicle theft, urge police

Published on Wednesday 15 August 2012 13:46

POLICE in Magherafelt, working in partnership with the P.C.S.P and CESAR marking scheme, are helping farmers to prevent the theft of vital farm vehicles, such as tractors, plant and quads, by holding a unique 'CESAR IT' day on Thursday, September 13 at Draperstown Mart.

CESAR is a registration scheme giving peace of mind that your equipment is protected by state of the art technology. It is a visual deterrent to thieves and aids identification making it easier to return to its owner if stolen and recovered. CESAR has the added benefits of having no annual fees and reducing insurance costs. The system is approved and recommended by the Police Service of Northern Ireland and the Association of Chief Police Officers.

The fitting of the popular CESAR vehicle marking system will be offered at a hugely reduced price at the event at Draperstown Mart, Derrynoyd Road, Draperstown on Thursday 13th September 2012. Places must be booked in advance.

The first 20 farmers who register for the CESAR IT day can have the benefit of a CESAR kit fitted to one of their vehicles at a price of £59 (plus VAT) for larger machinery and £59 (plus VAT) for quads etc. This is a huge reduction on the standard ex-VAT prices of £150 and £140 respectively.

Crime Prevention Officer Gillian Dixon said: "This scheme is just one of a range of events and projects such as our successful trailer marking days and rural text alert system for farmers being run by G District to help prevent agricultural crime and raise awareness of crime prevention measures."

Cathy Doyle of Pirtek Belfast, suppliers of the CESAR system in Northern Ireland, added: "As an additional incentive to farmers to benefit from the 'CESAR IT' day, Pirtek Belfast will refund one lucky farmer the cost of their CESAR kit! This coupled with the discounts on insurance available for having CESAR fitted makes this offer too good to miss."

The event forms part of Northern Ireland-wide action by the Police Service to tackle farm thefts and help members of the rural community to protect their property, and is being supported by the Ulster Farmers Union.

Places must be booked in advance. To register for the 'CESAR IT' event please contact Cathy Doyle of Pirtek Belfast on 028 9036 2591 or email cathy.doyle@pirtek-belfast.co.uk.

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CEA (Construction Equipment Association)

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NEW SERVICE PROVIDES EQUIPMENT PROVENANCE CHECK AT THE CLICK OF A MOUSE

Automatic-style equipment provenance checks are now available thanks to a new on-line service launched by Datsag in conjunction with HPI the pioneer and leader in vehicle history checks. The new CESAR branded provenance check, the first of its kind for constructive and agricultural equipment, provides a new level of assurance whenever a used machine is bought or sold.

Follow the link for the full story...

<http://www.plantworx.co.uk/roads-centre/?ID=157>

Plantworx Construction Exhibition

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RECENT NEWS & DEVELOPMENTS*

Farmers Guardian

ATV SPECIAL

ATVs: Preventative measures key as UK quad bike thefts surge

12 September 2013

Quad bike theft is a worry for owners and the police. Jane Carley looks at the statistics and gets advice on security measures and profits.

Quad bike theft is an increasing priority for the Metropolitan Police's Rural and Agricultural National Intelligence Unit (RANU), says DC Ian Elliot.

"It is a big job quantifying the levels of quad bike theft, simply because utility quads and sports machines are registered in different ways, but in 2012 we realised we had to put them in our main database.

"In two years 2,480 machines have been registered as stolen - that's a quarter of all machinery thefts."

He suggests the numbers could be even greater, as thefts of machines for which owners do not have the serial numbers go unrecorded.

"Only about half of the stolen machines get identified, compared with much higher percentages for other registers. They simply disappear, especially in Southern Ireland, where every landowner has a car for a quad and they are very hard to track down."

Identification is the greatest issue in recovering stolen machines, DC Elliot says, hence the backing offered by the police in the CESAR scheme.

RANU statistics show a CESAR-registered machine is six times more likely to be recovered if stolen.

Datagag's CESAR sales director, Chris Hannon says: "By having CESAR fitted to your quad bike, the dealer are registered with the DVLA Off Road Register.

"Police can access the data via the Police National Computer (PNC)," he says. "CESAR is the only scheme to offer this and means the details of a quad stolen in Gwynedd, for example, can be accessed by any police force nationally."

The system includes a tiny glass transponder which contains the bike's unique code number, contained within a triangular tag which acts as a visual deterrent.

A plant identification tag is also fitted to the chassis, and microdots and Debating chemical DNA material are also used to mark the bike. It is priced at £120.

Insurance companies offer reduced premiums for bikes fitted with CESAR, and the cost of the system is a one-off, with annual fees for registration.

DC Elliot says in Gloucestershire, where the NFU has worked closely with RANU to encourage farmers to register quads with CESAR, successful convictions of thieves have been made, and in one area where bikes were routinely being stolen, the only farm left untouched had a CESAR-registered machine.

He says: "I would like to see manufacturers offer CESAR registration as standard on their machines."

Improving farm security

Tips from DC Ian Elliot:

- Always take the key out of the quad when unattended
- Keep the quad locked away at night in a barn or container
- In a locked building, a ground anchoring can be useful
- Keep farm gates closed - thieves will drive on to an unsecured property to look for equipment to steal. If challenged, leaving to buy fuel or soap is a common excuse

PLANTWORX 2013

The UK's Dedicated Working Construction Exhibition

14th-16th May 2013 | Stoneleigh Park, Warwickshire

Press Releases

JCB Built 100,000 CESAR Registered Machines

The "100,000" machine is a testament to the success of the CESAR (Construction Equipment Security and Recovery) scheme, which has been running since 2011. The machine is a JCB 531.70 ADL Super, a 3.5-tonne loader with a 10,000-litre capacity. It is the 100,000th machine to be registered with CESAR.

The CESAR scheme is a joint initiative between the Construction Equipment Association (CEA) and the Metropolitan Police's Rural and Agricultural National Intelligence Unit (RANU). It provides a free security system for construction equipment, including a unique identification tag, a microdot, and a DNA marker. The scheme is designed to help owners recover their equipment if it is stolen.

JCB has been a leading supporter of the CESAR scheme since its launch. The company has registered over 100,000 machines with the scheme, making it the largest manufacturer to do so. JCB's commitment to the scheme is a testament to the company's dedication to the safety and security of its customers' equipment.

CONSTRUCTION EQUIPMENT SHOWS

PLANTWORX Countdown event a huge success

PLANTWORX Countdown event a huge success - over 100 delegates attended and Lord Hain, Minister for Cities, provided a special appearance to the security and plant show.

PLANTWORX, the UK's dedicated working construction exhibition, held its 2013 Countdown event at Stoneleigh Park, Warwickshire, on 11th September 2013. The event was a huge success, with over 100 delegates attending and Lord Hain, Minister for Cities, providing a special appearance to the security and plant show.

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Press Releases

Major New Construction Event Now Launched - PLANTWORX 2013

Press Release 27/01/2011

The CEA (Construction Equipment Association) announced today their plans to host a new biennial working plant show named PLANTWORX which will be held at Stoneleigh Park, Warwickshire, on 14th, 15th and 16th May 2013. The new event will have a strong focus on construction equipment, tools and equipment accessories - with machinery demonstration its core feature.

PLANTWORX meets the construction industry demands for a focused plant and equipment show. The size of the plant and equipment sector, valued at £3.5 billion in the UK economy, highlights the significance of this sector and the importance of a major UK construction event.

CEA Chief Executive Rob Oliver said: "PLANTWORX is the CEA's response to our members' enthusiasm for a new event which will give them a solid return for their marketing investment. By organising it as a trade show 'for the industry, by the industry' we plan to be responsive to both exhibitor and visitor requirements. This is why we are consulting widely amongst the construction community on what they want to see in the show. This is an exciting project for us, all the more so as such a large number of leading companies have already pledged their support."

The CPA (Construction Plant Hire Association) has also given PLANTWORX its backing and through its members will be promoting this event as the UK's number one destination for plant, tools and machinery in 2013. Colin Wood, CPA's Chief Executive said, "I welcome the initiative to start a trade event for the industry. We will be working with the CEA to ensure that it is a show that provides maximum interest for the plant hire sector."

Leading manufacturers have been closely consulted to ensure PLANTWORX will meet the needs of suppliers as well as the requirements of its target audience involved in buying, specifying and operating construction equipment.

Picture caption Left to Right:
CEA Vice President Nick Ground and CEA Chief Executive Rob Oliver speaking at the launch of PLANTWORX

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EXECUTIVE HIRENEWS

Datatag launches training

Filed under: Latest news - 04th Sep 11:40 am

Datatag, which developed the CESAR equipment security and registration scheme, has announced the formation of a new Training Division. The first course of Plant Theft Awareness and Identification will be held on 11 and 14 September in Gloucester, and is aimed at law enforcement personnel with a responsibility for the control and recovery of stolen plant and equipment.

The course is designed to provide participants with the confidence and knowledge to stop equipment and deal with any suspected theft of construction machinery effectively. It is a practical course with a focus on the recovery of plant within the critical 48-hour window before the likelihood of recovery is high. The course will be held at Stoneleigh Park, Warwickshire, on 11 and 14 September.

The CESAR scheme aims to bring each piece of equipment an individual "passport" using an array of security tagging devices, including barcodes, unique identification tags, microdots, DNA markers, and GPS trackers.

*This is a summary of the News & Recent Developments for the CESAR Scheme and full details can be found and downloaded from our website listed below.



The Official Construction and Agricultural Equipment Security & Registration Scheme



“Stop Equipment Theft NOW”

CESAR is Supported by ...

The Construction & Agricultural Equipment Security and Registration Scheme is promoted by the Construction Equipment Association (CEA) and supported by the Agricultural Engineers Association (AEA), powered by Datatag ID technology and accredited and supported by a wide range of organisations including:

To combat theft CESAR combines

- Secure accredited 24/7 database
- State of the art Datatag ID technology
- A low one off cost to protect your machine for life.

Supported by Home Office



Thatcham™ Quality Assured
Wired of Vehicle Marking



Leading Insurers Support



Leading Manufacturers Support



“Registering & Protecting your machinery with the Official CESAR Scheme can currently make your equipment approx 4 times less likely to be stolen and approx 6 times more likely to be recovered”

