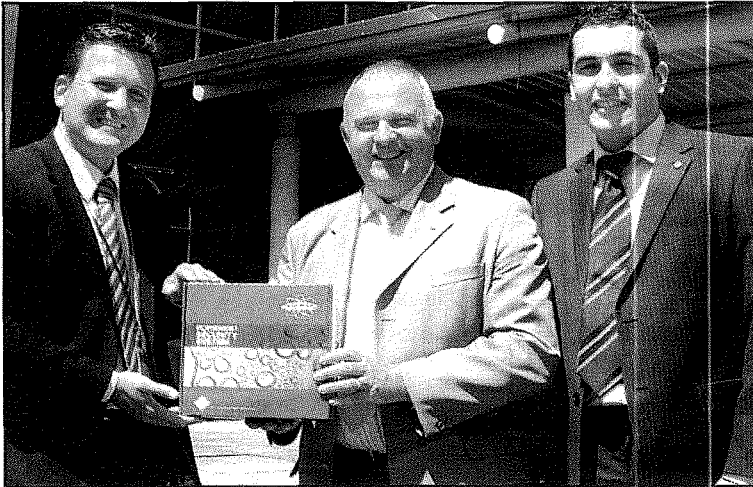


Joining forces in crime crackdown



Bjorn Campbell Lyons, regional sales manager for SmartWater, with Richard Sheehan, managing director of Shropshire Chamber of Commerce, and Chris Jones, business development consultant, from Shropshire Chamber of Commerce

SHROPSHIRE commerce leaders today joined forces with one of the county's top companies in a bid to crack down on criminals targeting the business community.

During the recession, crimes against businesses are on the increase and Shropshire Chamber of Commerce believes its link-up with Telford-based SmartWater will help combat the rise.

Shropshire businesses will be able to benefit from SmartWater's unique crime-prevention forensic technology, already being used by police forces and major companies across the UK, as part of the collaboration.

Richard Sheehan, managing director for Shropshire Chamber of Commerce, said: "It is widely recognised that in times of recession, criminal activities targeting the business community increase.

"We are delighted to have joined forces with SmartWater to assist our member companies in combating crime and avoid the disruption and damage to morale that it causes. This initiative demonstrates our continued commitment to support the business

community and to get Shropshire businesses inter-trading. We urge our member businesses to take full advantage of this unique member benefit and help us to continue to help them."

The intention is to offer SmartWater products at a preferential rate for Shropshire Chamber of Commerce members. The system consists of a forensic liquid that is used to mark valuable property, making it traceable to its owner.

Intruders

The liquid is virtually impossible to remove and can only be seen under ultraviolet light. A separate system can also be used to spray intruders, tagging them with a liquid that will irrefutably link them to a particular crime scene.

Phil Cleary, chief executive of SmartWater, said: "We are delighted to be partnering with Shropshire Chamber of Commerce on this initiative.

"As a Shropshire-based business we are always keen to support other local businesses to ensure that they are well defended against criminal victimisation.

SmartWater has been repeatedly proven to be one of the most powerful criminal deterrents available."

Shropshire Chamber of Commerce member can quote a special discount number to receive up to 20 per cent off SmartWater's range of commercial sys-

tems. Shropshire Chamber of Commerce members are invited to contact Bjorn Campbell Lyons, SmartWater regional sales manager, on 07825 971 988 or SmartWater customer services on 0870 242 8899 for more information about the product and special offer.