



CESAR - more than just a label. It's in our DNA!

**The Official Construction and Agricultural
Equipment Security & Registration Scheme**

Owned by



Promoted by



Powered by





What is CESAR?



CESAR Scheme

The Construction and Agricultural Equipment Security & Registration (CESAR) Scheme was established in 2007 by the Construction Equipment Association to combat theft of equipment.

With over 625,000 machines now registered and protected by the Scheme, the CESAR registration plate has become the industry standard identification mark.

Powered by Datatag ID technologies, the Scheme provides all-round protection for your machinery and equipment. From visible unique tamper-evident ID labels to microscopic datadots®, every part of your machine is covered by CESAR.

It's more than just a label – it's in the DNA.

This state-of-the-art technology is supported with registration on a secure database and access to a 24/7 international contact centre.

The Scheme is fully supported by the Agricultural Engineers Association (AEA) and other stakeholders including:

- Home Office
- Local authorities
- The Police
- Leading equipment manufacturers, importers and dealers
- Plant hire companies
- Trade associations
- Major insurers
- Asset finance companies.

- ✓ Positive, proven theft deterrent
- ✓ Factory fitted as standard by most leading manufacturers
- ✓ 24/7 international contact centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory tests
- ✓ No special equipment required - identification through standard issue tools
- ✓ Can be retro-fitted for a one-off low cost - no annual fees
- ✓ Unique registration - one number : one machine
- ✓ Transferable to new owner



“Over 625,000 pieces of construction, agricultural, plant machinery, ATVs, utility vehicles and tools across the UK and Europe registered and protected by CESAR.”



Leading manufacturers support



✓ Owned by **CEA**
Construction Equipment Association

The trade association representing the UK construction equipment industry since 1942.

✓ Promoted by **AEA**

The trade association promoting British manufacturers and suppliers of agricultural machinery since 1875.

✓ Powered by **DATATAG**

The UK's most trusted supplier of security marking technologies and secure registration.

✓ CEA members receive an exclusive discount on the CESAR Scheme and ECV bolt-on. If you're not already a CEA member, contact info@thecea.org.uk or scan the QR code to find out more.





Unique Tamper-Evident
Identification Label



Unique Plant
Identification Label



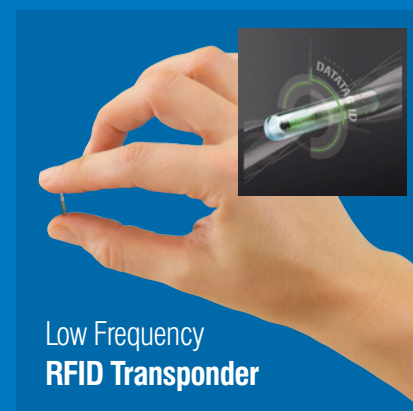
Unique Abrasion Resistant
Identification Label



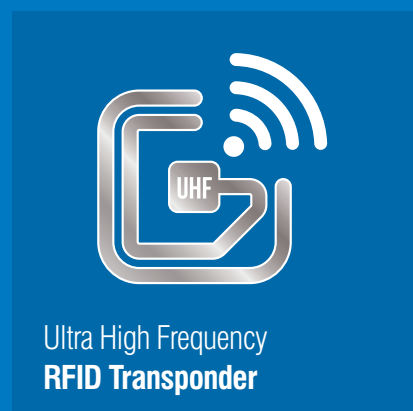
Ultra Destruct
Identification Label



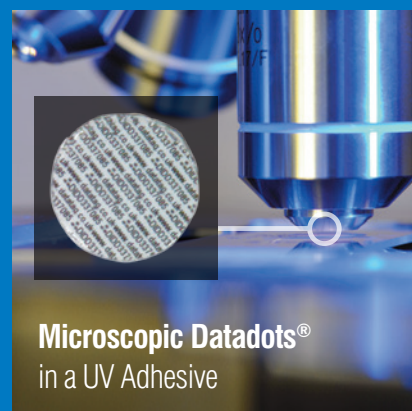
Colour Coded Emissions
Identification Label



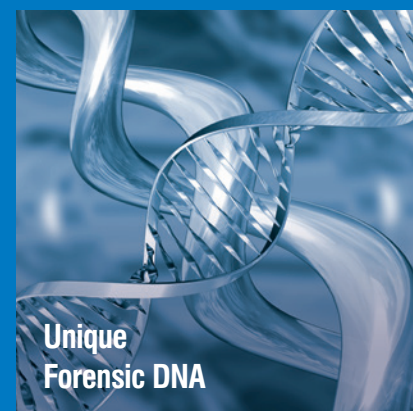
Low Frequency
RFID Transponder



Ultra High Frequency
RFID Transponder



Microscopic Datadots®
in a UV Adhesive



Unique
Forensic DNA

Technology Overview



Unique Tamper-Evident
ID Label



Unique Plant
ID Label



Unique Abrasion
Resistant ID Label



Ultra Destruct
ID Label



Colour Coded
Emissions ID Label



Low Frequency
RFID Transponder



Ultra High Frequency
RFID Transponder



Ultra Destruct UV Etch
ID Label



Microscopic Datadots®



Unique
Forensic DNA

	CESAR Construction	CESAR ECV Construction	CESAR Agriculture	CESAR Mini	CESAR ATV	CESAR Compact	CESAR Attachment	MicroCESAR
Unique Tamper-Evident ID Label	✓	✓	✓	✓		✓	✓	
Unique Plant ID Label					✓			
Unique Abrasion Resistant ID Label								✓
Ultra Destruct ID Label					✓		✓	
Colour Coded Emissions ID Label		✓						
Low Frequency RFID Transponder	✓	✓	✓	✓	✓	✓	✓	
Ultra High Frequency RFID Transponder	✓	✓	✓	✓	✓	✓	✓	✓
Ultra Destruct UV Etch ID Label							✓	
Microscopic Datadots®	✓	✓	✓	✓	✓	✓	✓	
Unique Forensic DNA	✓	✓	✓	✓	✓	✓	✓	

“Identification of stolen construction equipment is easy with CESAR.”



CESAR Construction

Since CESAR launched in 2007 construction equipment theft has seen a marked reduction but remains a significant issue for the industry with equipment worth millions stolen every year.

CESAR acts as a significant deterrent to theft due to its almost unbeatable multi layered approach to security marking not least its unique forensic DNA. The now iconic CESAR triangular ID plate acts as the first line of visual deterrent and studies have shown CESAR marked machines are more than twice as likely to be identified and recovered as unmarked equipment.

Fitted at factory by the majority of major brands CESAR is the number 1 choice for security marking in the construction industry.

- ✓ Tamper evident warning / identification label
 - ✓ RFID transponders
 - ✓ Microscopic Datadots® - protects all components
 - ✓ 24/7 international contact centre - instant Police access to database
 - ✓ Roadside, immediate identification - no lengthy laboratory testing
 - ✓ One-off cost - no annual fees
 - ✓ Unique registration number - one number : one machine
-
- ✓ CEA members receive an exclusive discount on the CESAR Scheme and ECV bolt-on. If you're not already a CEA member, contact info@thecea.org.uk to find out more.



“Identification of stolen agricultural plant is now easier with CESAR.”



CESAR Agricultural

Rural crime continues to blight the industry and machines left in remote areas are a constant target for criminals. CESAR acts as a significant deterrent to theft owing to its hard to beat multi layered approach to security marking technologies.

The triangular CESAR registration plate has become the industry standard identification mark and acts as a significant deterrent. Its layers of security make CESAR an invaluable aid to recover and backed by a 24/7 UK based contact centre the Police are able to confirm by various means the true identity of a machine and check its status in seconds.

That's why all major insurance companies offer discounts of up to 20% on premiums and reduced excesses for cover on CESAR-marked machines.



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



**“CESAR ECV
Emissions Compliance Verification
allows quick and easy verification
of a machine’s emissions.”**



What is ECV?

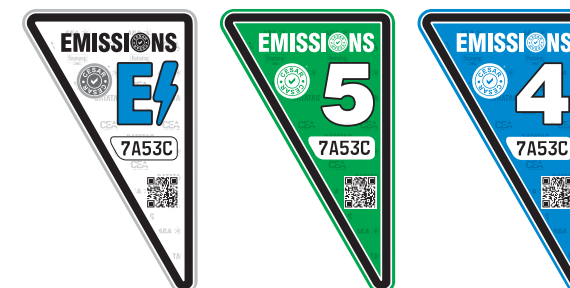


CESAR ECV Emissions Compliance Verification

ECV offers an advanced emissions identification solution to create greener construction sites.

ECV is a clear and concise system for easy identification of the emissions stage of a machine. The tamper evident, colour-coded labels provide quick visual confirmation, combined with a database of detailed machine information, providing site managers assurance their sites are meeting new emission standards.

CESAR ECV is available as a bolt-on product to the existing CESAR security systems. With an increased demand for environmentally conscious construction sites, we recognised the need for easy identification of a machine's credentials.



- ✓ A 'bolt-on' product which compliments the existing CESAR security system
- ✓ Clear and concise identification of the emissions stage of a machine
- ✓ Supports large scale projects with multiple contractors ensuring plant on site is as 'clean' as possible
- ✓ Ensures machinery meets strict new emission standards on construction sites
- ✓ Over 2,000 new pieces of ECV fitted construction plant machinery are entering the UK every month
- ✓ ECV is now fitted as standard by 80% of NRMM manufacturers for the UK market and the other 20% offering ECV as a customer specified option

“ We are happy to confirm that we would accept the ECV as part of the registration process for plant to work on HS2 sites, and would consider it suitable for compliance assurance purposes.”

Andrea Davidson
Air Quality Lead,
Phase One, HS2 Ltd

HS2



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



CESAR ATV

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, deterring theft in the first instance and aiding recovery if a machine is taken.

Fitted as standard to a growing list of manufacturers and endorsed by the National Farmers Union, the UK's leading insurer of rural communities and their assets, CESAR ATV has made a name for itself as a “don't touch” product among the criminal fraternity.

Supporters:



For retro-fit machines customers can choose the CESAR Compact System - see page 17.



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



**“CESAR is more
than just a label -
it's in the DNA.”**

CESAR Compact

Popular items of compact equipment are equally susceptible to theft. 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 our secure 24/7 international contact centre, this extension to the original CESAR Scheme is a welcome addition for large and small businesses 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 international contact centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ One-off cost - no annual fees
- ✓ Unique registration number - one number : one machine



“CESAR marked machines are more than twice as likely to be recovered as unmarked equipment.”



CESAR Attachment

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 less risky targets.

Supporters:



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



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



MicroCESAR

Theft of handheld power tools is an enormous issue for the construction industry worldwide, costing businesses many times more than the loss of the tool.

Following the success of the original CESAR Scheme, MicroCESAR 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 with 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 CESAR is equipped to protect the smallest to the largest piece of equipment, making life for a thief harder each year.

Supporters:

STIHL



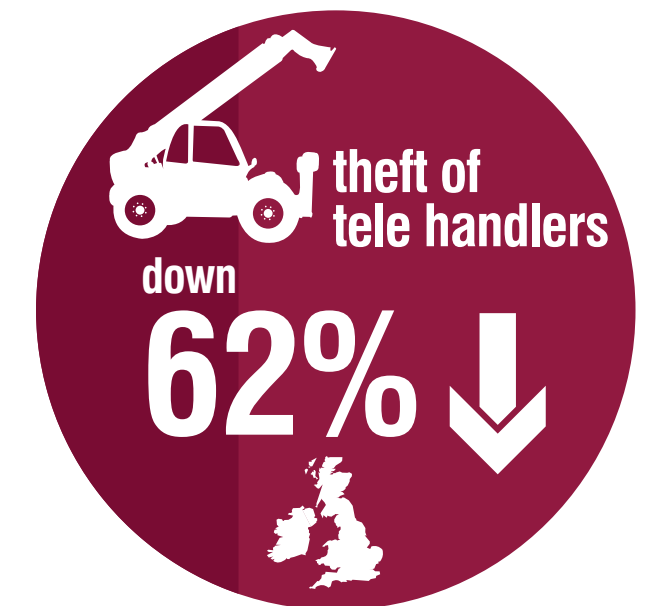
- ✓ Abrasion resistant warning / identification label
- ✓ RFID transponder
- ✓ 24/7 international contact centre - instant Police access to database
- ✓ Roadside, immediate identification - no lengthy laboratory testing
- ✓ One-off cost - no annual fees
- ✓ Unique registration number - one number : one machine



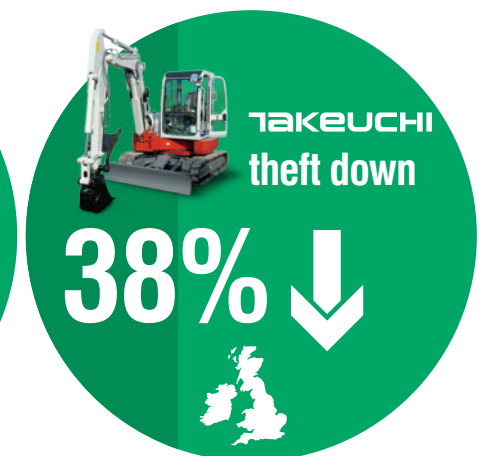
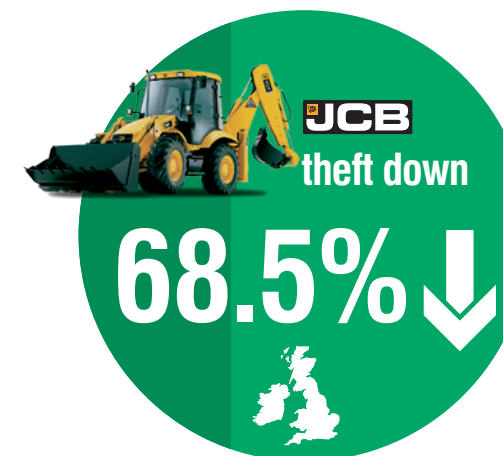
“CESAR is the only official Police and Home Office approved construction and agricultural equipment registration scheme.”



Since the peak of 2010



Since 2014...

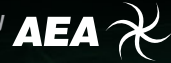




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