

# CRIME REDUCTION NEWSLETTER



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**MicroTag**  
 hi-tech micro security

## Front Page News

The Haymarket Publishing Group who publish some of the top named magazines in the automotive sector has given MicroTag front page coverage.

April's issue of Two Wheels Magazine has been a great success for MicroTag and Two Wheels. The prestigious glossy motorbike magazine has a double page spread. The magazine offers all its readers the MicroTag product free of charge, they merely need to subscribe to the secure database. This can be done by completing the tear out payment mandate from the magazine, or they have the opportunity to subscribe online on the MicroTag website [www.micro-tag.co.uk](http://www.micro-tag.co.uk). Subscribers to the magazine received the magazine early in March, but it is now on the shelves in news agents around the country. There were 80,000 copies printed this month, so we are expecting to have a fantastic response throughout March and April.



haymarket publishing



## The National Boat, Caravan & Outdoor Show 2005



MicroTag were pleased to present the MicroTag security award to **The Explorer Group** at the NEC show last month for their continued support in helping to fight crime. Pictured right

are Kerry Neal, MicroTags Marketing Manager with Kelvin Summers, National Account Manager, at the NEC in Birmingham, supporting **The Explorer Group** who had **Elddis, Buccaneer and Compass** touring caravans and motorhomes on display.



# THE RIGHT TOOL FOR THE JOB



Mac Tools one of the worlds leading suppliers of precision tools, have taken a major step in helping to fight crime. Mac Tools have invested in a substantial quantity of MicroTag kits. The MicroTag product will be used to security mark an array of tools, garage and bodyshop equipment. The kits will be distributed through the Mac Tools UK sales network.



## Bringing Bikers up to speed

M&P are promoting the MicroTag product throughout its latest catalogue. More than 100,000 going directly to its existing customers, 240,000 in



and in excess of 60,000 M&P catalogues will be inserted in the



This campaign will help motor cyclist become more aware of the importance of security marking their property.



## YOU CAN HELP

If you know of any organisation, school or company that can benefit from using the MicroTag security marking system, please forward our contact details to them, or call us on 01934 646500 or email us at [info@micro-tag.com](mailto:info@micro-tag.com).

## TOTAL PROTECTION

Insurance brokers Bakers of Cheltenham offered a 10% insurance discount on all new Explorer caravans. Due to the success of this promotion they are pleased to announce that they have now extended this offer to include **ALL** new touring caravans that have been protected by the MicroTag product.



hi-tech micro security  
**MicroTag**<sup>®</sup>

## KITTED OUT

Get your **FREE Police MicroTag Identification**

kit now

Contents:

- MicroDot Reader
- MicroDots
- Black / Ultraviolet Light
- Information Booklet
- Holographic Security Stickers

☎ 01934 646500

## COMMENTS AND SUGGESTIONS.....

Following the tremendous response from our last newsletter, we would like to reiterate that we value your opinions and therefore welcome any articles that you feel may benefit other Crime Reduction Officers. Or, if you have any suggestions on the MicroTag Newsletter, please call the MicroTag Team on 01934 646500 with your ideas.

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