

SECTION:

Asset & Property Marking (APM) - (May 2026)

Criteria

Membership of the Asset & Property Marking Section is open to companies engaged in the design, manufacture, installation, distribution, maintenance, or repair of products intended to protect property and assets. Eligible products must support one or more core purposes: deterrence against theft, identification of stolen goods, identification of suspects exposed to marking products, evidence of tampering and authenticity.

Mission Statement

Our mission is to develop and maintain the highest professional standards in technology, innovation, and service across the asset and property marking sector. We support members and their clients by promoting responsible deployment, advancing best practice, and ensuring marking technologies deliver meaningful deterrence, identification, and evidential value.

Vision

To strengthen the UK's capability to protect assets and property through trusted, high-quality marking solutions, recognised standards, and informed stakeholder engagement. The section aims to empower organisations, law-enforcement partners, and the public with the confidence, guidance, and assurance needed to adopt effective marking technologies, while shaping the future of the sector through collaboration, standards development, and ethical innovation.

Educate

The section strengthens understanding of asset and property marking technologies, their purpose, and their role in crime prevention and recovery. It focuses on ensuring stakeholders, customers, and partners are informed, confident, and able to deploy marking solutions responsibly and effectively.

- Members provide sector-specific knowledge, including guidance on best practice, evolving technologies, ethical deployment, and standards interpretation. This includes being recognised as a trusted source where government oversight is limited.
- The section produces guidance for members on legislation, environmental regulations, and other issues affecting business operations.
- Members advise on standards, technical issues, legal issues, and regulation, ensuring consistent and compliant deployment of marking solutions.
- The section promotes education for police and forensic services on the value and use of marking products, supporting operational understanding and uptake.
- Information is shared through PR, marketing, social media, events, and video content, helping stakeholders understand the deterrent and identification value of APM technologies.

- Members receive early insights into upcoming changes in standards and regulation, helping them prepare for compliance and maintain high professional standards.

Elevate

The section enhances the visibility, credibility, and professional standing of the APM sector by promoting quality, standards, and the value of accredited solutions.

- The section promotes the value of quality marking products and services, emphasising their role in deterrence, identification, and recovery.
- Members showcase their products and innovations, reinforcing the sector's contribution to crime reduction and asset protection.
- The section highlights collaborative work with regulatory bodies, industry partners, and cross-sector associations, strengthening the sector's reputation and influence.
- Engagement with key influencers including law enforcement, Home Office, insurers, Secured by Design, SaferCash, SaferGems, and the Forensic Science Regulator raises the profile of APM technologies and the BSIA's leadership role.
- Standards are used to promote excellence, including criteria for quality marking products and recognition of the value of trading with BSIA members.
- The section represents the APM sector at exhibitions, industry events, and consultations, ensuring visibility and authoritative presence.

Evolve

The section drives forward the development of standards, regulation, market maturity, and member capability to ensure the APM sector remains relevant, trusted, and aligned with emerging needs.

- Members consult and collaborate with government bodies, regulators, and standards organisations to shape the ongoing development of standards, regulations, and best practices.
- The section influences standards development for property, asset, and cash marking, including work with BSI and BRE.
- It facilitates information exchange and collaboration with domestic and international organisations, supporting global representation and sector evolution.
- The section strengthens the ecosystem by introducing new partners, improving networking, and expanding collaboration between members and compliance partners such as BSI, FSR, BRE, and UKAS.
- Members receive special services, including certification support, audit readiness, and representation in consultations, helping them evolve their capability and compliance posture.
- The section supports market development through lobbying, participation in briefings, and engagement with key influencers, ensuring the sector adapts to changing expectations and opportunities.

APM Section Goals (2026)

APM-specific Goals list structured around the three Es.

Goals:

What the APM section will achieve in the coming year of 2026:

Educate

(Promoting knowledge, guidance, awareness, and insight)

- LinkedIn promotion to followers for the Lone Worker section
- Collaborate with relevant media outlets and trade publications (PSI, Security on Screen, Association of Security Consultants etc.) to highlight the importance of lone worker protection
- Produce easily available information and guidance on best practice
- Promote use of products by education (e.g. to police and forensic services)
- Advise members on standards, technical issues, legal issues and regulation
- Advice to end users on member's capabilities
- Independent advice to customers about products via press and relevant parties (e.g. police websites)

Elevate

(Showcasing excellence, promoting value, and differentiating members)

- Promote the value of quality products and services
- Showcasing member's products – video and PowerPoint deck
- Use of standards to promote excellence
- Support on APM marketing assets with BSIA that drives it forward to completion

Evolve

(Shaping the future, influencing policy, building partnerships, and advancing the industry)

- Lobbying, taking part in consultations with key influencers (Law enforcement, Home Office, Government, Insurers, Neighbourhood Watch, Secured by Design, SaferCash, SaferGems, Forensic Science Regulator, etc.)
- Participate in Industry Briefings and Events, BSIA forum events
- Improve/create relevant cross-section networking
- Provision of third-party partnerships delivering preferential products and services to members (e.g. legal helpline)

APM KPIs Aligned to the Three Es

- Looking at website stats regarding publications on increasing engagement and visibility.
- Increase stakeholder understanding of APM technologies — measured through engagement with guidance materials, uptake of best-practice documents, and attendance at educational briefings.
- Growth in visibility of APM solutions — tracked through PR reach, social-media interaction, and representation at exhibitions and industry events.
- Strengthened influence on standards and regulation — evidenced by contributions to BSI/BRE workstreams and participation in consultations with law enforcement, Home Office, insurers, and other key bodies.
- Improved member capability and compliance — assessed through use of technical/legal guidance, demand for certification support, and feedback on advisory services.
- Expansion of sector collaboration and partnerships — measured by the number of introductions to distributors, compliance partners, and cross-sector organisations.
- Growth in adoption and recognition of APM technologies — reflected in increased use by police, forensic services, and end-user organisations, and wider acknowledgement of BSIA-aligned quality criteria.