

## pressrelease

11<sup>th</sup> September 2017

LONDON

### **Crimestoppers at BLE: the brand that boosts security — and security products**

#### ***Awareness, reputation and trust inspire licensing programme for leading security brand***

JELC will this year be presenting Crimestoppers on stand Q25 at BLE as the only credible brand available for licensing in the security and protection arena. And there are many good reasons for that powerful claim.

It's nearly 30 years since its inception as an anonymous service formed to help people to provide information about crimes without fear of retribution. In that time Crimestoppers has built a unique role as a trusted, independent crime-fighting charity with a reputation for integrity and — importantly — real and identifiable success in helping combating and preventing crime.

Consumer awareness of Crimestoppers is an astonishing 86%. In fact the use of the Crimestoppers logo is a proven deterrent to crime wherever it is displayed. It is also the only relevant brand connected in consumers' minds to security.

That's why respected independent licensing agency JELC was asked to build on the extraordinary strength of the brand to develop a licensing campaign focused on security and protection.

To date the brand has already attracted licensees providing locks, video doorbells, security lighting and forensic property marking. Further opportunities — in safes, personal security apps, shredders and products with a particular focus on assisting the vulnerable in their homes . JELC is assessing numerous other opportunities for products focussed on home, vehicle, pets, personal and business security.

This is a programme that offers a unique opportunity for licensees and retailers alike to benefit from the positive associations and strong consumer awareness of the Crimestoppers brand. It also deliver royalties to Crimestoppers that help to fund its valuable operations.

Jane Evans, founder and MD of JELC, says: "Today's busy, high-tech world is more security-conscious than ever — and the security and protection products market is more competitive than ever too. What better way could there be to stand out in this market than to associate with a trusted, valued and established crime-fighting brand? Find out more from us — and Crimestoppers — on stand Q25."

#### **About JELC**

JELC is a boutique licensing agency with a wealth of experience spanning 30 years in the brand licensing industry. Representing The National Gallery, Silentnight, Crimestoppers, Help for Heroes, I Like Birds and more, JELC was

## pressrelease

founded by Jane Evans, former founder and former MD of The Beanstalk Group - Europe, one of the world's largest licensing agencies. Jane Evans has extensive experience in developing and managing licensing programmes for major brands such as The Coca-Cola Company, Harley-Davidson, The Andy Warhol Foundation, Hallmark and Jack Daniels, to name only a few.

JELC is also the owner of Berussia Ltd, formed in November 2011, operating in Russia and CIS and representing such diverse brands as Hallmark and Dakar Rally.

For further information please contact:

Jane Garner & Suzy Wyld

[jgarner@kgmpr.com](mailto:jgarner@kgmpr.com) / [swyld@kgmpr.com](mailto:swyld@kgmpr.com)

kilogrammedia

Tylers

1 Mallows Green Road

Manuden

Herts CM23 1DG

**t** + 44 ( 0 ) 1279 887 101

**w** [kgmpr.com](http://kgmpr.com)