

Deploying and Championing Proactive Security

Greenway Training



The Challenge

Greenway Training is the South of England's largest provider of training across grounds maintenance, forestry, amenity and estate management.

They train and assess over 4,000 candidates each year for clients, ranging from county councils and housing associations, to utility companies and premier league football grounds.

Their fleet of machinery reflects this scale: telehandlers, tractors, woodchippers, quad bikes, chainsaws, and a growing inventory of high-value battery-powered equipment. Such high-value items come with inherent risk of theft.

Although they hadn't suffered a major incident, the directors recognised that this was due to luck, and luck could run

out. Cross-county criminal gangs were increasingly targeting rural sites, making a major incident more likely, while a relaxed equipment hire system for candidates meant smaller items were sometimes quietly disappearing.

The high-value and desirable inventory - much of it portable - was largely unprotected, giving the company pause in promoting their well-equipped training facilities in their marketing communications.

They needed to get on the front foot of equipment security, to proactively prevent any future incidents and promote themselves with confidence.



The Solution

Following a recommendation from an ex-military security specialist who named our SmartWater forensic marking system 'the best in the market', Greenway partnered with DeterTech and began deploying SmartWater across their full inventory, alongside deterrent signage complimenting camera installation and additional physical barriers.

Marking of the full fleet - every power tool, hand tool, and even office equipment - is being completed methodically against the asset register, with the company's instructors involved throughout.



The Impact

Greenway expect fewer equipment losses, of course – one attempted break-in has already been abandoned by the criminals, potentially due to the prominent deterrent signage - but they believe the benefits will go further.

With SmartWater in place, they'll now be able to openly showcase their full facilities and equipment, without fear of attracting criminals.

Longer term, the goal is to embed security awareness across their 40+ freelance instructors and, through them, into the thousands of candidates they train each year. In a sector facing rising theft, that makes best practice in asset protection not just something Greenway do themselves, but a key part of what they teach - with a halo of profound benefit across the sectors they work with.



“ There are certain things we have historically been a bit nervous about showcasing. But now with everything marked, we can demonstrate best practice across our entire site including our workshops and machinery sheds... we can highlight and promote everything, and champion best practice for the land based sector. ”

Rob & Charlotte Boole

Directors – Greenway Training

If you have any questions about
our brand and marketing, please
contact: marketing@detertech.com

