

1st CLASS PROTECTION



THE NUMBER 1 CHOICE IN SECURITY

Manned Guarding ■ Close Protection ■ Residential Patrols ■ CCTV & Alarm Response

SECURITY SOLUTIONS, DESIGNED AROUND YOU

1st Class Protection provides unsurpassed, SIA approved security for a broad range of commercial and residential clients – delivering the ultimate in peace of mind, every time.

We certainly live up to our name in terms of our service: everything, from our personnel and training, to our state-of-the-art security systems, is of the absolute highest standard. Plus, we take a pro-active, personal approach to every assignment – which means we'll get to know you and your requirements, and tailor a solution to fit your needs and budget.

Whether you're looking for a guard presence in a public building or construction site with **Manned Guarding**, VIP security with **Close Protection**, or wish to safeguard where you live or work with **Residential Patrols** and **Security Systems** – you can rely on 1st Class Protection, for confidence, reliability and true expertise.



OUR SERVICES

We offer a broad spectrum of solutions, designed to fit your needs – whether simple, or complex. If you'd like more information on any of our services, or would like to arrange a quote for a bespoke solution, please get in touch.

MANNED GUARDING

For a secure, reassuring 24/7 presence, we provide professionally trained, uniformed guards for a variety of sites:

- Schools, nurseries and colleges
- Retail and shopping centres
- Office Security and Reception
- Building security – both occupied and empty
- Construction sites.

CLOSE PROTECTION

When you need effective, unobtrusive personal protection, our qualified, SIA licensed professionals are unmatched. We supply a one-on-one cost-effective service, and can operate around the clock or on an ad hoc basis, to suit your needs:

- Celebrity and VIP bodyguarding
- Protective Intelligence and Threat Mitigation
- Executive Protection.

OUR SERVICES

RESIDENTIAL PATROLS

With neighbourhood crime an ever-increasing threat and police resources stretched, we can provide a constant guard presence for where you live. Covering up to four streets in one area, either on foot or in a vehicle, we cater for groups of residents who are concerned about the safety of their homes – so it's a cost-effective, highly efficient way to ensure the safety of you, your home and those you care about. [See page 11 for some press coverage of this service.]

- Foot and vehicle patrol, depending on extent of area and budget
- 'Meet & Greet' service, where you call our guard's mobile and he'll escort you from your car to your door
- Patrol hours to suit you and your neighbours
- Guards don't carry weapons, but have been proven to be a significant deterrent to crime
- Immediate response – significantly faster than calling the police.

CCTV & ALARM RESPONSE

Our state-of-the-art security systems will suit any environment, and give you complete confidence that your home or business is protected. From remote-access surveillance, to high-tech integrated alarm systems which dial your mobile if they're disturbed, to fully monitored CCTV – we can tailor a solution to suit your needs, whatever the size of the site.

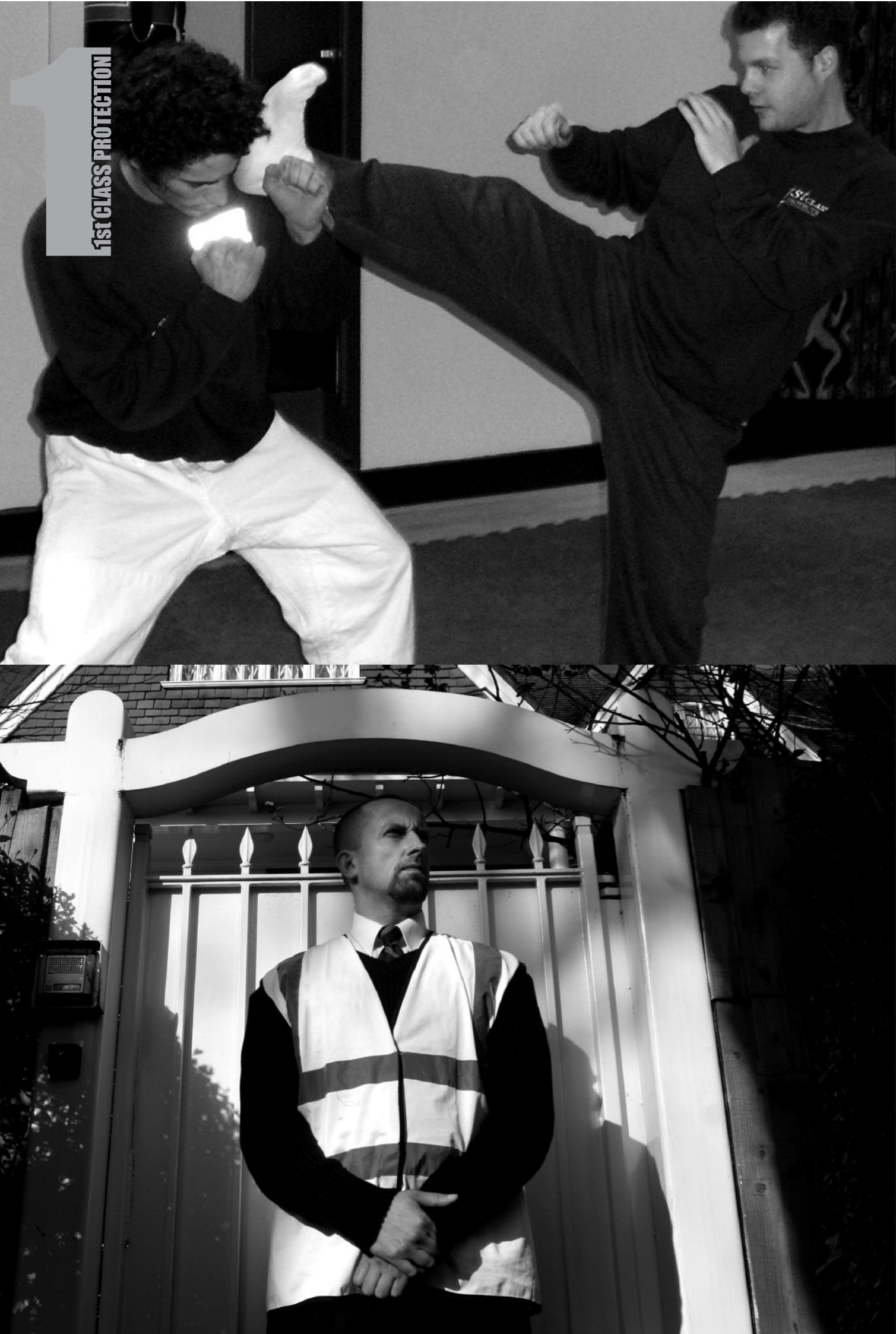
- Video and audio door entry systems
- CCTV
- Intruder Alarms
- Wireless Alarms.

Working with the Police, for your peace of mind



In addition to providing our own expertise and resources, we co-operate closely with the Police to ensure an increased level of vigilance within the community, an emphasis on deterrent activities and the maximum effectiveness of our services. As a result, the areas we operate in have reported a dramatic drop in the amount of crime.





OUR PEOPLE

All 1st Class Protection personnel are of the highest possible calibre. Primarily from military and policing backgrounds, our security officers are extremely well qualified, and trained to act speedily and intelligently in any given situation – both pro-actively and reactively.

We operate a rigorous recruiting, screening and training process, so you can be confident the guards working with you will be the best of the best. Plus, our personal approach means you'll get to know us, and we'll get to know you, so we can match the right people to the right jobs.

In addition, all our personnel are highly motivated and well rewarded – making for consistency and reliability at all levels.

Assaf Cohen, Managing Director



A former Israeli army specialist-operations officer, Assaf established 1st Class Protection six years ago, and has since developed it into one of London's most trusted security companies. Having trained as a solicitor, and obtained an MBA, Assaf has an intelligent approach to protection, ensuring that our personnel and systems are always up-to-the-minute in terms of training and technology – and that exceptional service is always a priority.

Re'em Rotem, Locations Manager



Re'em started his career in the security business in London after serving 3 years in the army, where he was involved in special unit training including anti-terror, mobility of special units, first aid and directing operations. Re'em has a vast experience in the security field for over 15 years. He also has a Business Degree from London Business School.

A NAME YOU CAN TRUST

1st CLASS PROTECTION

When choosing a company to protect what's important to you, trust is paramount. And because we're accredited by every major security body, with an impressive list of client and press testimonials – it's just one more reason to choose 1st Class Protection.

ACCREDITATIONS

■ SIA APPROVED CONTRACTORS

Further to the Government's new rules to regulate the security industry, 1st Class Protection was awarded the SIA (Security Industry Authority) Approved Accreditation.



■ ISO 9001

This demonstrates that we provide a consistent standard of quality across the business.



■ CST APPROVED

1st Class Protection prides itself on a strong working relationship with the CST (Community Security Trust).



WHAT OUR CLIENTS SAY

"As a Facilities Manager for a West End based organisation, I need a variety of services from my preferred security company. They must be trustworthy, well presented and understand different briefs, and immediately responsive to our requests for cover at short notice. Plus, I need immediate and direct access to the Security Supervisor at all times. 1st Class Protection has provided all the above and more since January 2004, and I have no reservation recommending their services"

C. Ebank, Facilities Manager

"Similar to most companies, 1st Class Protection promised me an excellent service. What amazed me was that they actually provided just that. If you are in need of a company whose security guards are on the ball and are backed up by a customer focused management team, you need not look any further than 1st Class Protection."

A. Solomon, Finance Manager

WHAT THE PRESS SAYS

In recent years there's been a lot of press interest in the increase of private residential security. And as one of London's leading names in the business, 1st Class Protection is often called upon to explain how a constant guard presence can reduce crime, and help people feel safe in their homes. Here's a selection of just some of the articles we've featured in.

THE TIMES



This article discusses the rise of neighbourhood protection: 'Since 2003 (Assaf Cohen) has built a team of 35 trained guards, including several former Israeli soldiers, a former lieutenant-colonel in the Slovakian army, a former Lithuanian police officer... there's little doubt that their presence does act as a deterrent.'

The Daily Telegraph



Journalist Harriet Sargeant describes how 1st Class Protection has helped her and her neighbours feel safe: 'When our patrol started last July, the guard reported an incident every few nights. In the past three months, we have barely had one.'

Evening Standard



In this article about the rise of Residential Patrols and neighbourhood security, 'Assaf Cohen... said his guards receive up to 200 calls a day from customers needing an escort.'

Ham&High



Residents in Keats Grove and Downshire Hill, Hampstead, describe how 1st Class Protection officers 'are very vigilant, keep an eye on your property and make sure you are safe walking down the street.'

THE JEWISH CHRONICLE



Roel Bentley, a 1st Class Protection guard in North West London, says, "There were a few burglaries on the street before we started patrolling it, but since we've been here it's stopped. Once criminals know a street has security, they don't come here anymore."

CONTACT US

Whatever your security needs – big or small – please get in touch, and we'll develop a solution that fits you perfectly.

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