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Crimestoppers Breaks into Brand Licensing

JELC is presenting the U.K.-based security and protection brand Crimestoppers at this year's Brand Licensing Europe.

First introduced to the public 30 years ago as an anonymous service to allow people to provide information about crimes without fear of retribution, Crimestoppers has grown to become an independent crime-fighting charity,

helping combat and prevent crime. The brand is partnering with JELC to develop a licensing campaign focused on security and protection.

To date, the brand has already attracted licensees in the lock, video doorbell, security lighting and forensic property marking categories. Further opportunities are available 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 focused on home, vehicle, pets, personal and business security.

Royalties from the Crimestoppers merchandising and licensing program will help the organization fund its valuable operations.

"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," says Jane Evans, founder and managing director, JELC. "What better way could there be to stand out in this market than to associate with a trusted, valued and established crime-fighting brand?"