



To spice up your experience with ASK Security, we bring you our unique 2014 Christmas Newsletter. We tell you the honest facts, we tell you how we feel, we tell you what the criminals are up to and we tell you how technology feels. Each one of our professional staff members contributes their feelings and stories to provide you with a summary of the past year, and an insight to how the area is evolving.

## Recent Changes in Criminal

Article by W. Kruger (Operations Manager)

For the most part, general house burglaries have been under control for quite some time and all seemed peaceful in the town of Pringle Bay. Unfortunately, this sense of peace was disrupted during the month of September 2014 when Pringle Bay suffered its first 2 incidences of house robberies.

The first incident occurred on the 11/09/2014 late in the evening when 2 ladies occupying a home in Caesar Road in Pringle Bay were accosted by 4 masked African males armed with knives. The 2 ladies were tied up and, although the homeowner did have dogs present, this did not seem to deter the criminals from gaining entry into the house. Fortunately, in this incident, the victims were not physically harmed and after the criminals had left with the stolen items, one of the victims had managed to untie herself and then freed her partner.

The panic button was pressed and the victims subsequently escaped from the premises in their private vehicle to a friend's house elsewhere in Pringle Bay, as they feared that the criminals could easily return. The ASK Security reaction officer alerted the local police and multiple units were dispatched to the scene.

Just after midnight on the 24/09/2014 a second house robbery had occurred when a couple with a small child had been accosted in their home which is situated opposite the house where the first robbery occurred almost 2 weeks earlier. Four armed masked African males forced open the front door of the premises and tied up the couple before making a getaway with numerous stolen items. Once again in this incident, no physical harm was caused to the



victims. The police were dispatched to the scene as well as ASK Security reaction officers.

The police trackers were brought in some time later and it was verified that the criminals had entered Pringle Bay on foot from the R44. It is thought that in both cases above, the criminals had entered into the area early enough in the evening to be able to monitor their targets.

In a lesser known incident which occurred on the 23/09/2014 in the late evening, just a few hours before the second house robbery, a resident in close proximity to Caesar Road had witnessed a masked African male crouching close to her back door. The lady had managed to shut the door in time before the perpetrator could gain entrance into the home and he subsequently fled on foot in the direction of Caesar Road.

The modus operandi of the criminals in all of these cases are the same and there seems to be a trend in this kind of crime as cases very much like these have been reported from a variety of towns throughout the Western Cape. A special police task force has been called in to investigate these cases.

At ASK Security, we try our best to enhance our clients' sense of security and it comes as no surprise that with all the current upgrades that have been performed on client's alarm systems that more and more people are becoming security conscious. So I am not going to tell you about outdoor detectors and cameras, or even the fact that you need to sleep with your alarm armed at night, because you know these things. What I am going to tell you is that, sometimes in this world, the most basic things can possibly make the biggest difference.

The concept of awareness lays the very foundation of all our security needs and must be practiced diligently in order to make it work for us. Criminals know this and it is usually the unsuspecting that become victims. Nobody wants to live in a prison, but it must be remembered that the very changes on various levels within our society directly influence the crime rate in general and it is our responsibility to adapt to these changes. In certain cases, our survivability may even depend on it.

**“AWARENESS IS THE KEY TO SURVIVAL”**

## Die Vakansie

Artikel deur J. Pretorius (Assistant Operations Manager)



Die tyd het uiteindelik aangebreek vir... DIE VAKANSIE WAT U AL LANK BEPLAN!

2014 is amper aan die einde. Die afgelope jaar was die huisinbraak syfer baie hoog teenoor 2013 se statistieke, veral in Kleinmond en Bettiesbaai. Ons area het baie huisinbrake ervaar, maar teenoor dit het ons ook 'n hele paar suksesse gehad met verdagtes wat ons gearresteer het.

**Ons wil net weer 'n beroep doen op alle kliënte wat vakansie huise het in die area:** Maak seker dat u vakansie huis se alarm stelsel werk. As u naweke of deur die jaar na die perseel kom, toets die stelsel.

As u voel dat die stelsel nie behoorlik werk nie of as die stelsel redelik oud is, kan u ons skakel en ons tegniese span sal uitkom om na die stelsel te kyk en u die opsie gee om die stelsel op te gradeer.

Baie van die inbrake wat ons ervaar het, het die verdagtes die alarm ogies ge-"bypass" en verby die alarm stelsel gekom het sonder dat die ogies die beweging optel. Dit het meestal gebeur waar die stelsels oud is en die ogies nie meer tenvolte funksioneer nie.

Ons moedig ons kliënte aan om ons te kontak vir 'n alarm stelsel toets elke jaar sodat die ogies ook opgradeer word om sulke voorvalle te verhoed. Die bekommernis oor ons woning se veiligheid bly maar in mens se agterkop wanneer ons op vakansie gaan.

**Hier volg 'n paar wenke vir ons kliënte as wat die vakansie weggaan:**

- Toets u alarm stelsel tenminste twee weke voor u vertrek sodat, indien daar fout is met die stelsel, die tegniese span kan uitkom en die probleem regstel.
- Voordat u die alarm stelsel toets, laat weet die beheerkamer in u area dat u die stelsel gaan toets sodat hulle kan monitor of hulle alle seine van u stelsel ontvang. Bel ook na die tyd en maak seker dat hulle die seine ontvang het.
- Stel die beheerkamer in kennis van u vertrek datum en wanneer u terugkom.
- Maak seker die beheerkamer weet wie die sleutelhouer is vir die tydperk wat u weg is. Verskaf hulle asseblief met beide die naam en kontaknommer van die sleutelhouer.
- As u vir iemand vra om na u woning om te sien terwyl u weg is, maak seker die persoon weet hoe die alarm stelsel werk en hoe om die stelsel te aktiveer.
- U as kliënt kan ook vir die beheerkamer in u area vra dat die respons personeel ook patrosie ry en 'n ogie hou oor u woning.



# Administration Department

by M. Barry

To all of our loyal ASK Security clients, we would just like to thank you for all your support throughout the year of 2014 and a warm welcome to all of our new clients that have joined the ASK Security family in Kleinmond, Betty's Bay, Pringle Bay and Rooi Els. At Kleinmond head office, we always strive to provide a professional and courteous service to all of our clients and we want our clients to know that they are welcome at any time to communicate with us if they have a problem and we will be sure to help.



## Holiday Instructions

This is aimed at all permanent residents that go away on holiday during the year.

When going away please make contact or collect a Holiday Instructions form from your respective ASK Security branch at least 24 hours before departure so that all of our staff is well informed of your plans and they know who to contact if you are unreachable.

With this in mind we wish you a prosperous year ahead and all of the best for 2015. We look forward to working with you again.

## Keys

Please be advised that no keys will be issued to any person, whether related to the client or not, without the necessary key notification received via Fax or email by the administrative staff.

No telephonic arrangements will be accepted as all notifications are kept on file for our records and security purposes.



## New Terms and Conditions

In the last year, we have changed our old contract template to a new one, where the client and ASK Security cc are both protected in the terms and conditions.

We sincerely ask that all clients who have been with our company for more than a year please complete the new document and send it back to our Kleinmond head office so that we may update all of your information.

This helps us when there is an emergency situation and we urgently need to contact the client without any hindrances, or when we send out our early newsletters

# Rekeninge Departement

deur M. van der Westhuizen

Hiermee wil ek net graag al die kliënte bedank wat so mooi reageer het op die vorige nuusbrief in verband met die verwysings op hulle betalings. Aan al die nuwe kliënte wat in tussen bygekome het, net 'n kort herinnering:

- Indien u betalings maak via die internet of by 'n bank, gebruik asseblief of u eie rekeningnommer wat bo-aan die faktuur is of die rekeningnommer van die faktuur self as verwysing. Dit maak dit net vir ons makliker om die betalings na die regte rekening te allokeer.

Met die ingang van Januarie 2015 is die nuwe verhogings in tariewe in werking en net 'n vriendelike herinnering dat indien u met 'n maandelikse aftrekorder u betalings doen, om die bedrag vroegtydig by u bank aan te pas.

Indien u e-pos adres dalk verander het of u nou eers een gekry het, laat weet ons asseblief van die veranderinge, dit geld ook vir pos adresse wat verander of gekanselleer word. Veral ons Bettiesbaai en Pringlebaai kliënte wat hulle posbusse kanselleer, moet u asseblief dan vir ons 'n e-pos adres kan verskaf om posstukke by u te kry. Indien u met vakansie weggaan, laat toets asseblief u alarm sisteem of alles werk deur ons kantoor in Kleinmond, Bettiesbaai of Pringlebaai te skakel. Dit sal net vir uself gerus stel met die wete dat alles werk.



**Ek wens al ons kliënte en hulle gesinne 'n Geseënde Feesgety toe en wees veilig.**

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## Annual Premium Increase 2015

For the last year, ASK Security has fought the inevitable price increase. However, due to the rapid increasing cost of fuel, taxes, labor, operating costs and other expenses that directly affect our cost of doing business, ASK Security will be raising its monthly rates as of January 1, 2015. After carefully evaluating our cost of doing business, we have decided to raise some of our services to our customers. We have struggled with this but feel it to be necessary to keep up with the ever changing cost of doing business. Please look our new pricing structure over carefully, effective increase rate of **9.59%** for 2015.



We know this comes at an unpredictable time in the economy and we apologize for the inconvenience that this may cause. Please take note to change your stop orders and recurring payments accordingly, for those with debit orders and electronic payments we will adjust your invoice accordingly.

**We thank you for your understanding and look forward to serving you for many years to come.**

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# Beams

by R. Heidmann

The past year has seen an escalation in criminal activities and in particular in robberies with residents present in the home during an intrusion. This is a very worrying trend with no easy solution. The improvement of one's home security situation is an essential part of that solution with perimeter protection being an effective method.

As we live in a very different environment than the urban areas around big cities, this in itself presents us with numerous challenges regarding the placement of any outside detection devices.



It is easy for clients to say to us to install beams around their houses without them taking into consideration the environment and situation around their property.

Each property requires an individual assessment of what type of perimeter security or beams is needed as each situation is different. The presence of pets makes it even more difficult to cover a specific area.

Anyone interested in perimeter security should have a competent security professional assess the situation to decide what product to use and where and how to install it.

There is a long list of products available and what often happens is that someone from outside our area comes and installs beams at a property without proper assessment.

The choice of product is usually made with only price in mind and no real understanding of what the product should do and how it does that. This makes it extremely difficult for us as the monitoring company of that property to then rectify the problem.

A particular problem that can be highlighted is the fact that a lot of properties have no boundary fence or wall that leaves it openly accessible to everyone and anything.



This leads to the situation where beams "trip" for no apparent reason and the security service provider gets the blame for a bad system, when in actual fact, a stray dog or any other animal ran through the property and is gone before the home owner can look through a window and see the "intruder".

This happens numerous times where a client is adamant that the beams are faulty and fail to realise that the alleged intruder is not going to stand and wait to be looked at. In areas with lots of bush a human intruder can easily "trip" the beam and duck behind a convenient over before anyone looks through a window only to try at a different spot or another property.

Considering the above, beams can be seen to be a very effective deterrent to keep unwanted guests away. If it trips and you don't see anything, it doesn't mean it's faulty, it might mean it saved you from a potential property loss or worse.

## Once again...

...we say farewell to another year to start a new year, 2015, where we hope that the good influences of 2014, and the successful operations and arrests will impact the lives of all of us in 2015 in a positive manner. We give a warning to the criminals out there: We are here to stay, to protect our clients and ourselves, and we will fight them with everything we have to ensure we return to a life of no fear, no crime, and peace amongst us.

We thank you, our clients, for the support the past 13 years and especially this past year - without you we would never be able to do what we do best, and that is to provide a professional security solution and service to each individual and community in the Overberg Region.

From all of us here at ASK Security we wish you and your family, friends, and loved ones a very joyous, and (with our help) a safe festive season and a prosperous 2015.

**Warm Regards**

**Michael Kiessling | Direct or | ASK Security cc**



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### Contact ASK Security

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