



PRINCETON
GROUP

Multifaceted Risk Management



Princeton is focused on providing risk-management solutions that integrate both technology and manpower, offering our clients peace of mind to go about their daily business.

Security Risk-management Specialists for Residential, Industrial and Corporate Sectors

The Princeton Journey

Since 1999 Princeton has developed from a two-man operation into a leading services business. It started off in the retail security sector and has successfully grown into a retail specialist with all the experience to successfully serve all fields in the industry.

With its vast experience, Princeton has evolved as a brand in the past two decades and is now moving forward with a strategic push when it comes to service quality, agile performance and delivery. We continually strive to integrate new technology-driven solutions to combat crime and risk in order to better serve our clients.

Our vast client base, ranging from domestic and residential units to large government healthcare institutions, puts Princeton at the forefront as a preferred business partner. With a BEE level 2 rating we can offer premium services with all compliance levels achieved. With a solid foundation and very strong leadership team, Princeton is a competitive, premium service provider for all our clients.

Our management team and workforce are well trained and loyal, and Princeton looks after employees and clients alike.

Princeton is a proven leader in technology solutions. We are investing in infrastructure, knowledge and systems to provide a First World service to our clients.



PRINCETON
GROUP

Armed Response

Based within the Southern Suburbs of Cape Town, Princeton Armed Response services more than one thousand, eight hundred homes and business from Wynberg to Rondebosch. We are dedicated to offering the highest quality service through our centrally located control room, in-house technical-support team and, of course, the highly skilled professional team on the ground



Tech Savvy

- Alarm, electric fencing and CCTV installations.
- Off-site monitoring and armed response.
- Off-site CCTV monitoring using AI technology for enhanced protection.
- SEON mobile panic-system monitoring and emergency dispatch.

SEON mobile panic buttons are discreet and stylish. The clip system allows you to keep it on you at all times, and should you need help while you are out and about, assistance is a simple push of the button away. The system is linked to the GPS on your smartphone and sends a location pin to the responding security officer for speedy and accurate response.

All about Geographics

Our headquarters are tucked within the leafy green suburb of Claremont, in the heart of our armed-response area.

From here we not only monitor and respond to alarm activations but also deploy guards to more than 100 sites across the Western Cape via our on-site control room



Princeton Managed Areas



Control Room functionality

Guard postings and communication
 Alarm-system monitoring and response
 CCTV monitoring integrated with AI technology
 SEON personal security system
 Monitoring and response
 Medical-assistance dispatch via ER24

Armed Response Service Pillars

Princeton is proud to have more than seven years' experience in managing residential and business security systems, responding to alarm activations with great success while simultaneously assisting local law enforcement to curb the crime rate within our dedicated response areas. We pride ourselves on delivering the highest standard of service by being completely immersed in our local area. Our services include:

- Ongoing day and night operations and patrols.
- Joint operations with other industry players and local law enforcement.
- Electric fencing, CCTV and alarm-system monitoring.
- Dispatch of armed and medical emergency response teams.
- Medical response via ER24.
- Meet-and-greet service.
- Jumping over walls to check properties thoroughly (with client authorisation, of course).
- SEON medical and armed response.
- Bin San-i-tize, a new introduction to our service bouquet.



Princeton

San-i-tize

Bin Sanitizing Service

With decades of experience in corporate cleaning and sanitising, we are bringing this expertise to our residential clients, who in turn will benefit from biweekly bin disinfecting by our dedicated teams.

Throughout our journey in residential security, we realise that bin days are notorious for bringing unwanted attention to homes all over the Southern Suburbs. By including this service we can:

- Increase visibility in our response areas on area-specific bin days;
- Offer our clients the value-added service of bimonthly wheelie-bin sanitising;
- Reduce loitering and bin-picking in our response areas;
- Reduce litter by reducing bin-picking; and
- Improve overall neighbourhood cleanliness.



PRINCETON
GROUP



FREE
to Princeton
Armed Response
clients*

Terms and Conditions apply*

Guarding

Professional, Reliable and Sharp placements across the Western Cape.

We have more than 20 years of experience in placing security professionals around the Western Cape, and have identified essential criteria that allow us to place the ideal security officer at your premises.

We service a multitude of industries, including hospitality, retail, healthcare and education. With this wealth of experience, we understand that each post has a special set of requirements for the posting to be successful. Through screening and training we can meet all these requirements with ease.

Our management levels allow for focused attention on each one of our sites, with a team of Directors who, with their hands-on approach, are dedicated to ensuring the business runs effectively and smoothly. Assistance or support is simply a call away.

By integrating our valuable technical solutions, we can provide flexible solutions.

- Access control
- Patrol systems
- CCTV and AI technology
- Online monitoring and management



PRINCETON
GROUP



Experienced, Compliant and Dedicated Service

A PROUDLY



GOLD MEMBER



PSiRA
Private Security Industry Regulatory Authority

Our Clients



One&Only

Pick n Pay
Inspired by you



Our Mission

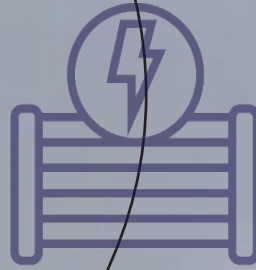
Since 1999, Princeton has strived to be one of the best security companies in the Western Cape. This is in line with our future plan, which is to continue to reduce our clients' security risks by offering sound and tailored solutions using advanced technology as well as manpower.

With new technology becoming available daily, our teams are always on trend, and with the use of the latest technology we can effectively integrate different solutions to suit your different needs.

In addition to this, we use our very own online management system, meaning that communication from the ground up and back to our clients is clear and punctual.



PRINCETON
GROUP



Technology and Risk Management


Welcome to Princeton

Entrance

Exit



ENTRANCE

Visual Technology

Access Control/Patrol Systems

Online Management



Princeton proudly makes use of the leading online management system, ensuring we always have total control over staff and operating procedures and are able to keep clients informed.



Our control room, based at HQ, integrates AI technology with our CCTV monitoring systems. It serves as the command centre and helps us to better manage the flow of threat detection from identification to dispatch.



By linking our multiple access points to your security system, we can manage incidents efficiently and precisely.

Princeton is focused on growing our expertise on an ongoing basis, allowing our clients access to the latest security technology to protect their properties confidently and accurately.



Technology Solutions

Princeton remains at the forefront of multifaceted security solutions, and by making use of the newest technology at our disposal we can create and manage the ideal risk-management systems for the needs of our clients.



PRINCETON
GROUP



ATG DIGITAL
Driving Change

Transformational Products, Customised Solutions, Powerful Insights
At The Gate, At Reception, On The Shoulder



Access/Egress Control

"At the Gate/Reception"

products offer our clients peace of mind that the access control of their properties and buildings is managed with the utmost precision. Making use of a speedy and easy-to-implement vehicle-licence and driver's licence scanner, this system stores data safely on the cloud and gives real-time notifications with regard to suspicious or unauthorised attempts to gain access to your property, in addition to other exciting customisable functions!



Patrol Systems

By incorporating **"Push to Talk"** patrol and radio systems we can streamline communication between our on-site security officers and our control room. In addition to this, the system implements:

- Audible patrol start and end reminders;
- Real-time tracking;
- Real-time reporting;
- An emergency/panic button; and
- Sequential/random patrol routes.



PRINCETON
GROUP

Electric Fencing

Electric fencing remains one of the leading perimeter-protection methods and is widely used in residential, corporate as well as industrial sectors. Our highly skilled technical teams make use of only high-quality materials, increasing your investment's longevity and functionality. In addition to this, our control room can monitor your electric fence to allow a prompt response should someone attempt to gain access to your property or tamper with the fence in any way.



Visual Technology

By closely following the newest audiovisual trends, we can design and implement security systems to perfectly suit our clients' needs. From reception facial recognition and infrared capabilities to perimeter protection systems, our skilled team can create, install and manage them all! Princeton boasts cutting-edge AI technology to accurately identify risks, as well as 24-hour monitoring to appropriately and swiftly action incidents. Our **AI programming** reduces false positives, thanks to its on-premise object detection and human/vehicle filter, which identify and prioritise threats in real time. This allows us to dispatch the right response units and provide live-situation analysis.



Residential and Commercial Alarm Systems

With decades of experience installing high-quality and reliable intruder alarm systems for residential and commercial spaces, we understand the importance of having the right hardware in the right environment to best manage our clients' risks. We maintain our high level of service delivery by always integrating the latest detection technology with our systems, which includes anti-masking and anti-cloaking technology for both indoor and outdoor systems.





Landscaping



Cleaning



Trolley Management



Our staff are employed on a permanent basis and we encourage them to become “site-specific”, ensuring that a high standard of training, loyalty, reliability and productivity is achieved

Facilities



Trolley Management

Our team of experienced leaders and managers are passionate about delivering the highest quality of service to several retail chains around the Western Cape. This includes recruiting and managing staff; management of your trolley fleet; hygiene and cleaning; as well as general repairs



Landscaping

We are dedicated to creating gorgeous gardens in pursuit of professionalism and excellence. With a strong focus on the environmental needs of the region, our expertise in this field allows us to create water-wise gardens while not sacrificing aesthetics



Grow your garden is a domestic landscaping service delivered on a seasonal basis

Landscaping Services

Sports-turf maintenance
Tree felling
Irrigation
Compost and top dressing
Contract mowing
Crash cleaning
Herbicide applications



Cleaning Services

Hospitality
Education
Bin San-i-tize
Corporate
Retail



Why Princeton?

Princeton was established in 1999, and over the past 21 years has strived to delivery high quality service across all business and government sectors with in the Western Cape with regards to risk management and sanitation.

Vision:

To be Industry leaders in risk management, sanitation and technology.

Mission:

To remain agile, progressive, innovative and dynamic while we grow across all business units, through the use of artificial intelligence, analytics, machine learning and IOT. We will do this via established partnerships with world leaders in technology.

We will always stay committed to our social responsibilities to the community we serve.

- *Established in 1999*
- *Locally owned and managed*
- *Rated the top service provider by our clients*
- *Full statutory and industry accreditation compliance (Refer to Company Profile)*
- *BEE Level 2*
- *Technologically driven*
- *Price and service competitive*
- *Full range of facilities services (Refer to Company Profile)*
- *Social responsibility*
- *People focused*

Princeton Group Organogram



David Peacock
Founder Member
Executive Financial Director
Princeton Group

Colin Maree
Founder Member
Executive Managing Director
Princeton Group

Mark Le Roux
Executive Director of Operations
Trolley Management, landscaping and cleaning

Cassie Carstens
Executive Director of Operations
Guarding, Armed Response and Technology

Samora Biko
Director
Human Resources

Laetitia Ross
Finance and Admin
Manager

Shirley Logan
Administration and
Accounts

Lindi Pillay
Personal Assistant
Ashley Heydenrych Operations Manager
Michael Manus Operations Manager
Ricardo Pieterse Operations Manager
Anton Von Molendorff Operations Manager

M Jacobs
Supervisor

F Gidwa
Supervisor

LM Wolfgang
Supervisor

Erika Behr
Group Marketing
Manager

Lesley Wallendorf
Key Accounts
Manager

Numrod Thomson
Armed Response
Manager

Armed Response Officers
Control Room Operators
Jodi Rhodes
Abigail McKenzie
Lorrenthea Baartman
Irene Rhyn
Yolande Taylor
Johnathan May
Nozibele Vakele
Nolukhanyo Luningo
Carmen Taute

Andre Bester
Contract Manager

Darrell Friggens
Business Development
Manager

Shaleen Feun
Technical Manager

Technicians
Theodore Jules
Malibongwe Nohesi

Reginald Cleophas
Area Manager

Harry Du Plessis
Area Manager

Juandre Dickens
Area Manager

Douglas Fernando
Area Manager

Samuel Mentor
Assistant Area Manager
Luvo Khohlakala
Assistant Area Manager

Inspectors
E Rongwana
M Joka
Siyabonga Melinjani
F Daniels
F Stoffberg
Peter Landrew
Ayanda Njikela and
Security Officers

Melissa
Blankenberg
Group Human
Resources
Manager

Ashtrid Oliver
Human
Resources
Assistant

Heidi Felix
Human
Resources
Assistant



Our Workforce

The recruitment process



Princeton's mission is to provide our clients with integrated solutions that make use of both technology and manpower.



PRINCETON
GROUP

SCHOOL FUNDRAISERS

Princeton is invested in our local communities, and as our response area is based in the Southern Suburbs, we have numerous schools on our doorstep. We are always willing to make the time and effort to raise funds for a worthy cause!



COMMUNITY EVENTS

Our local neighbourhoods' schools and other institutions, specifically those within our armed-response area, regularly host several events, from planning and crime-management meetings to markets and fundraisers. We absolutely love being part of these, and continually strive to add as much value as possible.



Striving to build a shiny future with you

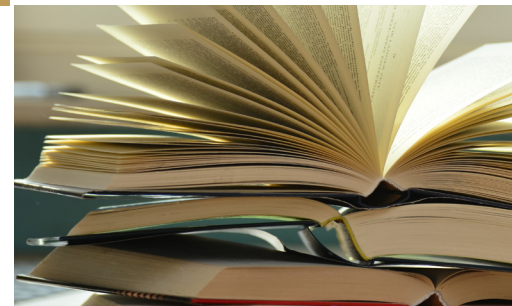
Princeton is always on the lookout for projects and initiatives that not only serve our communities but also add value and increase safety for the people we work with. If you know of a project, please send details through to enquiries@princeton.co.za and we will see how we can help!

Giving Back

Princeton is dedicated to keeping the communities and clients we service safe and well taken care of, and from time to time this requires us to go beyond the call of duty.

LOCAL VICTIM SUPPORT

We have a special interest in taking care of those who have been through a traumatic experience, and through donations of books, toys and nonperishable items to local trauma centres we are able to make a difference in people's lives when they need it most.



SOCIAL UPLIFTMENT

Our clients are often concerned about vagrants and people asking for money, and thanks to the ongoing support of our local night shelter and soup kitchen, we can confidently redirect these people to where they can get a helping hand.





PRINCETON
GROUP

Princeton Group

Telephone: 021 448 9030
Control Room: 0860 222 820
Email: enquiries@princeton.co.za

Princeton Group
21 Montrose Avenue
Claremont, Cape Town

