



SYNTHOTECH

# Synthotech Distributors

Information on how to  
become a distributor.

May 2026

A World of  
Opportunity



# SYNTHOTECH LIMITED

Synthotech Limited is a specialist engineering company, based in Harrogate, United Kingdom. We are a privately owned business that consistently delivers product solutions for our utility customers, predominantly (but not limited to) the UK Gas and Water markets; however, our presence internationally is growing rapidly with products now being used in Europe, The Americas, Asia and the Far East, and Australasia.

## DEVELOPMENT & DESIGN INNOVATION

At Synthotech we pride ourselves on our capability to produce value-added products and customer support for our global market. From concept, our developments are targeted to reduce network operating costs, improve safety, and minimise impact on the environment. Each new development is vigorously tested to ensure respective Utility industry approval. The advanced nature of many of our developments requires that we write the specifications.

## FORWARD TECHNOLOGY

### NEW PRODUCTS

Building on our existing portfolio, we continue to develop and launch new products.

We provide a complete package for the products we develop:

- Production of specifications, standards, and work procedures.
- Total training solutions that develop and improve individual and organisational capability through competency, skill, and underpinning knowledge.

### SUPPORT

Synthotech's philosophy is to work in synergy with our customers from concept to completion. We pride ourselves in our ability to provide strategic advice, implementation, and ongoing technical support throughout the product's whole life cycle.

The competence and expertise of Synthotech is provided by a team of internationally recognised experts, experienced in management of utility assets.

## GLOBAL VISION

Synthotech's objectives are to develop our global reach. We currently have products and service on four continents but intend to focus on developing the brand globally through local knowledge and expertise.



We believe that the key to the development of a sustainable local market is commercial and industrial knowledge that is home grown.

The future of Synthotech's brand is based on three development pillars and criteria for the utility world.

These are

- We Design, Develop, Manufacture and Supply our own brand products.
- We supply the world's best branded products and process solutions.
- We supply the world's best products and services, providing training, technical support and after sales support.

We are looking for distributors for our main markets. As the company expands, the number and type of products that are on offer will continue to grow at a rate that sustains the Synthotech brand, the distributor's brand, and the business model.

This is an exciting opportunity to deliver global, innovative technology, locally.

## PRODUCTS

The Synthotech product range is all about pipe renovation and replacement equipment and techniques. Our Water camera systems are rated to 10bar (1,00Kpa / 145 psi) and our gas systems are rated for low pressure up to 100mbar (10Kpa / 1.45psi) and medium pressure up to 5.5bar (550Kpa / 80psi)

## MARKET

Through discussion and agreement with our customers our products are conceived, designed, performance tested against recognised standards, approved for use, manufactured, supplied, and serviced to an exceptionally high standard of customer support. Our ethos is to develop and supply innovation into the marketplace. More than 80% of our product portfolio has been delivered based on this philosophy. Our self-manufacturing capability enables us to be at the forefront of innovation and more than 80% of our products have a payback period of less than 3 months.

Our customer base is Utility and Major Infrastructure companies whose key business drivers are:

- maintaining and enhancing the highest safety standards,
- performing to, and exceeding legislative and regulatory requirements,
- maintaining assets to exceed their minimum design life,
- maintaining and consistently demonstrating a high level of system integrity
- operating in a cost-effective manner.

Synthotech strives to operate to world class standards and operates an Integrated Management System (IMS) to PAS 99 comprising of Certification to:



We believe customer relationships are built on belief, trust, confidence, and reward, four values that underpin everything we do at Synthotech.

## NETWORK OPERATION

Within the utilities there are two distinct areas of involvement:

- **REPAIR** - Where a metallic or plastic asset has a problem, the Synthotech range of products can help repair and protect the asset.
- **REPLACEMENT** - Where asset is reaching the end of their life; they either need to be abandoned or replaced.
- **NEW INSTALLATION** – where a new asset is being installed to a property onto the network.

## IMPLEMENTATION & SUPPORT

The Synthotech product range works in specialist industries and therefore requires specialist implementation and support. This is often because a little knowledge can be dangerous under live gas or water conditions.

The Synthotech range of products working within any utility, must be used by trained and deemed competent, capable operatives.

Some of the products require in-depth training which needs to be delivered and supported by the local distributor. This builds the relationship and understanding of the working of the product, the health and safety implications and the consequences of not following the set procedures.

Once the customer has a good understanding of how the product works, Synthotech and its distributors need to ensure that that the equipment is fully supported and utilised. A future sale and on-going sustainability program is only achieved by ensuring that the customer considers the equipment essential and is happy with it.

Each market will require its own level of support, and Synthotech will work with the distributor to identify the appropriate level needed and how to set it up and maintain it.

## DISTRIBUTOR PROFILE

Synthotech is seeking a particular type of distributor.

We are not looking for a local manufacturing business, but a partner business that wishes to grow its existing product portfolio, and a view towards diversification of products, services, and sectors.

Potential distributors must have an excellent knowledge of the local and national utility network/s, and specifically of distribution dealing with both repair and replacement techniques and processes, with a suitably sized internal and external sales team to support this.

The key to selling the Synthotech product range is understanding how the customer operates, its policies and operating procedures, the cost restrictions on them, and the effect of the regulator and/or any national or local Health and Safety body.

All knowledge of the product range can be taught and learnt with support by the Synthotech team.

The distributor will probably be a smaller sized company to Synthotech [but not essential], they must be customer focused and both pro-active in exceeding customer expectations as well as reactive to customer needs.

The distributor must be able to offer on-site, on-pipe demonstrations, training, and support. The key to the success of both Synthotech and its products has been implementation, back up and support. The distributor's support engineers must be able to work with customers' engineers on live gas and water to build belief, trust, and confidence.

It is essential that the distributor has the technical and practical ability to repair the Synthotech products in-territory and therefore ensure suitable stocking of spares for quick turnaround is essential.

It is essential that the distributor does not have any competing products and there is no conflict of interest.

It is essential that the distributor is a re-seller to the market rather than a contractor working within the market.

## DISTRIBUTOR BENEFITS

### SUBSTANTIAL PRODUCT POTENTIAL

The Synthotech product range is unique in its application and use within the utilities sector. This reduced market competition means that there is considerable potential for use, even in the smallest distribution companies.

The Synthotech ethos of innovation means that new products are being delivered all the time to meet new customer requirements. Synthotech averages four new product developments annually. Supporting this ethos is something we seek from any new partner; therefore, we will require the Senior Leadership Team to demonstrate long term growth aspirations through New Product Development [NPD] from Synthotech. We do not however expect the partner to design / manufacture any NPD as many of our products are designed to meet varying standards and carry numerous Trademarks.

### PROVEN BUSINESS MODEL

Whilst we can trace our roots back to 1978 when Synthotech Marine Limited (SML) was started as a rubber moulding company based in South London specialising in being a low volume producer of rubber mouldings to the manufacturing and military industries.

In 2026, Synthotech is celebrating its actual 30th business birthday, having supplied the UK and worldwide utility industry since 1996, primarily focused on the gas and water utility markets.

Synthotech products have proved to be in demand through several recessions which has allowed Synthotech to invest continually and be at the forefront of new technology.

Synthotech has since 2010 been inundated with requests from potential overseas customers. We now believe this is the right time to grow the Synthotech brand and products, and therefore we need to ensure that the ideal supporting partner is in place locally.

You will become the local face of an innovative global brand; one we expect you to be proud of and drive forward.

## FINANCIAL

Synthotech can offer a generous discount / rebate scheme across its product range, supporting the distributorship in its efforts to develop and implement a sales action plan. Distributor discounts typically range from 10% to 45% depending on the item / service, however this is for discussion and negotiation.

We can provide demonstration kit that usually is supplied on a 6-month loan basis, with an option to purchase at the end of the 6 months loan with a heavy discount to enable further promotion.

In a typical year, we look to invest **15%** of revenue into NPD. This is driven by customer demand and therefore we look to any distribution partners to find and justify NPD spend as part of our growth. We are always looking to grow our unique range of products to continue and set ourselves apart.

## INITIAL HELP AND SUPPORT

Our unique and comprehensive training scheme will provide you with full confidence in the Synthotech product range. Our distributorship training scheme includes learning the benefits of the products and services, gaining a deep technical understanding of the equipment from our product experts, and having ongoing access to on-going support and training throughout the process with additional guidance from our in-house marketing team who will be on hand to supply you relevant literature, brochures, and technical information.

## DISTRIBUTOR PROCESS

### 1) REQUEST FOR CONSIDERATION

Now that you have seen all about Synthotech, we need to understand you. Send us your initial application (prepare a document) outlining your background and skills. We are looking for people who are passionate about innovative engineering products and solutions for the gas and water utility industry. Tell us why you want to be and why you should be our distributor, let us know about your current and anticipated market (financially) for our products.

### 2) INITIAL MEETING

Once we have received your application, we will review it prior to calling you to arrange an online meeting.

### 3) BACKGROUND RESEARCH

We will look at the potential in your country, and how it could be supported by Synthotech. We would expect you to be able to provide relevant information within your initial application pack.

### 4) FOLLOW UP MEETING

This will be a practical meeting where you will be shown existing products and the capability and potential of the Synthotech product range. This can be online or in person at either your premises, or at Synthotech, in Harrogate, UK.

### 5) BUSINESS PLANNING

Synthotech will work with you to identify how the Synthotech brand could coexist with your existing business, and to agree the initial sales and development and implementation and support strategies as part of a stand-alone business plan.

### 6) DECISION TO PROCEED

Once accepted, the process will begin where we can discuss and agree a suitable and SMART contract, one that is two way and is designed with growth for both parties at its heart. At all points, the Managing Director, Commercial Director, and Technical Director will be on hand to guide you through the process. It is anticipated that both parties will agree on tangible targets and expectations whilst outlining commercial agreements.

### 7) DISTRIBUTORSHIP AGREEMENT

Time for you to sign the distributorship.

### 8) TRAINING, IMPLEMENTATION AND SUPPORT

We will issue you our distributorship training programme, this will be bespoke to your business and typically consists of two to three weeks of training and development for your staff, ensuring that they are fully qualified in selling, implementing, supporting, and servicing the Synthotech product range. In addition to this, online / in person marketing training and awareness will be carried out.

## Our Partnership Philosophy

'At Synthotech we see the sale of a product or service as the beginning of a very important partnership.

We believe stakeholder relationships are built on belief, trust, confidence, and reward, four values which underpin everything we do at Synthotech. We are designing and manufacturing practical engineering solutions for problems that face the gas and wider utilities industries worldwide.

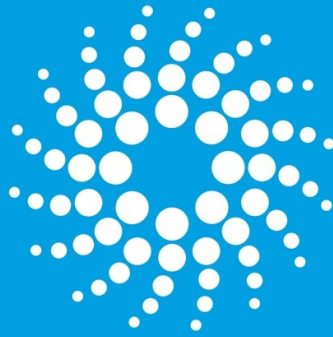
Our core product range is based on live launch systems for under pressure pipework. Product development remains at the forefront of our business strategy and continues to be one of our passions.'

Working alongside our trusted partners, we hold the belief that these become partnerships for a lifetime, with confidence and expectation a bilateral standard and will drive growth for both parties.



Mark Tindley, Managing Director, Synthotech.





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