

Client overview

Small UK company had invented, protected with intellectual property, developed and commercialised a novel water saving, non-concussive tap/faucet. The technology ensures the taps are both vandal / flood proof and exceptionally quick and easy to standard fit as an original unit or retrofit to existing taps into utility environments e.g. schools, hospitals, prisons etc., in addition to more standard commercial and residential properties.

The company wished to find a suitable trade buyer for the revenue generating company and technology.



The search

SAL worked with the technology owners to review previously contacted distributors/brands and prepare marketing materials to showcase the technology and the quick-fitting benefits (and reduced costs) to potential trade partners.

In addition to utilising SAL's established network to gain introductions to relevant contacts, SAL also identified and initiated conversations with appropriate manufacturing/distribution companies in the sector. Finally, SAL exhibited at targeted industry events to showcase the novel technology to industry members. Demonstrations ensured the technical attendees could see the benefits first-hand, enabling productive ongoing conversations.

SAL was responsible for all commercial conversations with prospective partners, guiding the client through the engagement process, whilst they provided technical support as discussions progressed.

"...the sector is cautious introducing breakthrough technology..... Strategic Allies worked diligently to gain industry interest..."

Outcome

Over **100 companies in Europe and the UK** active in water dispensing were identified and contacted with the technology offering / offered demonstrations

15 leading manufacturing/distribution brands continued discussions **under NDA** and a selection received product samples

2 companies conducted extensive field trials (in addition to internal testing) and continued with **commercial discussions**