



Dear Partner,

I'm delighted to bring some very exciting news to you. For the first time since we were established twenty-three years ago, we have made the decision to rebrand our business.

This heralds a new era for Anadel, and comes at a time when we are at our strongest ever, enabling us to consolidate our three distinct product sets under one new, yet instantly recognisable, banner.

Our **Floodline**, **PPL** and **IWS** brands will now operate within the same Anadel corporate brand, helping distributors, customers and partners find the best custom solution for their complex needs. Moreover, we will continue to expand our industry-leading suite of products, with some very innovative new developments due for launch in the next few months.

Of course, our valued partners will still receive the same service excellence, product innovation and market-leading attention to detail – all unique skills that have made Anadel the first choice in leak detection and environment protection over the past two decades.

Hand in hand with this new focus for the business, we are reaffirming our traditional commitment to environmental issues, with a fresh emphasis on sustainability, recyclability and durability. This means that, when you choose Anadel, you can be confident that you're not only getting best-of-breed solutions, but you're also helping make a positive contribution to our wider environment.

It goes without saying that, as trusted Anadel partners, we'd be eager to speak with you to discuss the wider benefits of this strategic move for your business, not to mention ours. By all means please feel free to talk to your usual contacts within Anadel, or indeed any member of our team. We'll be glad to help.

Yours sincerely,

A handwritten signature in black ink that reads "Julie Greenwood".

Julie Greenwood
Managing Director

Protecting your assets. Protecting the environment.

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