Distributors are sought globally for our Hydramist® Fire Protection Systems

This document is intended for individuals and organisations interested in becoming an authorised Watermist Limited Hydramist® Product Distributor

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www.hydramist.co.uk
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1. Introducing Watermist Limited

A leading UK manufacturer of high pressure Water Mist Fire Protection Systems and equipment

Watermist Limited is a leading manufacturer and provider of high pressure Water Mist Fire Fighting Products and Systems; namely our Hydramist® range including the LPCB Approved LPS1223 15 AMPU; Mobile 8 mobile high pressure water mist system; MHRU2 Modular Hose Reel high pressure water mist pump system and the Hydramist® range of deluge and frangible element equipped high pressure Water Mist Nozzles.

Watermist Limited has a comprehensive understanding of the needs of the Fire Protection Industry; Watermist Limited was formed in 2008 by a team of highly experienced Fire Suppression engineers and manufacturers who wanted to manufacture High Pressure Watermist Equipment in the UK.

In 2011 Watermist Limited successfully gained the accreditation of becoming the first water mist system manufacturer in the world to gain an LPCB Certificate for a water mist system and immediately became a pioneer for the High Pressure Water Mist market.

In partnership with recognised U.K. fire test institutions such as BRE (Building Research Establishment) and FPA (Fire Prevention Association) the Company has continued its research and testing of a wide variety of applications to meet the developing needs of industry.

Watermist actively participates on industry committees to support and develop new standards and codes of practice with regulatory authorities such as British Standards, as well as being members of several UK and overseas associations, e.g. Fire Industry Association, International Watermist Association and the Fire Protection Association of South Africa.

The Hydramist® range of products is CE marked in accordance with European regulations and has been successfully installed in commercial kitchens, factories, hotels, public buildings, prisons, courts and custodial centres, national archives, libraries and data centres.

We welcome your interest in our products and services and look forward to receiving your completed application form. We trust your enquiry will result in our forming a partnership with you to mutually grow and develop our businesses in the future.

Yours Sincerely

Dugald Cullen
International Sales & Marketing Manager
info@hydramist.co.uk

Watermist Limited
2, Brickfields Way
Thetford
Norfolk
IP24 1HX
United Kingdom

+44 (0) 800 731 9288 www.hydramist.co.uk
2. The Opportunity

Watermist Limited is searching for enthusiastic and motivated fire protection installation companies who are interested in distributing the Hydramist® range of products to a worldwide market, with the aim of starting a new, or expanding an existing business and maintain control of its own client base.

3. Becoming a Watermist Distributor

Please complete the attached Application Form and Confidentiality Agreement and email it to Watermist Limited at info@hydramist.co.uk. Your application will be acknowledged and you will be advised of our decision within a few business days.

1. Applicants should carefully read and consider the offer in this Distributor Information Pack.
2. The attached Application Form must be completed and submitted to Watermist Limited.
3. Watermist Limited will review your application, financial results and creditworthiness and inform you of the outcome.
4. Successful applicants will receive a draft Distributor Agreement.
5. The Draft Agreement should be thoroughly reviewed and, subject to approval, applicants should complete it, sign and return it to Watermist. We are willing to discuss the content of the documents with applicants and interpret the meaning where this is necessary.
6. Watermist or the applicant may request a visit by Watermist to the territory to discuss market potential; alternatively the applicant may visit Watermist to review the company’s resources and products.
7. Watermist Limited will sign the Agreement and return a copy to the applicant.
8. Upon receipt of the signed Agreement, Watermist Limited will send the applicant the Distributor price list, marketing and training materials and arrange training dates and locations.

a. The Hydramist® Range

i. 15AMPU™ - LPCB 1223 approved system designed to serve the catering and restaurant industries, but can be used in other commercial applications.

ii. COMPACT, 120PU, 100/200/300 Pump sets – Pump sets providing 30 – 300 L/min

iii. Nozzles – Open nozzles for deluge & frangible heat activated nozzle applications

iv. Mobile 8 – Rapid deployment of fire protection for custodial cells & accommodation areas

v. MHRU2 – Modular hose reel pump set. For retro fitting to existing hose reel cabinets or as a stand-alone unit for new builds

b. Target Markets

| Data centres & server rooms | Hotels, motels and resorts |
| Food processing plants | Libraries and archives |
| Transformer & machinery space | Bars, clubs and pubs |
| Power Generation | Fast food outlets |
| Custodial market | Universities and schools |
| Immigration & detention centres | Airports |
| Restaurants, cafes and office canteens | Bus and rail stations |
c. Marketing, Resources & Support

As a Watermist distributor you will be provided with free, on-going technical and marketing support, training and assistance as required for the duration of the Distributor Agreement.

Authorised Distributors will receive;

- A distributor price list in £ sterling
- Marketing materials, brochures, case studies and advertising copy as they are produced
- Information on target markets and potential customers
- Training materials, manuals and technical information about the **Hydramist**® product range

4. The Distributor

Businesses that want to grow their product line with full control over their pricing, clients and stock; and can commit to;

- build and grow a customer base of their own within an agreed territory, whether exclusively or in addition to their present other non-competing products and services
- building strong relationships with their clients and who are prepared to provide the necessary technical support
- receiving Watermist training for their staff and provide the engineering capacity to support technical products, either directly or by subcontracting.
- a long term and mutually beneficial Distribution relationship with Watermist Limited
- being the best in the market place

5. The Agreement

The Distributor buys **Hydramist**® products at the wholesale price from Watermist in £ sterling and sells them to their customers at a price determined by the Distributor. (Watermist can advise on current market pricing)

The Distributor is responsible for sales and marketing in the territory; Watermist will assist by providing:

- advertising material and case studies
- technical training
- accompanied visits to the Distributor’s customer when requested
- assistance with the preparation of technical schemes and the costing of jobs

The Distributor sells the product directly to the customer and the customer pays the Distributor; the Distributor is responsible for delivering the products to their customers.

The Distributor is expected to provide first-level support to their customers; Watermist will provide technical advice and support to the distributor as needed.

Watermist will have minimal contact with the end user, unless requested by the distributor.
6. Distributor Application Form

This PDF form contains fillable form fields and can be completed electronically using freely available Adobe Acrobat Reader software.

- Fill in the highlighted text fields below and save the completed application form to your computer.
- Email a copy to Watermist’s sales and marketing manager who will then process your application.

Mr. Dugald Cullen
International Sales and Marketing Manager
Watermist Limited
2, Brickfields Way
Thetford
Norfolk IP24 1HX

or email: info@hydramist.co.uk

Applicant’s Details

Your Name:

Position:

Company Name:

Trading Name:

Registered Company Number:

Full Address:

Post or Zip code:

Country:

Phone (Business): Phone (Mobile):

Email:

Website:
Business Profile & Experience of Applicant

Please provide a response to as many of the questions as possible

Your current major industry sectors:

Your current products and services:

Number of years experience in these markets:

Do you sell competitors’ products or services that may be incompatible with ours? (please detail)

Do you have any sales or technical support staff? If "yes", how many sales & technical staff do you have?

Please detail any relevant future plans for your business, including your intended use of our product lines

Do you have any existing relationships with customers in our target market? (Please provide details)

Please detail relevant Catering Equipment Fire Protection system or Water Mist System knowledge or experience
How are your sales staff compensated (e.g. salary, commission)?

Do you offer sales incentives to your staff?

What is your current customer base?

Do you have key client accounts that represent large portions of your customer base? If so, who and what proportion?

What media and methods do you use to promote sales?

Below please feel free to tell us anything else you think may be relevant to your application.

Please email the completed form together with any supporting documentation and a signed electronic copy of the Confidentiality Agreement (page 9) to:

Mr Dugald Cullen, International Sales & Marketing Manager, Watermist Limited, 2 Brickfields Way, Thetford, Norfolk IP24 1HX, UK.  email: info@hydramist.co.uk
7. CONFIDENTIALITY AGREEMENT

Having declared to you that, in general principle, we have a genuine interest in becoming a distributor, we now request that, in your capacity as manufacturer / supplier (“Supplier”), you provide us with a copy of the most recent information describing the arrangement (“Information”).

We/I undertake that the Information will be used for no purpose other than to assist in determining whether we/I/our client wish to become an agent or distributor.

We/I agree that the Information and any other material made available to us by the Supplier or its Solicitors or obtained in meeting with any of those parties will remain strictly confidential.

To maintain the confidentiality of the material and in return for the material being made available to us we/I agree:

   a) that the material will be distributed on a “need-to-know basis” only to senior executives or directors of our company, and consultants & financiers to the company and that such executives, directors consultants & financiers will be bound to the terms of this agreement; b) that any copies made of the material will be for the purpose of internal corporate communications only and that a system will be instituted to facilitate the recovery of any such copies; and

   c) to undertake to return all material (and any copies taken) to the Supplier. This undertaking shall not apply to information that –

   a) is at the time of provision or disclosure to the Company, or subsequently (through no fault of the company) becomes in the public domain;
   b) was already known to the company before the date thereof;
   c) is subsequently provided or disclosed to the company by a third person who has the right to provide or disclose it; or
   d) is disclosed by the company pursuant to any law or order of any court, of any governmental agency or other regulatory body with whose instructions the company is bound to comply.

Although we/I understand that the Supplier and its Solicitors believe that the material to be provided is accurate to the best of their knowledge, we acknowledge that no representation or warranty has been made as to the accuracy or completeness of the material. We/I agree that neither the Supplier nor its Solicitors has any liability to us or to any of our representatives arising from the selection or use of the material by us or our associates.

Both parties agree not to disclose any information obtained or discussed as a result of this application.

Name:

Business Name:

Address:

Phone:

Email:

Signature:

Please complete the form fields above; save as a PDF file & email a copy with your distributor application form to:
Mr Dugald Cullen, International Sales & Marketing Manager, Watermist Limited, 2 Brickfields Way, Thetford, Norfolk IP24 1HX, UK. email: info@hydramist.co.uk