



**Geosynthetics**  
Engineered Solutions

[www.geosyn.co.uk](http://www.geosyn.co.uk)

### Industry

Geosynthetics Limited provides a comprehensive range of geosynthetic civil engineering materials to the UK construction industry and offers technical solutions through their experienced design engineers.

### Uses Glenigan

To track new market opportunities and identify projects in need of Geosynthetics Limited products and engineered solution, as well as maintaining the accuracy of project information.



**“What really impresses us about Glenigan is how they go above and beyond to accommodate their customers.”**

Robyn Robertson  
Engineering Support  
Geosynthetics Limited

# Customised project intelligence key for Geosynthetics Limited

Geosynthetics Limited is the largest independent geosynthetics supplier in the UK, employing more than 40 people in its Leicestershire head office. Established in 1998, the company provides solutions for soil reinforcement and stabilisation, erosion control, drainage and environmental protection.

Not just a product supplier, Geosynthetics Limited prides itself on offering “inspired solutions for civil engineering” through its team of design and application engineers. Using extensive knowledge of product and applications, the team has gained an enviable reputation for innovative and sustainable solutions that not only achieve the desired objectives but also save time and reduce costs.

## The Business Requirement

With more than 15 years’ experience of supplying reinforcement, separation and filtration materials to the construction and civil engineering industries, Geosynthetics Limited is committed to educating the market on the best use of its products.

Operating within a specialist sector, the company requires detailed project information at every stage of development to ensure projects are managed efficiently and promptly.

“We want to ensure that we are giving our clients the best service, so it is imperative that we receive accurate project information before contacting them.” says Robyn Robertson, Engineering Support at Geosynthetics Limited.

“Given the nature of our products, we typically begin work on a construction scheme at planning stage; however there may be other opportunities for us to get involved further down the line.” “We needed a system that would allow our teams to keep up to date on current projects and the facility to research new opportunities and markets.”

Geosynthetics Limited had been approached by various construction intelligence providers prior to taking out a subscription with Glenigan, however the company felt that Glenigan represents much better value for money and provides them with the breadth and depth of coverage that they require.

“My managing director had used Glenigan in a previous role so was already familiar with the system and how it could be used to supplement our business development process,” explains Robyn.



**“ We have access to a variety of project information at the push of a button. ”**

Robyn Robertson  
Engineering Support  
Geosynthetics Limited

## The Glenigan Solution

For a specialist material supplier such as Geosynthetics Limited, gaining access to customised project information is a key requirement. The company works closely with the account management team at Glenigan to tailor the projects and strategic package to meet their business requirements. Regular project alerts were set up to ensure all relevant opportunities were received and taken forward by the appropriate team, with 10 licences rolled out across the company.

“The system is used throughout the business – in every sector and at every stage.” Robyn says.

“We need to be able to contact the right people at the right time and present them with the right information about our products. Glenigan helps us to achieve this goal.”

## Results

After enjoying a successful partnership with Glenigan for more than six years, Geosynthetics Limited recently extended its contract for another annual term.

According to Robyn, a crucial factor in deciding to renew is the quality service they have received from Glenigan’s account management team – particularly in terms of their training packages.

“With our contract up for renewal, we decided it was an ideal opportunity to ensure we were getting the best out of the system,” she explains.

“Our account manager devised a new training programme that extended our knowledge and showed us how to utilise Glenigan – from online tutorials and guidance materials, to face-to-face refresher sessions in the Glenigan office.”

“The training we received has really helped to maximise our return on investment.”

Robyn adds: “What really impresses us about Glenigan is how they go above and beyond to accommodate their customers.”

“They take all feedback on board and are constantly looking to improve – it shows a real commitment to quality service.”