



## For Immediate Release

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## Synetica Appoints Blue IoT as Australian Partner and Distributor

Thursday August 21<sup>st</sup>, 2025: Synetica, a UK leader in environmental and energy monitoring, has appointed Melbourne-based Blue IoT as its partner and distributor in Australia. This partnership strengthens Synetica's global expansion and connects its technology with one of the world's fastest-growing smart building markets.

Blue IoT will sell, support, and integrate Synetica's full product line locally, giving Australian clients access to faster delivery, tailored integration, and strong technical expertise. Synetica's enLink range of LoRaWAN® devices is globally recognised for precision in monitoring air quality, environmental conditions, and energy performance helping organisations enhance comfort, efficiency, and sustainability. [www.synetica.net](http://www.synetica.net)

Blue IoT's Encompass Blue platform, which combines predictive maintenance, analytics, and ESG reporting, will integrate Synetica's sensors to deliver seamless, real-time insights. Together, the companies will provide advanced monitoring and control solutions that optimise building performance while supporting ESG and sustainability goals. <https://www.encompassblue.com/> <https://www.blueiot.com.au/>

"This agreement is a major milestone for Synetica," said Sean Williams, Director. "Blue IoT's expertise makes them the ideal partner for Australia."

Bob Sharon, Founder and Chief Innovation Officer at Blue IoT, added: "Synetica's WELL certified sensors perfectly complement Encompass Blue, enabling smarter, greener buildings."

The partnership will debut at **ARBS Queensland 2025** (27–28 August, Brisbane), where Synetica and Blue IoT will co-sponsor the event. Live demonstrations at the Blue IoT stand will showcase Synetica's sensors integrated with Encompass Blue, visualising air quality and energy data in real time.

### Event details

- Event: ARBS Queensland 2025
- Dates: 27–28 August 2025
- Location: Brisbane Convention & Exhibition Centre
- Website: [www.arbs.com.au/arbsqld](http://www.arbs.com.au/arbsqld)

### About Synetica

Synetica is a UK-based manufacturer of environmental and energy monitoring solutions. Its enLink range of sensors are deployed in settings ranging from commercial offices to industrial manufacturing facilities, enabling clients to optimise building performance, reduce operating costs, and achieve sustainability targets. [www.synetica.net](http://www.synetica.net)



# BLUE IoT

Building Technology for  
the Blue Economy

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## About Blue IoT

Blue IoT, headquartered in Melbourne, Australia, delivers the Encompass Blue smart-buildings platform, an open, flexible IoT solution that integrates predictive maintenance, analytics, and ESG reporting. Blue IoT helps clients reduce costs, improve comfort, and meet their sustainability goals. [www.blueiot.com.au](http://www.blueiot.com.au)

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