



# CABLE PEOPLE FOR CABLE MAKERS

A leading supplier of woven and non-woven swellable tapes and yarns for the cable industry

# PARTNER TO THE CABLE INDUSTRY

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**Sinda Group Limited** is a premier provider of both non-woven and woven swellable tapes and yarns tailored for the cable industry. We deliver unparalleled quality solutions to cable manufacturers, featuring an extensive array of non-woven waterblocking tapes, along with bedding, binding, separation tapes, and water-blocking yarns.

With promising prospects in the UK market, we are committed to leading the charge in advancing cable manufacturing through innovative, sustainable solutions and dedicated support to local industries.



## ABOUT

## **WATERBLOCKING TECHNOLOGY**

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Our innovative waterblocking tapes are engineered to shield cables from water entry. These tapes incorporate highly absorbent powders that significantly reduce water infiltration into cables, ensuring superior performance upon exposure to water. Our commitment to excellence and product integrity guarantees exceptional waterblocking efficiency for your cables.

## **BEDDING, BINDING & SEPARATION SOLUTIONS**

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We supply non- and semi-conductive cable tapes, ideal for a multitude of uses. These tapes are crafted to serve as a protective bedding for armoring, safeguard against extrusion material penetration in the conductor, or act as a thermal barrier to prevent conductor heat damage. Their robust tensile strength and excellent temperature resilience provide the necessary cable flexibility.

## **HIGH PERFORMANCE YARNS**

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Our polyester water-blocking yarns are critical for ensuring the watertight integrity of power and fibre optic cables. Utilized in various capacities, such as watertight conductors, central fillers, cross-laying over strands, binders, and fillers within or around multi-core cables, our yarns are designed for optimal performance on demanding production lines. They feature outstanding absorption capacity, rapid swelling rate, and high durability.



**ABOUT**

## OUR TEAM

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### **HAIYING ZHENG** Director

Haiying Zheng leads the Sinda Group team with a focus on building and enhancing customer relations, expanding its market share, and hitting sales targets. By closely monitoring supply and demand, competitor offers, and costs, Haiying strategically determines and adjusts prices while also cultivating business relationships and maintaining industry knowledge through regular attendance at trade shows, conferences and marketing events.

### **JAMES BALLARD**

Market Development Manager

James Ballard works on exploring market opportunities in the Cable & Wire industry and launching new projects for Sinda Group. James's role involves building business relationships with potential customers, introducing them to our products and services, and arranging sample or trial orders as needed. James also plays a key role in following up on feedback and attending trade exhibitions, both in the UK and overseas.

### **SHAOJING ZHU**

Commercial Assistant

Shaojing Zhu supports Sinda Group in the sales and purchase of goods, assisting with the production of samples and purchase orders, arranging delivery, and maintaining communication with customers before and after orders are issued. Shaojing is also charged with optimising supplier relationships to find competitive prices and high-quality products in the Wire & Cable industry and for new projects.



# ABOUT

# CORE PRODUCTS

# YOUR GLOBAL PARTNER

☆ High quality manufacturing and customer service

**Our high-quality product range includes:**

- ❖ Semi-conductive and non-conductive waterblocking tapes
- ❖ Film laminated waterblocking tapes
- ❖ Binding, bedding and barrier tapes
- ❖ Woven and marine tapes
- ❖ Polyester waterblocking yarns



## PRODUCTS

# POWER CABLES

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Waterblocking solutions for **medium, high and extra-high** voltage power cables

▶ **High tensile strength**

▶ **Proven long-term stability**

Semi-conductive  
waterblocking tape

Waterblocking yarn

Non-conductive  
waterblocking tape

‡ **Suitable for deep  
water; high pressure**

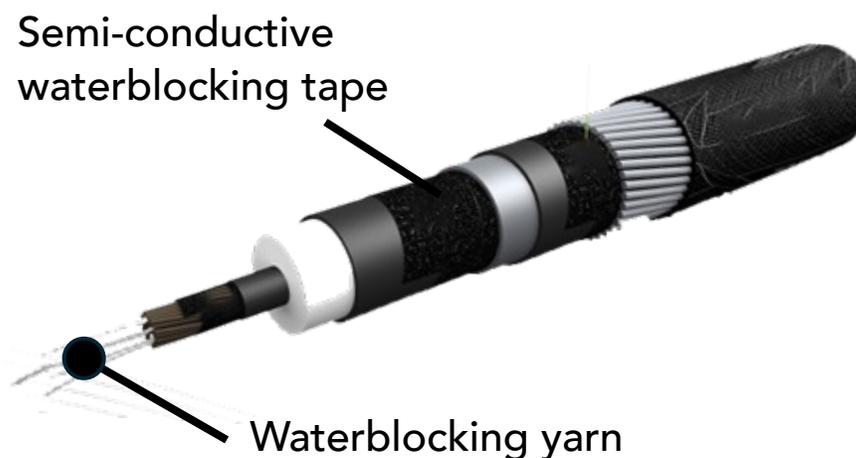
# POWER CABLES

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Waterblocking solutions for the **submarine** industry

- ▶ **Advanced waterblocking and corrosion protection at depth**
- ▶ **Excellent swelling height up to 5mm in salt water, reducing electrical resistance and avoiding multi-layer tape solutions**
- ▶ **Easy processing**
- ▶ **Fast swelling speed**
- ▶ **Proven long-term stability**

‡ **Suitable for deep water; high pressure; use under a lead sheet in HVDC cables**



# TELECOM CABLES

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Protect **fiber optic** cables across a range of designs and environments

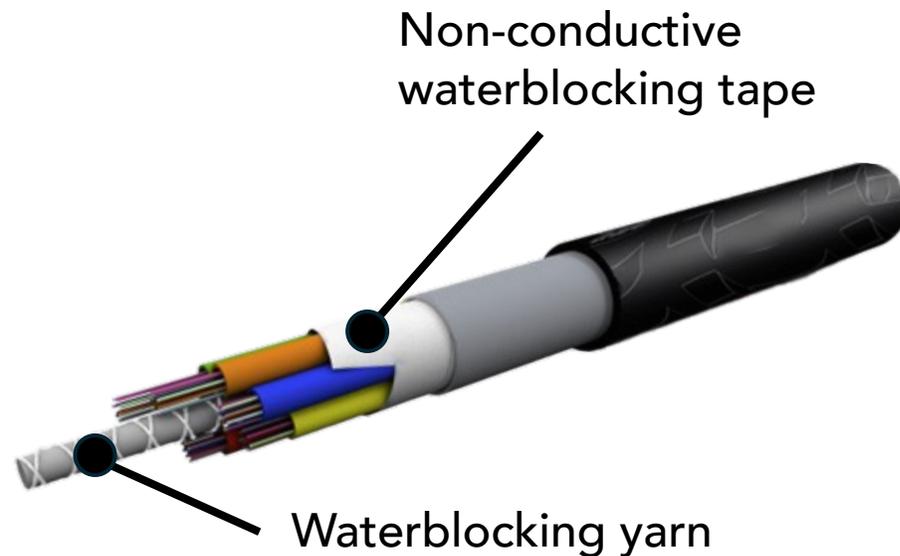
▶ Durable waterblocking tapes and high performance adhesives

▶ Delivering consistent performance over a long period of time

▶ Easy processing

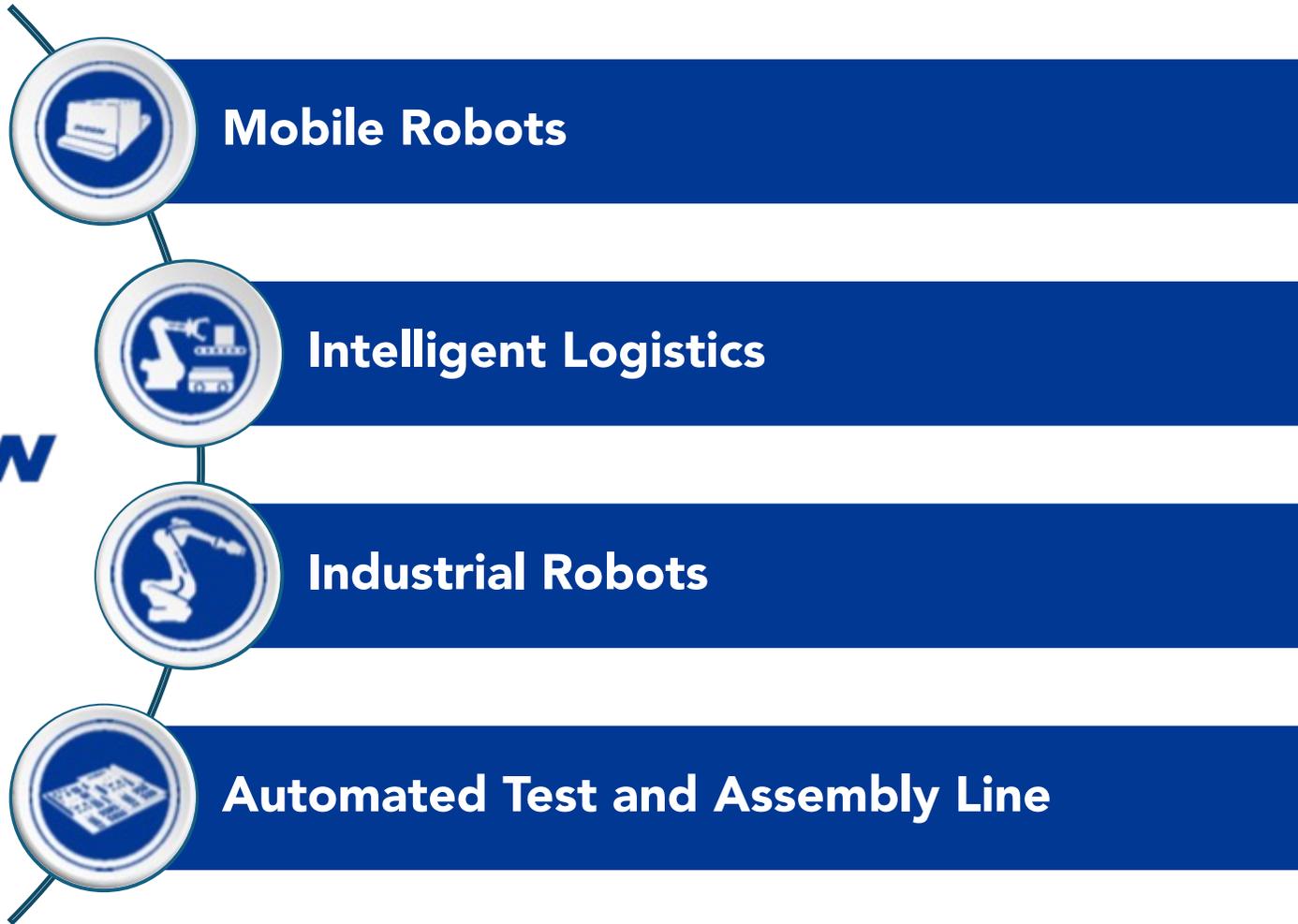
▶ Ultra-thin materials

▶ Fast swelling speed



# OTHER PRODUCTS AND SERVICES

# WE SUPPLY THE FOLLOWING PRODUCTS TO THE UK MARKET:



**SIASUN**



**PRODUCTS**

# MOBILE ROBOTS

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As the first enterprise engaged in automated guided vehicle (AGV) R&D, SIASUN mobile robots are a market leader and occupy 60% of the high-end market share.

SIASUN is China's leading exporter of mobile robots. Their products serve critical sectors like automotive, electronics, and pharmaceuticals, reaching an international market. In the last three years, SIASUN has processed orders worth over 700 million yuan and delivered more than 10,000 robots, with over 1,500 projects completed abroad.

► **AGVs for automotive, electronics, pharmaceuticals, food and beverage manufacturing industries and more**

► **World-leading technology at competitive prices**

► **For efficient, safe and reliable transportation of goods across production floors**



Siasun Robot & Automation Co., Ltd.  
YouTube

## PRODUCTS

# PHOTOVOLTAIC GLASS

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We supply photovoltaic glass produced by Polysolar, based in Cambridge, to domestic and international markets.

▶ **Innovative transparent solar glazing**

▶ **Integrated into building envelope, with marginal additional costs in construction**

▶ **Addresses environmental needs**

▶ **For use in a number of integrated solutions, including canopies, carports and facades.**



## PRODUCTS

# EDUCATIONAL SUPPORT SERVICES

Student recruitment for specialist online and in-person arts education programmes

▶ **Educational recruitment partner for middle and high school-level arts programmes**

▶ **Online support for students entering higher education in creative fields**

▶ **Specialist overseas marketing guidance leveraging international expertise for B2B partners**



## PRODUCTS

# ONGOING PROJECTS





**ONGOING  
PROJECTS**



# ONGOING PROJECTS



A photograph of three female nurses in light blue scrubs, smiling warmly at the camera. They are standing in a clinical setting, possibly a hospital or clinic, with a blurred background showing medical equipment and a framed picture on the wall. The text 'CORPORATE SOCIAL RESPONSIBILITY' is overlaid in large white letters across the center of the image.

# CORPORATE SOCIAL RESPONSIBILITY

# OUR COMMITMENT

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In recent years, the world has faced unprecedented challenges: the pandemic, conflicts, energy crises, and inflation. During these times, **Sinda Group** encountered numerous obstacles ourselves, including unexpected lockdowns, a scarcity of raw materials, and rising production costs. However, as the situation improves, we remain committed to making a positive impact on the world and aiding those in need.

✦ **2020:** Amid the pandemic, we contributed **10,000 surgical masks** to local schools, ensuring the safety of staff and children.

✦ **2024:** We made a donation to the **Royal Marsden Cancer Charity**. We aim to support individuals affected by cancer through contributions to research and the development of life-saving treatments, benefiting not only the UK but the global community.

## Looking ahead...

As Sinda Group continues to build its corporate social responsibility strategy, our journey reflects a steadfast dedication to shared and brighter future for all.



# CSR



# CONTACT

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