

# Fuel Oil News talks with new sector supplier Sentinam



AS SENTINAM OFFICIALLY OPENS ITS DOORS, MARGARET MAJOR, FON EDITOR, CAUGHT UP WITH MANAGING DIRECTOR NEIL TURNBULL TO GET THE STORY BEHIND THE NEW VENTURE AND WHAT IT MEANS FOR UK FUEL DISTRIBUTORS.

**MOTIVATION AND STRATEGY:**

**What inspired the launch of Sentinam – and why now?**

The launch of Sentinam Liquid Movement Solutions is a strategic step by the MechTronic management team to expand our presence within the petroleum marketplace.

We saw outstanding performance from the Pollard Pump range on MechTronic’s industry-leading OptiMate metering system. This success, combined with Pollard Pump’s dynamic “to do” attitude and performance-driven approach, gave us confidence in their reliability as a manufacturing partner.

With that foundation, we established Sentinam, to support the UK and Ireland markets with innovative, cost-effective, and high-performance, land-based pump solutions.

**How does Sentinam complement MechTronic’s existing industry offering to?**

While Sentinam is a new name in the fuel distribution industry, it brings with it over 30 years of combined technical, application, and industry expertise, alongside 70 years of manufacturing experience. This positions us to focus clearly on land-based pumping equipment solutions.

Our product line includes a range of cutting-edge, high-performance pumps – from small portable units to large, industrial-grade systems – designed to optimise fuel flow through distribution networks.

One of our key differentiators is a strong focus on sustainability and energy efficiency. Our systems are engineered to reduce energy consumption while maintaining high reliability and performance. Backed by the robust Pollard Pump range, our systems are built to withstand the tough environments typical of fuel distribution operations, ensuring long-term durability and lower maintenance costs.

Our highly adaptable approach allows us to meet diverse fuel distribution needs, from remote depots to urban fuelling stations. Whether it’s ensuring consistent flow in challenging locations or supporting large-scale facilities, our solutions are designed to overcome a wide range of industry challenges.

**What market gaps are you aiming to fill?**

Our primary goal is to provide clear technical

solutions to both equipment manufacturers and end users. We focus on performance and integrated, collaborative solutions.

The result is a comprehensive approach to liquid distribution that improves operational efficiency, reduces costs, enhances safety, and supports sustainability goals.

By aligning with partners who prioritise performance and energy efficiency, we help optimise fuel flow while contributing to greener operations. This leads to reduced waste, improved fuel utilisation, and lower carbon emissions—supporting the industry’s increasing commitment to environmental responsibility.

**FOR THE FON COMMUNITY:**

**For distributors already working with MechTronic, what specific benefits can they expect from working with Sentinam?**

Distributors can expect the same dedicated technical and customer-focused service that MechTronic is known for. By combining our expertise and resources, we offer high-quality equipment and exceptional customer support. Strengthening relationships with our industry partners will be key to our long-term success.

**Can you give a real-world example of a fuel distribution challenge solved by Sentinam’s expertise?**

Certainly. One of our long-standing customers faced an issue with limited pump flow rates from a competitor’s system. Our technical design team evaluated the specific requirements and developed a completely new pump tailored to meet the necessary flow rate. It was a unique design solution that directly addressed the customer’s challenge.

**In your view, what sets Pollard Pumps apart?**

Personally, I have found Pollard Pumps to deliver top-tier technical support and customer service. They’re committed to the UK and Ireland market, offering straightforward and effective support with dedicated contacts across departments.

Commercially, they are an excellent fit for our market. Their strong product range, combined with their service ethos, makes them ideal partners – both now and as we grow together.

**CUSTOMER SUPPORT AND SERVICE:**

**MechTronic is known for its customer-centric support. How will Sentinam deliver that same ethos?**

We’ve built a simple but highly effective support and product specialist team. Our goal is to meet industry demands by offering dedicated technical solutions and reliable aftersales support. With superb UK stock levels and direct support from the manufacturing facility, we’re ensuring both product availability and technical support remain readily accessible.

**What kind of technical support or after-sales care can customers expect?**

Great question – and something we like to keep very simple!

We combine strong engineering capability, product knowledge and technical support with back up from our manufacturing partners and system integrators. This results in a simple, yet effective, aftersales service, ensuring customers get the help they need, when they need it.

**LOOKING AHEAD:**

**What’s next for Sentinam?**

We’re actively developing strategic partnerships with land-based system integrators and equipment manufacturers. We believe in mutual business growth, and as our technology evolves – particularly in pumping, valves, and diagnostics – it’s an exciting time. With hard work, we’re confident new opportunities will benefit everyone involved.

Where are the biggest opportunities for growth or innovation in pumping solutions for fuel distributors?

The fuel distribution sector is evolving quickly, driven by technology, regulations, and changing market demands. Over the next 3–5 years, we see big opportunities in automation and smart systems.

We’re focusing on smart pumping solutions that enable automation, reduce human error, and improve operational efficiency. IoT-integrated systems will monitor performance, detect leaks, assess fuel quality, and provide real-time data for predictive maintenance.

Ongoing feedback from industry operators planning to embrace these innovations will be key to long-term success.