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Old World's diesel exhaust brand secures partners

Old World Industries, Inc. bolstered the North American roll-out of BlueDEF™, its brand of diesel exhaust fluid (DEF) through recent agreements with two leading infrastructure suppliers. Old World is sourcing DEF storage and dispensing systems from Blue1USA and through advanced valve systems from Micro Matic Industrial. Production and distribution of BlueDEF will coincide with the introduction of 2010 commercial vehicles equipped with selective catalytic reduction (SCR) systems that reduce NOx emissions.

“We’re ready, and as a result fueling stations and fleet operators across North America will soon be ready to meet the growing need for DEF,” says Old World’s Kal Mahmood, senior vice president of commercial sales. “The BlueDEF brand will be available to drivers and fleets in a variety of container and dispensing options, assuring that they’ll reap the benefits of SCR technology while contributing to a cleaner planet.”

BlueDEF will be available in 1 and 2.5-gallon bottles, 55-gallon drums, 275 and 330-gallon totes and aboveground bulk storage and dispensing systems, supplied by Blue1USA. The totes and the drums will use a Micro Matic closed liquid dispensing system. All BlueDEF packaging and dispensing systems meet and exceed ISO 22241 standards to ensure product quality and optimum performance of SCR systems.

Old World’s established supply network of 10 BlueDEF terminals and over 450 distribution points across North America will enable truck stops, fleet operators, dealerships and truck manufacturers to maintain DEF inventory.

Blue1USA is a fully integrated manufacturer and distributor of DEF storage and dispensing systems for the commercial and retail markets. Blue1USA, based in Duluth, Georgia, will manufacture in North Little Rock, Arkansas and will service these products through their North American distribution network.

Northridge, California-based Micro Matic Industrial has 50 years experience in designing, developing and manufacturing container valve systems. Micro Matic offers a range of proprietary valve systems for the safe and efficient transfer of chemicals from containers and drums in a variety of industries.

For over 35 years, Old World Industries has been a leading producer, marketer and distributor of functional fluids for heavy-duty and automotive applications. The Northbrook, Illinois company’s PEAK® Performance Products line-up includes antifreeze, oil filters, motor oil, windshield wash, wiper blades, battery chargers, jumpstarters, power inverters and back-up cameras. Old World's other brands include SIERRA® antifreeze, Fleet Charge®, Final Charge® heavy duty global extended life antifreeze/coolant, and HERCULINER® truck bed liner kits.