

Today's Trucking

Another DEF supplier joins market

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CHICAGO -- [Old World Industries](#), a leading provider of functional fluids, announced plans to distribute its BlueDEF brand of diesel exhaust fluid (DEF) across North America for 2010 selective catalytic reduction (SCR commercial diesel engines).

The company says its established supply network of 10 production locations and more than 4,500 distribution points will enable truckstops, fleet operators, dealerships and truck manufacturers to maintain inventory of DEF.

BlueDEF is a urea-based fluid formulated to convert pollutant NOx into harmless nitrogen and water SCR emissions-control systems.

"The challenge for the industry will be to maintain ample and uninterrupted supply as demand for DEF grows," says Kal Mahmood, senior vice president of commercial sales for Old World, based in Northbrook, Ill. "Our extensive supply chain offers an established distribution infrastructure."