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## **Old World Industries enters DEF market**

Old World Industries, a supplier of functional fluids, plans to distribute its BlueDEF brand of diesel exhaust fluid (DEF) to meet the demands of the North American commercial diesel vehicle industry beginning in 2010. The company's established supply network of 10 production locations and more than 4,500 distribution points will enable truck stops, fleet operators, dealerships, and truck manufacturers to maintain DEF inventory.

BlueDEF is a urea-based fluid that converts pollutant nitrogen oxides into harmless nitrogen and water in selective catalytic reduction (SCR) emissions-control systems.