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Old World's DEF Fluid Meets 2010 EPA Rules

6/17/2009

Old World Industries has developed a brand of diesel exhaust fluid called BlueDEF to help commercial vehicles meet EPA standards for 2010.

BlueDEF is a urea-based fluid that converts NOx into nitrogen and water in vehicles that use selective catalytic reduction technology. Most engine makers have chosen to use this SCR technology to meet EPA 2010 regulations.

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

The company will be producing BlueDEF at 10 locations and will distribute it at more than 4,500 places.

"Few manufacturers have the opportunity to supply and distribute to so many diverse networks as we do," said Mahmood. "Our expertise and relationships across the heavy-duty market allows us to provide BlueDEF through an already established network."

More info: www.bluedef.com.