



**VeryOne**<sup>®</sup>

Leading the way  
in Cetane Improver

A Division of EURENCO

Issue n°2 - June 2015

The **VeryOne Newsletter** has a main objective: informing our partners about the world of fuels. We gather information on diesel and crude oils and share it with you. We use our dedicated VeryOne team to bring added value to the information we provide to our customers on **Cetane use**.

The feedback which followed the first issue of our newsletter was very good: **more than 40%** of the recipients opened and read our news, which is much better than the industry average (24%). This is very encouraging and urges us to pursue this information task.

**Many thanks for your support!**

## VeryOne Newsletter Issue n°2 at a glance:

- News in the Cargo Treating Activity
- New CEO for EURENCO Inc.
- Low Water Content in VeryOne Cetane Improver
- New Norms for Premium Marine Fuels
- Focus on Diesel in the United Kingdom
- Feedback on the 5th Integer Emissions Summit in India

# HIGHLIGHT

## NEWS IN THE CARGO TREATING ACTIVITY

**Global demand for diesel is expected to grow** by about 6MMB/D by the year 2030. The main reasons for this growth are:

- A boom in emerging countries industrialization;
- An increased use of diesel in shipping fuels.

With the United States being a growing net exporter of diesel (from 10% of the production in 2010 to 30% forecasted in 2030), **cargo treating diesel** exports is an important area of growth in the fuel additives market. As this market evolves, we are seeing stronger companies invest for growth, while smaller players - unable to compete - exit the market.

In 2014, the United States exported 1,114 MMB/D, including 25% to Europe and approximately 57% to South America. **EURENCO Inc.** is providing VeryOne Cetane Improver, a high quality 2-EHN, to support the growth of the cargo treatment segment.



**EURENCO NEWS**

## NEW CEO FOR EURENCO INC.

EURENCO announces new CEO for EURENCO Inc, the company's wholly-owned subsidiary focused on fuel additives in the Americas.



Marcos V. Perello has assumed the role and responsibilities as CEO for EURENCO Inc.

Based in Houston, Texas, EURENCO Inc. provides 2-Ethylhexyl Nitrate (2-EHN) for cetane improvement in diesel fuels. Catering to refineries, fuel additives manufacturers and cargo treatment companies that require top quality material and unparalleled service, EURENCO Inc. is the US leader in cetane improvement.

Clark O. Regan, EURENCO Inc. CEO since 2011, has decided to retire. *"Clark did an amazing job starting up our US division and establishing the VeryOne brand in the Fuel additives market,"* commented Pierre-Olivier Vignaud, EURENCO EVP for Fuel Additives.

Mr. Perello joins EURENCO after a long career in the plastics and chemical industries, having held leadership roles at GE Plastics/Sabic Innovative Plastics, Praxair Distribution Inc, and most recently at Nexeo Solutions. *"This is an exciting time in the fuel additives market. As we see growth in domestic diesel use and expansion of diesel exports, we expect to leverage our global leadership position in 2-EHN to grow across the Americas,"* said Mr. Perello.

As the world leader in cetane improvement with over 75,000 MT of production capacity, EURENCO continues to expand its capabilities in North America to service their growing customer base. *"We see lots of opportunities in the Americas and plan to continue our growth at an above-market rate,"* stated Mr. Vignaud.

## LOW WATER CONTENT IN VERYONE CETANE IMPROVER

When it comes to the quality of its VeryOne Cetane Improver, **EURENCO** gets very concerned.

While the specification asks for a minimum water level of 400ppm, EURENCO, thanks to successive specific drying processes, can ensure the **lowest water content** of the market. Furthermore, through an optimized process and several washing steps, EURENCO reaches a **purity level over 99,5%**, which is more than the requirement (of 99).

In an environment always more demanding, EURENCO commits to manufacturing **the best product of the market**, thanks to continuous improvements in its process.



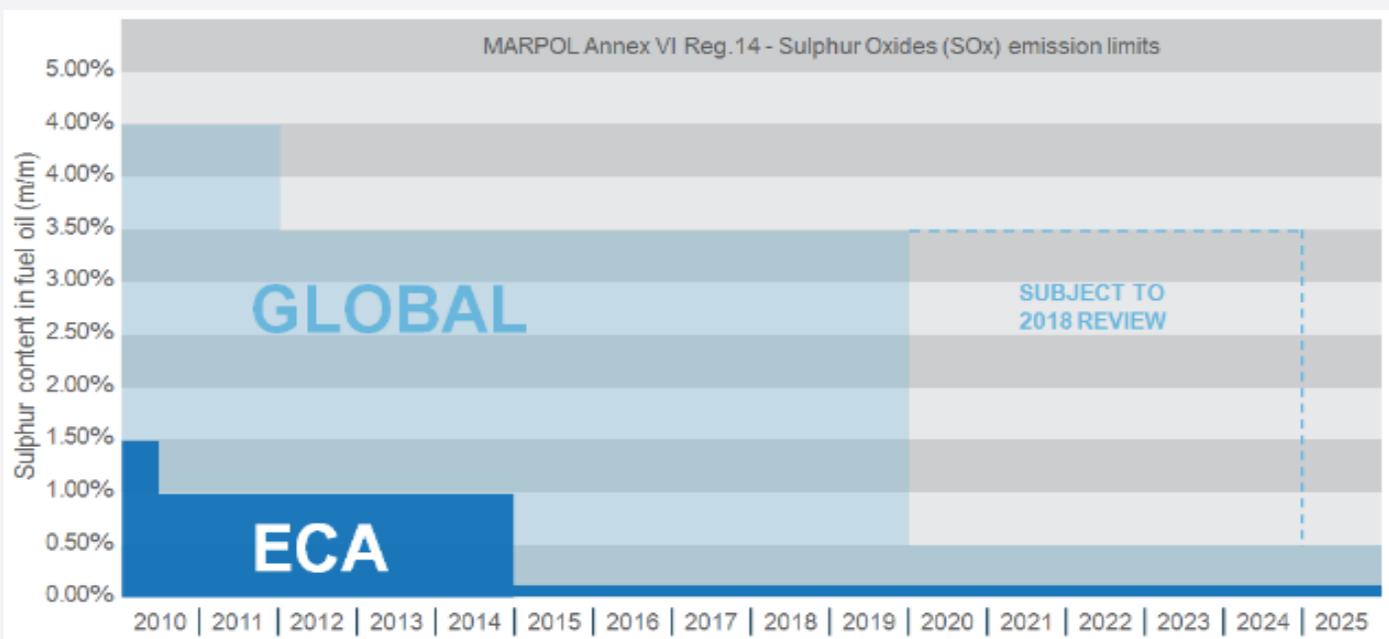
[Learn more about our product.](#)

## BUSINESS NEWS DIESEL

### NEW NORMS FOR PREMIUM MARINE FUELS

In the current context where the protection of the environment becomes a key driver, the **marine industry** remains the black sheep, with a heavy fuel containing 2700 times more Sulphur than road fuels.

To follow the trend, and comply with the increasingly stricter air emission limits enforced through MARPOL Annex VI, regulators agencies such as the European Parliament Environment Committee have lowered the level of Sulphur content in fuels used by ships navigating on EU seas (**0,1% S limit from 2015 onwards**). The International Maritime Organization (IMO) ultimately aims at turning this EU standard into an International one, though it first targets a **Sulphur limit of 0,5% to be reached by 2020-2025**.



To comply with this drastic change, vessels can use three methods:

- Switch from heavy fuels to low Sulphur fuel (marine diesel)
- Set up of a scrubber on-board for exhaust gas cleaning
- Switch to liquid natural gas (LNG)

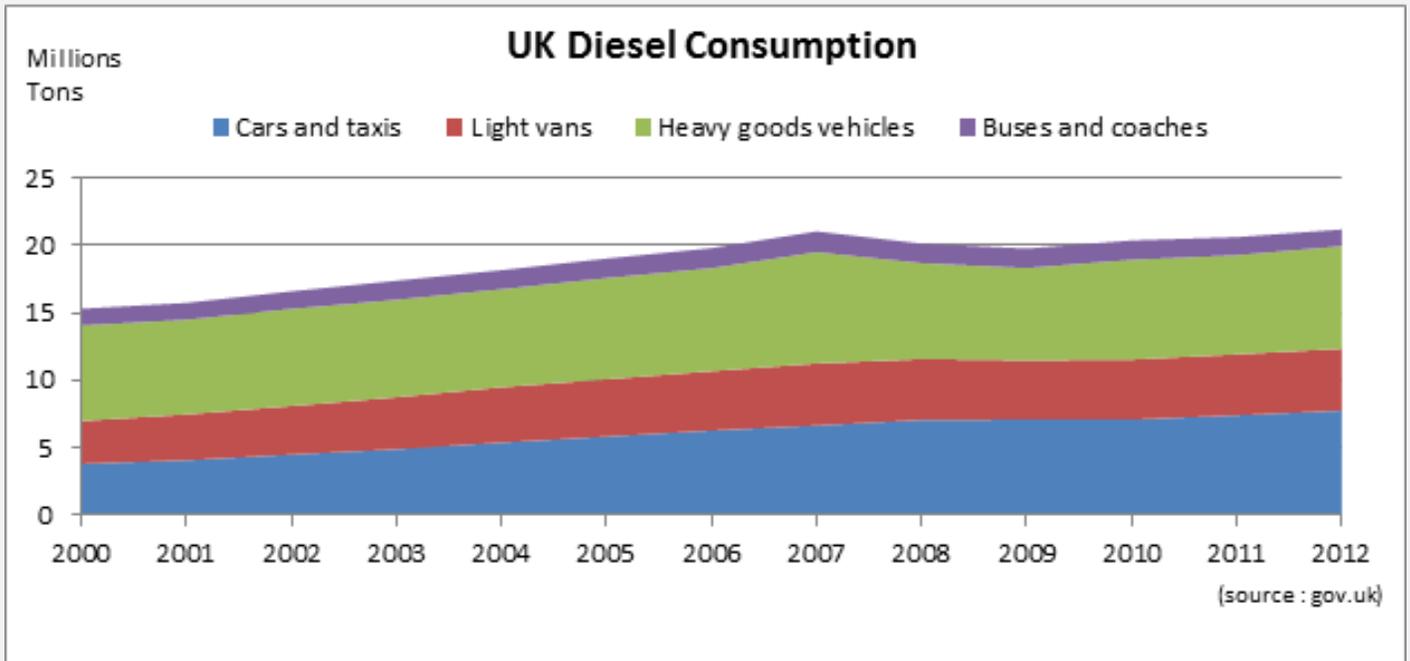
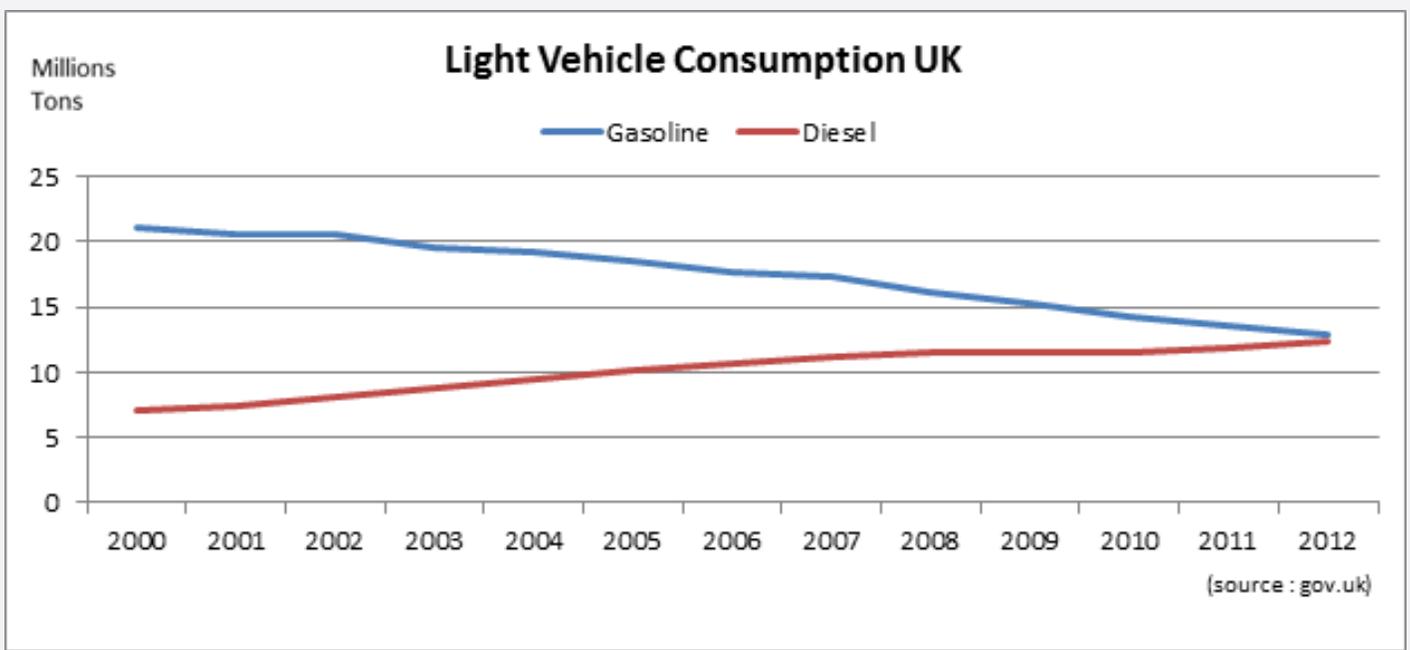
This has led the refiners to **rethink their production** and **develop new premium marine fuels**. Little by little, heavy fuel will be put aside in favor of diesel slates. The world of distillates is bound to undergo constant evolutions.

## DIESEL IN EUROPE: FOCUS ON THE UNITED KINGDOM

In 2001, Gordon Brown amended the vehicle excise duty, so that cars that emitted a higher level of carbon dioxide had to pay a higher tax. This measure led to a **higher consumption of Diesel cars in the last decade**.

Over the last 13 years, diesel consumption has increased over gasoline consumption. Data provided by the English government show that gasoline consumption plummeted 40%, whereas diesel consumption by cars and light vans respectively more than doubled and increased by 40% since 2000. As for trucks, in spite of a small decline in 2009 due to the economic collapse in most western countries, the UK consumption remained globally steady over the last 12 years.

This results in a 50-50 balance between gasoline and diesel consumption. However, **demand of diesel keeps increasing in the UK** at the expense of gasoline consumption, and it will probably go on for years to come.

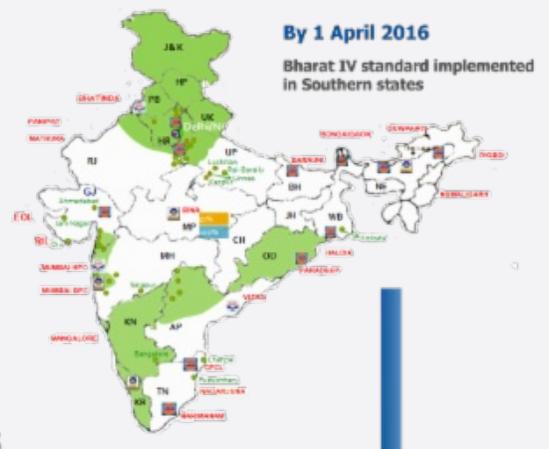
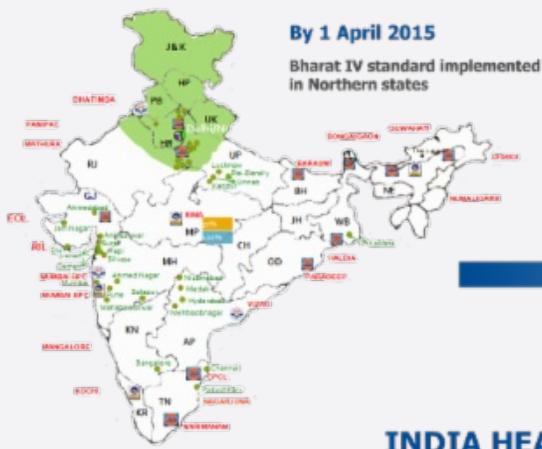


## EVENTS

### 5TH INTEGER EMISSIONS SUMMIT INDIA 2015 (MARCH 25-26)

According to the United Nation World Health Organization, **half of the top ten most polluted cities are located in India**. Pollution is therefore a huge problem in India, which needs harsh changes to benefit the population's health, strong decision initiatives from Indian politicians, and innovative responses from Oil, Vehicles and Alternative Technologies industries.

Among other recommendations, India is urged to raise gradually - but intensively - its fuel quality and quantity within the next few years, in order to reach a uniform **Bharat IV standard all around Indian territory by 2017**, and **Bharat V by 2020**.



**INDIA HEADING TOWARDS A UNIFORM FUEL POLICY**



Report of the Export Committee on Auto Fuel Vision & Policy 2025

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