

FOR IMMEDIATE RELEASE

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Husky & BENECOR Announce New Alliance, Brings Convenience, Service & Innovation to DEF Customers

Strategic Alliance to Manufacture, Sell & Distribute Full Line of Diesel Exhaust Fluid Dispensing & Storage Systems

Brighton, Michigan (October 1, 2014) – Today, [BENECOR, Inc.](#) and [Husky Corporation](#) announced a strategic alliance that combines Husky's petroleum and automotive expertise and expansive retail network with BENECOR'S industry-leading DEF (Diesel Exhaust Fluid) pump and storage systems.

BENECOR engineers advanced DEF dispensing and storage solutions and manufactures its storage systems, retail dispensing equipment, pumps, totes and barrels at its manufacturing facility in Brighton, Michigan.

Husky – headquartered in Pacific, Missouri – will market BENECOR'S product line through its network of sales representatives, associated distributors, direct customers and end users in the petroleum dispensing industry. In addition, [Husky's BJE division](#) will offer BENECOR DEF products to its automotive sector oil and lube customers.

"We are excited to work with BENECOR and its complete DEF storage system product line. These innovative products complement our DEF nozzles extremely well. This strategic alliance also presents a one-stop solution for our customers with DEF dispensing needs," said [Brad Baker, Husky Corporation, Executive Vice President.](#)



Advanced DEF
Dispensing & Storage

+



Extensive Retail Network,
Industry Expertise

DEF Customers Get:

- Convenient Access To DEF Dispensing & Storage
- Local Support From People They Know, Trust
- Latest Technology, Quality, Service At A Value

"This alliance means that customers will have more convenient access to the highest quality DEF storage and pumps. They will also get immediate service support – all through people they already have relationships with in their local markets. This alliance could not have come at a better time. Customer demand for DEF storage and pump systems is increasing, but there's still quite a bit of confusion on where to go to get their needs met. Now, customers have an easy answer to fill that growing need," said [Brendan Foster, BENECOR Inc., President.](#)

By 2016, DEF consumption will nearly triple compared to 2013 levels according to industry experts. Stringent U.S. Environmental Protection Agency (EPA) emissions guidelines are responsible for this rapid growth. To meet these guidelines, engine and truck manufacturers' new diesel engines require Urea-based DEF to be sprayed into the diesel exhaust stream to breakdown NOx emissions.

The strategic alliance between BENECOR and Husky will begin on October 1, 2014. [Click to contact BENECOR](#), call 1-844-BENECOR (1-844-236-3267) OR email: info@benecor.com. BENECOR products can also be ordered through Husky: 1-800-325-3558 or sales@husky.com

About BENECOR: THE INDUSTRY LEADER IN DEF DISPENSING & STORAGE SOLUTIONS – BENECOR.com

BENECOR is the industry leader in designing and manufacturing the highest-quality DEF dispensing and storage solutions. BENECOR manufactures DEF storage systems, retail dispensing equipment, pumps and pump packages for totes and barrels. We also engineer custom DEF dispensing and storage solutions tailored to customers' unique needs.

THE BENECOR DIFFERENCE:

- **We engineer, manufacture, assemble and ship all of our DEF Pumps and Systems in-house from our U.S.-based factory.**
- **BENECOR'S "Order Today, Ship Today" service mentality goes far beyond the point of sale. We enable YOUR success with:**
 - On-going technical support
 - Industry-best warranties
 - Most stringent quality controls with only the highest quality components ensuring most reliable systems
- **DEF Dispensing & Storage is BENECOR'S singular focus. It's what we do. It's what we know. It's our passion.**
- **Even as our company has grown, our flexible, entrepreneurial spirit remains – pushing us to develop and test new technologies.**
 - In fact, that's why many DEF industry committees and associations seek BENECOR'S input as an industry thought leader.
 - Yes, BENECOR was the first to offer advanced DEF dispensing AND storage solutions; the first to create pumps with auto shut-off timers; and the first to create pumps with more powerful flow rates.
- **We are driven to stay at the forefront of our rapidly changing industry.**

About Husky: A Breed Apart® www.husky.com

For 67 years, Husky Corporation has served as a trustworthy guide, developing breakthrough, American-made fuel nozzles, Safe-T-Breaks® and accessories, plus relentlessly providing the most dependable customer service in the industry. Headquartered in Pacific, Missouri (in the metro St. Louis area), Husky is committed to providing petroleum dispensing products that meet or exceed our customer's expectations and reinforce the fact that we are a reliable partner that is with our valued clients every step of the way. Husky continues to grow its reputation as a special-breed innovator with an acquisition strategy designed to add more products and services worthy of the Husky name. In addition to our legendary line of nozzles for vapor recovery, conventional fueling, truck and high volume, farm and commercial, and convenience stores, we now feature curb and farm hoses, oil lube products, plus aviation hoses.

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