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BENECOR Launches “BENECOR Build & Buy” DEF Industry’s First Dispensing and Storage e-Interface

*Customers Control Component Selections in DEF Dispensing and Storage Systems
via Faster, Easier Online Ordering Process*

BRIGHTON, MICHIGAN (November 11, 2014) – BENECOR, Inc. launched today [a new web site](#) featuring “BENECOR Build & Buy,” an industry-first interface that enables users to control component selections in their Diesel Exhaust Fluid (DEF) dispensing and storage systems.

“Our new web site is about making it easy for our customers to find product information and place orders, while giving them control over selecting components in their BENECOR DEF storage or dispensing system. Plus, they’ll have even more ordering options – either buying through a preferred distributor or through BENECOR. The new ordering system also protects customers against the so-called ‘turnkey solutions’ that are really just a hodgepodge of parts from various vendors driven by price alone,” said [Brendan Foster, BENECOR, Inc. President.](#)

- Users will have a secure log-in and be able to save, search all BENECOR products, track orders and wish lists.
- Customers will have flexible ordering options, through BENECOR.com or through a preferred distributor.
- Distributors can use the interface for order placement, streamlining their purchasing time.
- BENECOR’s Sales Directors in various countries will use the interface to consult with DEF customers and easily build custom solutions on-the-go for easier, cost- and time-efficient ordering.
- Interactive features include “Ask a BENECOR Expert” and social media connections to keep customers up-to-speed on BENECOR news, promotions and DEF industry alerts.
- BENECOR’s new web site also showcases custom engineering for specialized DEF applications.

“The need for DEF storage and pump systems is exploding on a global scale and our new online interface at BENECOR.com is part of our strategy to answer that need.

“We also talk about our custom engineering services on the new site. Our customers work in many different industries, climates and countries with differing emissions regulations. So, sometimes they need a DEF dispensing or storage solution built specifically for their situation,” said Foster.

“BENECOR Build & Buy is just one part of a two-pronged strategy. The other aspect is [our strategic alliance with Husky Corporation](#) that will market BENECOR’S product line through Husky’s 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 want to make it easier, faster and add greater value for DEF customers to get the dispensing and storage solutions they need. Our strategy will go a long way in dispelling the confusion in the market on where to go to find DEF storage and dispensing products,” said Foster.

Foster attributed the confusion in the marketplace to the rapid growth in technology and demand for DEF. 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 continuing to expand. 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.

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.***

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