

Frequently Asked Questions: Growing Your Business With DEF



www.AirgasDEF.com | 866-977-4DEF

Q: Why is there so much talk about DEF lately?

A: As of this year, federal emissions regulations require new diesel engines to reduce the amount of nitrogen oxides (NOx) emitted. To comply with these NOx emissions levels, most engine manufacturers elected on Selective Catalytic Reduction technology which uses a nitrogen oxide (NOx) reduction agent such as Diesel Exhaust Fluid (DEF). That means, for many of your customers, DEF has suddenly become a vital product. This rising DEF demand provides a perfect chance to expand your product line to a built-in market.

Q: What is DEF, and why is it so important for my customers' new diesel trucks?

A: DEF, or Diesel Exhaust Fluid, is a NOx reduction agent comprised of 32.5% urea and 67.5% purified water. When used in diesel engines with Selective Catalytic Reduction (SCR) technology, DEF helps convert NOx into harmless nitrogen and oxygen. Without DEF, NOx works to form smog, acid rain and nitric acid in the air – all of which are bad for health and the environment.



Keep your customers rolling with DEF, from Airgas.

Q: What else should my customers know about DEF?

A: DEF is safe for handling and storage. It is an odorless, colorless, non-flammable, nontoxic solution that, when handled properly, is completely non-hazardous to humans, equipment and the environment. DEF should be kept in a cool, dry, well-ventilated area – preferably away from direct sunlight. The recommended temperature range for storage is 12°-86° F, but temporary exposure to warmer temperatures will not degrade its quality or performance. DEF begins to freeze at approximately 12° F. Freezing and thawing do not affect the potency of the product. The consequences for running without DEF, or using inadequate quality, include power reduction to 5 mph, clogged filters, or a spoiled catalyst – which is a several thousand dollar repair.

Q: When will my customers begin asking for DEF?

A: Your customers may already be asking for it. The demand for DEF among diesel drivers is building steadily nationwide, and will only continue to grow. That's why this is the perfect time to partner with a distributor you can depend on.

Q: How can I turn DEF demand into a profitable new product line?

A: DEF's rising demand offers an excellent opportunity to create a new profit center, and Airgas would welcome the opportunity to discuss a distribution partnership. We deliver the DEF your customers need, and offer an outstanding co-op marketing program to help you fully capitalize on this new product offering.

Q: What is AiRx™ and what makes it an attractive solution for my customers?

A: AiRx™ is API-certified Diesel Exhaust Fluid from Airgas. It's high-quality DEF that will keep your customers rolling.

Q: Why does Airgas sound familiar?

A: Airgas is the nation's largest distributor of industrial nitrogen products. We've been reducing NOx since the 1980s. We are a reliable, time-tested brand with the expertise and fleet experience it takes to truly understand your business.

Q: What about co-op marketing? How can Airgas help me build my DEF business?

A: Airgas offers a full-scale co-op marketing program, including product sheets, point-of-sale materials, print ads and other tools to help build your DEF business.



To inquire about a DEF distribution partnership with Airgas:
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Airgas
You'll find it with us.™