



## Yara and Recochem Partner to Help Fleets Comply with Clean Air Act 2010 Standards across Canada

*The world's largest Diesel Exhaust Fluid (DEF) producer and one of Canada's most experienced, innovative packaging and distribution companies combine forces to focus on fleet emissions.*

**March 8th, 2010 - Tampa, Florida** –Yara North America, Inc. a leading North American producer and seller of Air1<sup>®</sup> Diesel Exhaust Fluid (DEF), signed Recochem Inc., one of Canada's most experienced automotive fluid packaging and distribution experts, to a long term supply and packaging agreement for its Air1<sup>®</sup> product. Together Yara and Recochem will work to sell Air1<sup>®</sup>, the world's number one brand of DEF, throughout Canada.

*"Recochem is excited to team up with Yara to develop and penetrate the DEF market across Canada. We chose Yara and its Air1<sup>®</sup> brand because of the strength of its experience with DEF globally, domestic supply strength, and its commitment to the DEF industry. To be part of the Air1<sup>®</sup> brand with its global recognition and scale, Recochem is able to guarantee its customers uninterrupted quality supply and reliability. The power of their concept along with Recochem's expertise in handling, packaging and distributing other heavy duty diesel products to the market made our two teams the perfect fit,"* said Kert Teblum, Recochem's Senior Vice-President, Business Development & Strategic Materials.

*"With this deal, Yara has teamed up with one of Canada's most successful and innovative packaging and distribution companies. Recochem's dedication to following strict quality control processes, focus on its customers, automotive and trucking market knowledge and innovative technical expertise are a tremendous asset to the plans Yara has to further develop the Air1<sup>®</sup> brand of DEF. I am extremely pleased to welcome Recochem as part of the Air1<sup>®</sup> team,"* said Chad Dombroski, Director of Air1<sup>®</sup>.

New truck engine manufacturers will comply with the new emission standards imposed by the EPA that went into effect on January 1<sup>st</sup> 2010. Under the new regulations, most engine manufacturers have chosen the Selective Catalyst Reduction (SCR) system as the most efficient way to meet these standards. DEF the operating fluid for SCR is a non-toxic solution that transforms harmful NO<sub>x</sub> emissions from heavy-duty diesel-powered vehicles into harmless water vapour and nitrogen. According to engine manufacturers, SCR combined with DEF improves overall fuel economy by approximately 5% compared to competing technologies, and achieves Nitrogen Oxide (NO<sub>x</sub>) reductions in excess of 90%. Air1<sup>®</sup> is guaranteed to meet ISO 22241 guidelines and is Certified by the American Petroleum Institute (API).

### **About Yara International**

Yara International ASA is the world's leading chemical company that converts energy, natural minerals and nitrogen from the air into essential products for farmers and industrial customers. As the number one global supplier of mineral fertilizers, Yara helps provide food for a growing world population. Its industrial products portfolio includes environmental protection agents such as Air1<sup>®</sup> Diesel Exhaust Fluid (DEF) that prevent air pollution. Yara's Sluiskil plant in the Netherlands is the single biggest DEF production site in the world. Yara's global workforce of 8000 employees represents the great diversity and knowledge that enables Yara to remain a leading performer in the industry.

For more information about Air1<sup>®</sup>, please visit [www.air1def.com](http://www.air1def.com)

## **About Recochem**

Recochem Inc. operates as a producer, formulator, contract packager, and wholesale distributor of industrial and consumer chemical products. The company manufactures a broad range of automotive liquids, household solvents, green products, cleaners, wood preservatives, moth preventatives, outdoor and indoor living products, and heat transfer fluids. It also engages in naphthalene refining in Canada and Belgium. The company was founded in 1951 and is headquartered in Montreal, Canada. It has operations in Canada, North America, Europe, Australia, and the Asia Pacific.

For more information about Recochem, please visit [www.recochem.com](http://www.recochem.com)

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