

# CLEAN DRY FUEL at EKO Greece Fuelling Stations

Market Application Publication  
for **CLEANDiesel**® Filtration Solutions



## Customer:

**EKO**  
Greece

## Customer Value Position:

In 2010, EKO, the largest fuel supplier in Greece, identified a reduction in their share of the domestic fuel market. In an effort to arrest this decline in market share EKO, with an excess of 1000 fuel stations across mainland Greece and the Greek Islands, sought ways to recover position and generate new revenue streams amid Greece's continuing financial crisis.



## Contact Information:

Parker Hannifin Corporation  
**Velcon Filtration Division**  
1210 Garden of the Gods Road  
Colorado Springs, CO 80907

phone 719 531 5855  
fax 719 531 5690  
vfsales@parker.com

www.velcon.com

## Product Features:

- Wide variety of applications
- Free and emulsified water to less than 5 ppm
- 1/2 micron particulate removal
- Provides protection against "slugs" of water
- Pressure increase signals cartridge change

## Applications:

- Fuel Filtration for retail fuelling dispenser
- Particulate contaminant removal at low flow rates
- Water and particulate removal with **Aquacon**® AD Cartridges



ENGINEERING YOUR SUCCESS.

## Results:

In light of the continuous evolution in diesel engine technology, and a history in the region of vehicle engine failures directly related to contaminated and dirty diesel fuel, EKO embarked on the development of a cleaner and more marketable diesel fuel. Key to the success of the new diesel fuel on a consumer level would be two things: the introduction of a new additive developed by BASF to aid engine cleaning, and a highly filtered product clean of contamination.

Building on a close association with EKO's Aviation Department, Parker Velcon began working with the EKO fuels team to offer a suitable filtration solution with the requirement being a small filter housing with diesel fuel specific filtration element installed capable of flow rates from 40 to 120 lpm. Parker Velcon VF-61 filter housing combined with the **Aquacon**® AD series water absorbent and particulate removal cartridge were a perfect fit for diesel fuel duty.

Having closely monitored initial trial installations, improved fuel cleanliness levels at the dispensing point demonstrated with laser particle count technology and the newly developed BASF additive proven, EKO was confident their new diesel fuel would be a commercial success on their fuel station forecourts.

In July, 2014, EKO began installing the Parker Velcon VF-61 filter housing at their forecourts across mainland Greece. Based on Parker Velcon's renowned reputation as market leaders in the world of Aviation fuel filtration technology, EKO's trade name 'Avio Diesel' was released to the market.

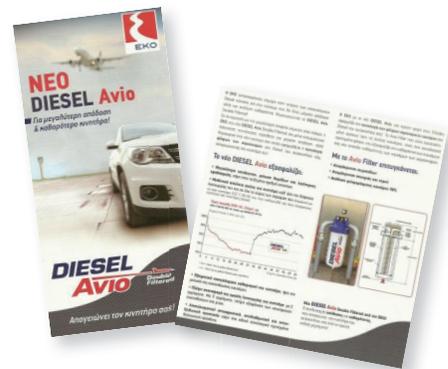


Parker Velcon VF-61 Housings Servicing Two Fuelling Dispensers

Users, now able to benefit from a far superior diesel fuel akin to Aviation fuel quality, reacted positively and EKO's sales of diesel fuel began to soar. A marketing campaign ensued, free literature placed at every fuel pump describing the new fuel characteristics and demonstrating the advantages to the customer. At the same time an advertisement campaign was broadcast on national television.

As of today 'Avio Diesel' commands an additional 0.07 Euro/litre at the dispensing point when compared to other competing and Economy Diesel products in Greece, yet customer levels and volume sales of this product continue to increase. To date almost 320 VF-61 filter housings have been installed in 124 EKO fuel stations. EKO continues with their plan to furnish all of their fuelling stations with this filtration solution and to increase accessibility of 'Avio Diesel' throughout Greece and the Greek Islands.

EKO will soon begin to install the Parker Velcon VF-61 and VX-2 housings at locations in Bulgaria, Georgia and Cyprus as 'Avio Diesel' is sold through their wider network of fuelling stations across other areas of Europe. Parker Velcon is at current working on filtration solutions for EKO's many bulk diesel fuel installations to overcome diesel fuel bacteria due to biodiesel contamination.



Free pamphlets are provided to educate customers on the importance of clean dry fuel