



## Press Release

# **Emissco Ltd, part of leading aftermarket emissions manufacturer Klarius, extends into AdBlue® in partnership with Yara**

Grimsby / Cheadle, 16 March: Emissco and Yara UK have signed a Premium Partner agreement to service the UK market for packed AdBlue.

“As we extend our emissions offering to include AdBlue, we look forward to working with Yara and the many new customers they bring to Emissco and the Klarius Group of Companies”, says Mark Brickhill, CEO of the Klarius Group of Companies. “AdBlue is a logical extension to our full range of Type Approved emissions products for the European vehicle parc.”

Klarius Products offers same day supply of exhaust pipes, mufflers, Diesel Particle Filters and catalysts to more than 600 delivery points in the UK and mainland Europe. “With storage for receiving multiple tanker loads and production lines for the filling of many millions of litres of packed AdBlue into their Cheadle site, outside Stoke we complement our emissions portfolio. And in Yara we have the most reputable partner”, Brickhill continues. “We’re proud to be bringing a great service to our customers with such a positive product whilst also securing further manufacturing and logistics employment locally in our site’s 50th anniversary year.”

Yara is the world’s largest producer of AdBlue, a premium grade urea solution used to remove harmful NOx emissions from diesel engines. “We are delighted to be adding Emissco and Klarius to our network. As our Premium Partner they will fulfil an important part of our customer promise in the UK market” says Paul Norman, Yara’s Business Manager in the UK.

Yara UK has been supplying heavy-duty vehicles with AdBlue since the technology was launched 15 years ago. Now the same system is applied on virtually all new diesel passenger cars too, removing dangerous NOx from the exhaust. “Diesel cars emit less CO<sub>2</sub> than petrol cars. Cleaned with AdBlue, they are the most sustainable bridge to truly zero emissions mobility”, Norman continues. “This cooperation is another step Yara’s mission to protect the planet. The citizens of the UK have a right to clean air. AdBlue provides that.”

“It’s a fabulous product” Brickhill adds enthusiastically, “Enabling ultra clean emissions from the most modern diesel cars, improving air quality and producing 15-20% less CO<sub>2</sub> greenhouse gas emissions than petrol engines. Virtually every new

diesel car from September 2019 requires AdBlue to meet the new, stringent environmental regulations.”

AdBlue is a fluid used to remove harmful NOx emissions from diesel engines. AdBlue by Yara removes more than a million tons of NOx. This equates to the total NOx emissions from the road transport sector in the UK, Germany, France and Italy combined.

*AdBlue® is a registered trademark of the Verband der Automobilindustrie e.V (VDA).*

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#### **About Emissco**

Emissco is a leading manufacturer of automotive aerosols, fluids and maintenance sprays. The business operates multiple production lines which have been purpose built to provide flexible manufacturing capacity. The current Emissco range is produced in the UK alongside a number of 3rd party branded products. Focusing on high quality products and flexible solutions, Emissco provides a truly turnkey service: from production, warehousing and distribution to product development and marketing, covering small batch supply to full production line support with multinational fulfilment.

#### **About Yara**

Yara grows knowledge to responsibly feed the world and protect the planet. Supporting our vision of a world without hunger, we pursue a strategy of sustainable value growth, promoting climate-friendly and high-yielding crop nutrition solutions for the world's farming community and food industry. Yara's ambition is to be the Crop Nutrition Company for the Future. We are committed to creating value for our customers, shareholders and society at large, as we work to develop a more sustainable food value chain. To achieve our ambition, we have taken the lead in developing digital farming tools for precision farming, and work closely with partners throughout the food value chain to improve the efficiency and sustainability of agriculture and food production.

Founded in 1905 to solve the emerging famine in Europe, Yara has established a unique position as the industry's only global crop nutrition company. With our integrated business model and a worldwide presence of around 16,000 employees and operations in over 60 countries, we offer a proven track record of responsible and reliable returns. In 2019, Yara reported revenues of USD 12.9 billion.

Visit [yara.com/chemical-and-environmental-solutions/adblue/](http://yara.com/chemical-and-environmental-solutions/adblue/) to learn more about AdBlue.