



Shell
FuelOil Extra



FORMICA THAILAND CUTS FUEL CONSUMPTION BY UP TO 1.5% WITH SHELL FUEL OIL EXTRA

Formica Thailand is a leading provider of branded, designed surfacing solutions for commercial and residential customers and is part of the worldwide Formica Group.

In 2010 they were struggling with a problem of black smoke emissions at their factory. As a company which aims to operate in an environmentally responsible way and mindful of their duty to the local community, they were keen to find a solution. Shell's product - Shell Fuel Oil Extra - looked like a potential way forward given that it is designed to help lower particulate emissions and black smoke as well as to reduce fuel consumption by enabling more effective combustion. In order to test its effectiveness against Shell's claims, Formica Thailand decided to trial the product on two boilers for five months.

The success of the trial led to Formica Thailand to convert their boilers from using regular fuel oil to Shell Fuel Oil Extra. Formica Thailand observed the following benefits during the trial:

- Fuel consumption savings of up to 1.5%¹
- Significant waste management cost savings
- Sustained reduction in black smoke emissions
- Better relations with local residents due to the reduction in black smoke
- Easier maintenance and waste management



To put this in financial terms, the annual fuel consumptions saving achieved by Formica Thailand would have amounted to a total of approximately THB 680,000/year on the basis of these results².

¹ The trial monitored Formica Thailand's fuel consumption in its boilers in a 5 month period from 1 August to 31 December 2010 during which they used normal fuel oil from 1 August to 15 October and Shell Fuel Oil Extra for the period from 16 October to 31 December.

² Figure calculated on the following assumptions: (i) an annual fuel consumption saving of 1.5% (as experienced during the trial) on a total annual fuel oil consumption of 2.064 million litres; and (ii) a fuel oil price of Baht 22 per litre.

Interview with Mr. Steven W. Valentine, Plant Manager, Formica Thailand



“As a company with a strong commitment to high standards of safety, quality and environmental management, we were concerned by the level of emissions we were getting from our boilers using regular fuel oil. Shell’s Commercial Fuels team suggested that **Shell Fuel Oil Extra** could help us to reduce these emissions and together we designed a trial to test Shell’s claims.”

How did the trial work?

“We ran the trial on two boilers, a Cap 5 Ton pressure jet burner and a Cap 10 Ton rotary cup burner. Before and after the trial we conducted the Bacharach Soot test, a commonly used test to measure the intensity of black smoke visually on a smoke scale. We also conducted regular smoke tests throughout the trial.

Once the trial began we noticed an immediate improvement in emissions and after the trial we had no hesitation in switching permanently to **Shell Fuel Oil Extra**. Since then, we have continued with regular testing of emissions and have been pleased to see that the initial black smoke reductions have so far been sustained for more than three years.”

What other benefits have you noticed since converting to Shell Fuel Oil Extra?

“There have been no more complaints from local residents and our relations with the local community are much improved thanks to the reduction in black smoke.

We’ve also seen that boiler components such as the nozzle or burner are cleaner with **Shell Fuel Oil Extra** making maintenance and waste management easier. And with the reduction in soot, we’ve seen a welcome decrease in our waste management costs.

More generally, we’ve also been very happy to see a genuinely constructive relationship develop and flourish with Shell. This has given us the confidence to look more closely at our own practices and capabilities and to make better use of Shell’s experiences and services. For instance, we now work together with their Technical Services team to help coordinate training and knowledge transfer and with their Sales team to help monitor and control our fuels costs.”

How does Shell Fuel Oil Extra fit in with your own business focus?

“It fits us well in two ways. Firstly our carbon footprint is very important to us. We are Forest Stewardship Council (FSC) and Green Guard certified which means that we purchase and use environmentally controlled products to improve our own environmental performance and to enable us to supply our customers with environmentally-friendly products.

Shell Fuel Oil Extra fits right in – we have found that it helps us to reduce our emissions and waste and to maintain our reputation for environmental responsibility.

Secondly, we’re also a business which needs to control costs to stay competitive. By helping us to improve our fuel efficiency and reduce our waste management costs, we have found that **Shell Fuel Oil Extra** makes a real difference to our bottom line!”

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