

Available Assets

Company Type: Fuel Distributor

Geographical Location: Southwest U.S.

Size: over 170 convenience store locations

What Brenntag Offers Clients Like This

Brenntag provides additional DEF support in various areas including: equipment, sales training, distribution solutions, etc.

CUSTOMER CHALLENGES

This customer has a 25 year relationship with one of our DEF competitors from whom they purchase antifreeze so initially they chose them as their DEF supplier as well. Our DEF competitor has only one bulk site in Southern CA; they were shipping from this location all the way to Arizona and New Mexico. High freight costs and issues with DEF stock availability were discouraging for this customer.

BRENNTAG SOLUTION

The customer's contract was almost up when they gave Brenntag the chance to sell them on our terminal advantage pricing, logistical advantages, as well as our rail and bulk assets. Brenntag's distribution model and rail sites were a good fit with the customer's bulk tank and truck locations in CA, AZ and NM.

RESULTS

The customer dropped their current DEF supplier and switched to Brenntag because they believed us to be their best DEF supply choice. By switching suppliers, the customer was forced to give up some of their national accounts through their previous DEF supplier. Brenntag is working with this customer to assign them as the distributor for some of our national accounts along with helping them grow organically through sales training sessions and joint calls. This customer has made several deliveries for us with their packaged trucks as well as full bulk loads with their dedicated DEF tankers. Brenntag has also provided suggestions when choosing the right totes and equipment. Within two weeks of turning over their business to us, we went to each of their sites to qualify their three bulk tanks and three bulk trucks. The customer appreciated our quality standards and our efficient processes.

DID YOU KNOW...

Brenntag's dedicated Diesel Exhaust Fluid (DEF) sales force is available for training sessions with your employees. Whether it be to make joint calls with your sales team, set up a webinar or host a sales training workshop on-site at one of your locations our team is here to help you achieve your goals. If you are interested in scheduling any type of sales training for your employees, please contact your local Brenntag DEF sales representative.

