

DEF Marketing Guide



Increase your company's profits by partnering with Brenntag to become a Diesel Exhaust Fluid (DEF) distributor. Brenntag provides the necessary tools to successfully market your company as a premier DEF distributor. These items can be downloaded directly from our website and customized with your company's contact information, FREE of charge.

Distributor DEF Resources This document lists each of our equipment suppliers and their contact information. It also discusses the Distributor Web Portal and Brenntag Monthly Distributor Newsletter sent out to your company's contacts via email.

UltraPure Trifold The trifold provides an overview of UltraPure DEF, its use with Selective Catalytic Reduction, emerging markets, and information on how your customers can establish their DEF needs.

DEF Postcard Use a customized post card to connect with your contacts by mail.

DEF Distributor FAQ's Do you have questions about becoming a Diesel Exhaust Fluid (DEF) distributor? This document will provide you with answers to those most frequently asked questions.

DEF FAQ's Just as you may have questions for us regarding DEF, your customers and potential clients may have questions for you. This one-pager will help you provide them with answers.

DEF Do's & Dont's With this document, learn how to properly and safely handle DEF so you can demonstrate best practices to your customers.

How DEF Works DEF is used in conjunction with Selective Catalytic Reduction (SCR) technology. This single page document explains SCR technology, the technology's advantages and the benefits of using DEF.

DEF Invoice Stuffer Many of your existing fuel & lubricant customers will also be in need of DEF. Include this document in their next invoice to let them know you're able to fulfill all their needs.