

## 21st Century Fuel Additive to be Launched in the Philippines

*DMX Technology Corporation is introducing a new diesel additive technology in the Philippines that dramatically reduces the consumption of diesel fuel and harmful emissions to the environment. DMX is a distributor of BASF AG, Germany and Cerulean International Ltd., United Kingdom.*

([PRWEB](#)) February 1, 2005 -- DMX Technology Corporation is introducing a new diesel additive technology in the Philippines that dramatically reduces the consumption of diesel fuel and harmful emissions to the environment. DMX is a distributor of BASF AG, Germany and Cerulean International Ltd., United Kingdom.

The world's latest and highly effective additive package nanotechnology application in diesel fuel contains Keropur DP 4540, which incorporates Cerulean's Envirox - a new fuel-borne catalyst. This can result in significant fuel savings of up to 10 percent and a 14 percent reduction in emissions.

Petteri Makitalo, DMX's Chief Executive officer said DMX met Cerulean at the Asian Development Bank sponsored BAQ (Better Air Quality) 2003 Congress. He added that Envirox technology had recently undergone a successful 12-month commercial evaluation by the multi national Stagecoach Group based in the UK. In addition, there are similar evaluations being undertaken by transportation, shipping and oil companies in the Philippines.

BASF bought into the Envirox technology in July 2004 by signing a collaboration agreement with Cerulean International. BASF now supplies Keropur DP 4540, an ultra-modern, next-generation diesel performance additive package, to oil companies. This diesel performance additive package will add less than one peso per liter to the price of regular diesel, but it will provide enormous cost savings by reducing fuel consumption as a result of increases in engine efficiency. Keropur DP 4540 containing Envirox, is destined to improve the economic position of the local transportation industry and boost environmental protection, the DMX chief executive assured.

For example, if a fleet, which consumes 1 million liters of diesel per month, uses Keropur DP 4540 containing Envirox, consumption can be reduced to less than 900,000 liters per month, resulting in tremendous cost savings and performance benefits.

The improved fuel economy and lower emissions are achieved by using a patented catalyst technology that is also used in catalytic converters. Keropur DP 4540 incorporating Envirox is added to the diesel fuel before it is distributed to filling stations, and the fuel is filled into the vehicle in the normal fashion. This new performance additive package modifies the combustion profile so that more output is delivered over each combustion cycle for a given quantity of fuel. The advanced additive package also progressively cleans up engine deposits and allows the engine to operate with optimum efficiency. The dose rate of the diesel performance additive package is at parts per million (ppm) level, resulting in an extremely low concentration of Envirox active at just five ppm.

Makitalo assured that no engine modifications are required to use the product and it has no negative impact on lubricant performance. "Just think how much pollution could be reduced if the whole country were to cut its diesel consumption by more than 10% and diesel emissions by 14%", he added.



“We are very pleased to commercialise the technology with such strong partners in the Philippine market, and I am sure that this will open up further significant market opportunities in the near future”, stated Ronen Hazarika, Cerulean International’s Asia Pacific Marketing Director.

###

**Contact Information****Cerulean Asia Pacific**

Cerulean Asia Pacific Limited

<http://www.cerulean-ap.com>

+ 852 2836 8247

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).