



SWEA ENERGI is an oil company which supplies heating oil to companies, municipalities and organisations. They also sell diesel and lubricants to haulage contractors, farmers and construction companies. Jesper Nilsson has been Sales Manager since 2012. He is responsible for the sales of all Swea's products, as well as for 50 of the total 65 employees.

"Three years ago, EPS got in touch with us. They had a fantastic product they wanted to sell", he explains.

That fantastic product was the fuel additive, EuroAd, and Swea Energi quickly realised how unique it is: It saves fuel and emits cleaner exhaust.

"We were really interested and saw that it offered massive opportunities. You can buy diesel and diesel oil anywhere, and we have been looking for some way of setting ourselves apart from the competition for years, by offering our customers something unique".

Swea Energi carried out its own tests of the product, and decided that they preferred to blend it themselves rather than purchase the actual additive. So the company created its own product line, SweaX, with all products containing EuroAd.

"This means that we have full control of the blending process, and SweaX complies with the standard

for Swedish fuel. It is blended directly in the tanker during loading".

Currently, fifteen percent of Swea Energi's heating oil and diesel contains EuroAd. The target is twenty five percent within the next year.

"Our strongest incentive is the financial savings, and that is very much the case for haulage contractors as well. Of course, it also provides excellent environmental benefits, along with a more reliable ignition. The fuel ignites twenty percent faster with EuroAd added, which makes it more efficient".

Jesper gives us a specific example from the town of Gävle, in the middle of a freezing winter.

"It was fully 20 degrees Celsius below zero. The buses started first turn of the key, despite the cold".

EuroAd has made a real difference for Swea Energi.

"We now stand out from the crowd in the market, with a totally new product. This has enabled us to successfully target totally new customer categories. Customers in Sweden are now realising that it is possible to improve fuels, not just engines".

Jesper Nilsson is delighted with the collaboration with EPS.

"They are really easy to work with. We can contact them directly, and they provide whatever help we need immediately".