

Petroleum distributor helps expand **BIODIESEL INDUSTRY IN TEXAS**

As president and CEO of CW Petroleum Corp., Chris Williams has spent the last eight years looking for ways to serve the petroleum industry. Recently, his trading services company made the move into the renewable fuels industry and partnered with Renewable Energy Group® (REG) as their primary supplier of biodiesel for fuel blends that are used across Texas.

After making the move into the biodiesel world with just a few clients in tow in late 2011, Williams has seen business boom.

"I thought biodiesel was a good springboard into the green energy market and giving back into the environment and fuel cycle as a whole," Williams says.

When Williams first began selling biodiesel, his clients were searching for an alternative fuel product suitable for road fuel applications. As Williams expanded his business, he identified the C-store market as a niche market.

Williams has the unique position as a trading partner for petroleum companies. He takes delivery of B99.9 from REG® at his North Houston terminal — the Lone Star Fuel Storage and Transfer facility — then tanker trucks from fuel companies will add the desired amount of biodiesel to create the blend of their choice, specifically B20.

"I have a 15,000-barrel biodiesel storage tank. Customers can buy regular diesel fuel from the pipeline and actually have the ability with me to blend their biodiesel and diesel at one location at the rack," Williams says.

The clientele for CW Petroleum ranges from Houston all the way out to West Texas. The business acts as a "splash

point" serving customers that need to travel great distances in between biodiesel providers. According to Williams, this is an effective method — especially for C-stores — that allows owners and operators to find a satisfactory mix of logistics and prices.

With a wide-ranging customer base, Williams knows he needs assured quality and consistent fuel for his blends. To achieve this, he buys only BQ-9000® biodiesel.

"At the end of the day, we're selling to companies that are going to be distributing to thousands of customers who rely on that fuel, which is why we buy solely BQ-9000 products," Williams says.



Chris Williams has seen his business grow since adding biodiesel to his product offering. Williams relies on REG to provide BQ-9000 biodiesel to his business.



Listen as Chris Williams shares how biodiesel has helped his company grow.

Every delivery of biodiesel that comes into the terminal is tested by CW Petroleum. A sample jar is taken and tested on-site for an extra level of quality assurance. A second sample is also taken and put in storage, so that Williams can test the fuel in the future to ascertain that it has maintained its purity.

For a small business like CW Petroleum, quality and commitment are needed for success. While Williams sees the biodiesel industry as a booming market, he recommends starting with basic customer service and educating customers.

"It is a bit of a challenge to get started in the business and branch out into the market, but it's an emerging market — it's getting bigger every year," Williams says.

"I've been successful with the face-to-face sales calls and prudent performance of the fuel. I built my company based on trust and also reliability and letting my customers know that I'm going to follow through. REG also meets these requirements, and they are a key supplier in my business."



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