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RSC Bio, Drew Marine Partner



Mike Guggenheimer,
CEO, RSC Bio Solutions

In Oslo at Norshipping 2017, RSC Bio Solutions and Drew Marine announced a new global marine distribution partnership, an alliance that enhances availability of RSC Bio Solutions' High Performance Environmental Lubricants globally.

"The partnership with Drew Marine is going to allow to greatly expand the coverage and availability of our product line, and also enhance the technical service and support that we bring to our customers, said **Mike Guggenheimer, CEO, RSC Bio Solutions (pictured)**. "In terms of port availability, we just went from a handful to more than 900 ports where the product is available. This really gives us access to the full range of Drew and 900 ports. The availability and responsiveness is huge."

"RSC Bio Solutions' deep commitment to industrial biochemicals, impressive track record in marine applications, and unmatched performance profile sets a leadership pace in the industry and makes them an ideal partner for Drew Marine," said David Knowles, CEO, Drew Marine, in a prepared statement jointly released by the companies. "Our customers trust us to deliver high-quality solutions backed by superior technical service and compliance monitoring. Bringing new technology, like the game-changing FUTERRA range from RSC Bio Solutions, supports Drew's strategy to bring additional value and extends our trusted product offering."

According to Guggenheimer the deal is a global distribution partnership connected to the marine space. "Drew has an extensive global network and deep marine experience, with a strong technical sales and service network. We're going to partner with them to distribute our products and service our customer base directly. That means our innovative product line will now be coupled with their supply chain and service network," said Guggenheimer, speaking from the company's shared booth space at the Norshipping exhibition.

RSC Bio Solutions is a leading industrial biochemical company, focused on the performance environmental space. "That means we develop and design renewable and readily biodegradable lubricants and cleaners," said Guggenheimer. "The problems we tend to solve are companies and fleets operating in sensitive areas, and the equipment itself is sensitive. What we are trying to do is develop a range of fluids, predominately lubricants in the marine space, that can interface with the ocean."

By virtue of new regulation, such as the EPA's Vessels General Permit, the demand for environmentally benign products is growing. But new rules alone are not the driver, according to Guggenheimer.

"We see in the marine space the demand for these products growing, particularly in far ranging ports worldwide" he said. "The trend in the industry is not only the regulatory trend to comply, but the scrutiny around sustainability and environmental risk is growing. So it could be incentives in a port, it could be a reduction in fairway dues, or it could simply be the stakeholders themselves – the vessel owners and operators – that are simply looking to minimize risk."

Continued Investment

Investment in industrial solutions that benefit the environment is hardly new, but delivering solutions that perform, affordably, is not always seamless. "I think when you say investment mentality, for us the core is not trading off performance," said Guggenheimer. "Historically, to solve some of these problems with the older technology meant that you had to accept some sort of trade-off in performance. Our motivation from an R&D standpoint is to develop and design products that can offer a performance advantage. A good example is the FUTERRA product line that we launched last year (at SMM in Hamburg, Germany), is a line that comes with a limited 10 year, \$1 million product warranty on the oil.

RSC Bio Solutions' EALs have more than a 20-year history with zero failures in the field, according to the company. Its RSC FUTERRA HF Series is the first of its kind: renewable hydrocarbon EALs designed to withstand extreme conditions and prevent corrosion while operating in severe outdoor environments.

"We want to be that technical and service leader in this space, and that brings us back to the value of the Drew Marine partnership," said Guggenheimer. RSC Bio Solutions will continue to invest in this space, but working closely with Drew to leverage their experience.