

Advanced Fuel Solutions

Paul Nazzaro built his career on being a disruptor. In the 1980s as a premium fuels manager for Coastal Corp., then a multibillion dollar vertically integrated refiner, he quickly observed that sales relied on lowest price. “I had to disrupt that system,” he says. “I knew then I couldn’t spend my career hoping to gain customers’ attention based on lowest price.” Nazzaro then focused on product differentiation for years until corporate downsizing in 1994 jettisoned him straight into launching Advanced Fuel Solutions, now celebrating its 25th year.

“AFS began as a necessity for survival and flourishes by virtue of the support it provides customers to endure and excel in the everchanging energy landscape,” Nazzaro says. “From day one it was my goal to build a company that relied upon adhering to a consultative approach to establish all our relationships.” Starting with needs analyses, which brother Lou coined “the Optimum Discovery Process,” Nazzaro founded AFS on asking prospective customers “lots of questions” to determine what challenges impact their bottom lines.

AFS is a consultative additive supplier navigating between fuel buyers and sellers to

improve clients’ market positions. “No shelf additive package will accomplish that,” Nazzaro says. “We differentiate ourselves by integrating an unmatched consultative approach to additive use.” Its clientele is diverse, ranging from heating oil jobbers and diesel distributors to terminal operators, traders, renewable fuel producers and marketers, fleets and government agencies.

Close relationships with major additive manufacturers allow AFS to handpick products from vast portfolios to formulate custom packages based on client needs. “We follow the molecule to the fuel dispenser and provide counsel to transportation fleets on all aspects of fuel quality management, including procurement programs proven to save thousands of dollars on fuel expenditures each year,” Nazzaro says.

AFS can introduce its custom formulas anywhere in the supply chain, treating fuel from barges into bulk storage, at the rack through electronic blending, or onboard trucks offloading into customers’ vehicles or on-site storage. “We scour the nation for relevant, innovative technologies that help us help our customers differentiate and prosper,” Nazzaro says. How the additive will be stored, handled and blended on-site also makes a difference in success, says Nazzaro, who has long been a vocal proponent of good fuel storage system housekeeping as

integral to quality management.

Over the years, AFS’s services and products have evolved to meet changing fuel slates, evolving hardware and regulatory demands. As biodiesel entered commercialization, Nazzaro had already spent years working to understand the challenges and opportunities it provides fuel companies. Today he is a leading biodiesel expert. “Naysayers became adopters when they found out biodiesel delivers on its promise,” he says. Nazzaro points out how governments are legislating petroleum companies out of business. “Without a low-carbon fuel option like biodiesel, they will eventually be passed over for what we now call the electrification of everything,” he says. “Biodiesel’s value proposition is a right to survive.”

Nazzaro’s vast expertise has been imparted in, shared with and built alongside the entire AFS team, which includes brother Lou and son Paul Jr. “You could say AFS stands for ‘A Family Solution,’” Nazzaro quips. He says building additive packages that balance performance and cost is an art. If so, then Nazzaro is a Picasso.



Nazzaro



We measure our success by how much we elevate yours.



Our custom-formulated additive packages are designed to **elevate** the performance, efficiency, and marketability of low-carbon liquid and middle-distillate fuels.

optimize



Our mastery of supply chain management and biodiesel handling, blending, and storage keeps fuel on spec to **optimize** the operability of every gallon passed through your tank to your customer’s.

protect



Our fuel quality oversight includes regular fuel sampling and laboratory analysis, as well as preventative housekeeping strategies proven to **protect** your business and the business of your customers.

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Our strategic relationships, advanced chemistry, unique branding programs and full-service marketing support will amplify your value proposition, increase customer retention, and **grow** your downstream sales.



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