



Bio UK Fuels launched in April 2007 and approached Cowden Consulting to create and deliver a clear vision for the business. The business model takes used cooking oil a waste product, collected from restaurants and commercial kitchens across South Yorkshire and converts it using a Fuelmatic converter into Bio Diesel suitable to power diesel engines.

Cowden Consulting developed a clear vision for the business and the delivery path to enable Bio UK Fuels to develop a core consumer and commercial customer base of loyal customers, lowering their:-

- Carbon dioxide by over 50%
- Sulphur dioxide by 100%
- Emissions of particulates by 65%

Cowden Consulting ran a highly successful strategic communication strategy to generate awareness for both suppliers and consumers. Creating an active partnership with local councils, schools and other stakeholder groups including trade and consumer bodies, Bio UK Fuels has become a recognised partner to these bodies in a very short time.

**"Our biggest challenge was in communicating the difference between this emerging and environmentally sustainable 2<sup>nd</sup> generation fuel and primary, virgin crop bio fuels".**

Supporting this strategy was the creation effective marketing consumables. Creating innovative production displays of the process and the product with signage through to developing trial bottles for customers to buy on site and at events was key to immediate brand penetration.

Underpinning this model is an informative website which has become a press and public reference point about 2<sup>nd</sup> generation Bio Fuel and is the primary source for franchise holders to see the potential for them as a business to buy into.

Driving this highly innovative approach was a structured series of talks and presentations making the brand a recognised leader in the field.

#### **Summary**

Launched April 2007

2nd generation bio diesel – turning waste into energy.

Cowden the strategic partner building and deliver their business model.

1st Fuelmatic fuel cleaner in UK.

Over 750 people now regularly fill up on their fuel.

Franchised with 3 other stations paid to open this year, with several others in pipeline.

*"It doesn't have to cost the earth to save the planet"*