



# “It’s hard to differentiate a commoditized product.”

*The global container market is poised to consolidate in the next few years as major shippers roll out bigger vessels. This could force smaller rivals to drop out of an already oversupplied market. These conglomerates are increasing their purchasing power and don't want to buy from 150 different barges.*

<http://uk.reuters.com/article/2011/04/14/uk-asia-shipping-consolidation-idUKLNE73D02X20110414>  
**Randy Fabi and Harry Suhartono**  
**“Bigger vessels from shipping majors to spark consolidation” April 14, 2011 Reuters, Singapore**

## What if...

- Upon completion of the bunker, you had a printed, unchangeable receipt of what was transferred?
- When you bunker, your fuel measurement was traceable to a global standard?

## How are you differentiating your product?

While buyers are consolidating, new vendors in emerging markets like Brazil and Malaysia are fragmenting the supplier landscape. Since bunkering is a low margin, high volume business, many buyers see it as a commoditized product. So it's difficult to separate your organization from the competition.

In addition, you may be playing on an un-level field against competitors who can beat your margins only by capitalizing on short deliveries. But buyers are becoming more aware of quantity issues and are increasingly looking for trustworthy suppliers. Unfortunately, your reputation is indirectly impacted by human errors across the industry—both unintentional and intentional—and you have no global standards to back your reliability.

As a reputable supplier, it's difficult for you to differentiate against your competition in a commoditized, trustless industry. As shipper conglomerates look to secure equitable, lasting relationships, you must be able to prove your value to win more business.

*Bunker suppliers we talk to tell us about challenges like these:*

### “Intentional and unintentional human errors create a lack of trust across the industry.”

Ship owners are extremely sensitive to shortages. But the imperfect measurement process that allows for opportunistic shortages is the same process your business relies on to verify your fuel transfers. This makes it difficult to manage your local workforce and ensure total inventory control.

Other bunker organizations are already on the path to improving. And buyers are making decisions that favor suppliers who can prove their commitment to advancement. To avoid falling behind in this competitive market, you must provide this important value to your customers.

### “There are no global standards or certifications.”

When looking to differentiate, you have a large pool of surveyors with a wide range of costs from which to choose. This places the reputation of your firm in the hands of the surveyor. In the absence of global standards to guide measurement practices there is little opportunity to differentiate yourself as an aboveboard supplier. This is why Emerson is working with authorities around the world to develop standards that will enable you to communicate with confidence precisely the quantity delivered - because your measurement is traceable to an international standard.

## Marine Bunkering

Increase the value and confidence in your bunker

By working with Emerson's Micro Motion, you can eliminate error from the bunker process to provide differentiated value that your buyers are willing to pay more for. By bringing accuracy to the bunker transaction, you prove to your customers you're committed to fair and equitable bunkering practices.

With Emerson's Micro Motion, your measurements have material meaning so you can establish credibility and set yourself apart from your competition. You can be on the forefront of international standards development that will positively impact the bunker industry.



### DELIVER WITH CONFIDENCE

It's difficult to establish trust with your customers when your measurement practices are prone to potential errors. And you must protect yourself from unsubstantiated claims from shady buyers. With immediate air detection, you can spot anomalies during the bunker to better manage what you receive and what you supply. And with a sealed system and automatic bunker ticket that stands behind your bunker, you can avoid disputes and establish your reputation as a valued industry partner.

### VALIDATE YOUR PRACTICES

Sounding measurements give you little more than your word when trying to prove deliveries to customers. By working with Emerson, your measurements are linked to something tangible - they are traceable to a standard. Since there is no global certification, Emerson is committed to developing standards by working with third party organizations like MPA, MID, and OIML. With these developments, you have a system in place to provide your customers with the same level of accountability as land-based custody transfer practices. And with certified marine service engineers in all leading ports in the world, you have the support to adjust your system according to local practices and seal it for tamper-evident use.

*"We are pleased to have been involved with the first installation of an OIML certified system in North America. Progressive Barge Line has the vision to see the benefits that the early adoption of the system brings to their operations and their bottom line. We look forward to bringing this advanced solution and its many benefits to more vessel owners and operators throughout the industry."*

**-Warren Garner,  
Senior Outside Sales  
Representative for W&O**

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