

CUSTOMER SPOTLIGHT

Authentix helps major fuel retailer in Greece deter illicit dilution of liquid petroleum gas and protect brand integrity.



THE SITUATION

Coral Gas, Greece, was experiencing a substantial erosion of product quality due to dilution of its automotive liquefied petroleum gas (LPG). LPG that did not originate from the fuel retailer's depots was being sold through its network of retail stations. Compromised fuel integrity can lead to engine

wear and tear, costly repairs to capital equipment, loss of consumer trust and ultimately, decreased revenues. It was critical that Coral Gas protect their brand reputation as the market leader and assure their consumers of the high quality of their automotive LPG fuel.



THE CHALLENGE

To maintain sales of high-quality LPG, Coral Gas needed an advanced and effective fuel authentication solution and enforcement program that

would protect its product while preventing erosion of its trusted brand.



RESULTS

- ✓ Demonstrated LPG can be successfully marked
- ✓ Implemented robust quality control measures at the terminal
- ✓ Substantiated the marker is filling the supply chain
- ✓ Complete visibility when unmarked LPG enters the retail outlet supply chain
- ✓ Successfully performed testing at all retail outlets

LPG Fuel Authentication Solution



THE SOLUTION

Authentix is the sole global provider of quantitative LPG marking technology. To deter illicit dilution and protect its brand image, a team of Authentix marker experts worked with Coral Gas using its best-in-class program design expertise and experience in managing effective fuel authentication programs. The Authentix end-to-end solution uses covert chemical markers built to withstand adulteration and illicit filtering methods as well as in-house services and support to customize security solutions for its customers.

Coral Gas added a proprietary Authentix covert marker to its automotive LPG. The marker creates a unique fingerprint to identify legitimate fuel at retail sites and is only visible with a highly sensitive field detection device. Quantitative measurements of the marked LPG were taken to identify dilution using an Authentix device reader. The device uses a monochromator principle to detect the presence of the optical marker in the fuel and was specifically designed and configured for dilution testing with LPG.

Features of the hand-held device include:

- Ease of use in the field and easily transported
- Intrinsically safe and simple to use
- Easily connects to the LPG source using standard connectors
- < 5ml of LPG sample required to determine marker concentration
- Delivers unambiguous results in seconds

In the advisory and support phase, vulnerabilities in Coral Gas' supply chain were identified. Using this information, Authentix provided design services with covert markers and analyzers to customize the program to the retailer's needs. The technical solution developed by Authentix was

launched as a pilot phase at one retail location in 2017 with a full program launch and the expansion into other retail locations in the fall of 2018.



Find out how we can put solutions like these to work for you.

Contact us at info@authentix.com.