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**Velcon Filters, LLC, Hosts International Diesel Distributor Conference**

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COLORADO SPRINGS, CO (April 15, 2011)

Velcon Filters, LLC recently hosted a training conference on diesel filtration for its domestic and international distributors. Thirty-five distributors, including several people from the US, as well as Canada, Mexico, Ecuador, Brazil, South Africa, Spain, Chile, Taiwan, Singapore, and Australia, attended the conference at Velcon's Colorado Springs headquarters. Although Velcon is more well-known in the aviation and electrical utility industries, its filtration products are extremely effective in removing water and contaminants from diesel fuel. As the demand for clean diesel increases, Velcon is poised to provide filtration solutions.

The conference, held from Wednesday, April 13 through Friday, April 15, included tours of Velcon's new diesel testing lab and its analytical lab, as well as several product and technical presentations. Velcon hopes the conference will educate its distributors about the importance of filtration in the diesel market and Velcon's ability to answer the need of clean diesel and biodiesel across many applications.

"We're very pleased at the turnout and participation of so many Velcon distributors in this conference," said Dave Taylor, CEO and President of Velcon. "Hopefully these distributors will return home armed with good information to address the needs of current and potential future customers." Robin Mason, Vice President of Sales and Marketing for Velcon, added, "This event also provided an excellent opportunity for individual distributors from different countries to share their own experiences in the field, for the benefit of all. We expect that the energy and excitement generated by this interaction will convert to increased market share over the next several months and years. Javier Alvarez, Velcon's International Sales Manager for Industrial Sales, agreed that the conference was a definite success, "I received from the majority of Attendees great feedback about the organization and work support...now we have to focus on continued support for the distributors as they put their knowledge into practice."

One of Velcon's US distributors said the conference was "a great introduction and immersion into what would be a fairly new market for our company." From another distributor: "The tour and presentations made the applications much clearer, and knowing how it can affect our customers makes the job easier." Overall, the distributors who attended were very pleased with the information they learned and intend to use this once they return home.

Velcon Filters, LLC manufactures and sells products that filter, purify, and remove water from hydrocarbon fuels, oils and other fluids. Velcon serves a variety of markets throughout the world with a broad range of fluid clarification products. For more information about Velcon's diesel filtration products please see: [www.velcon.com/diesel.html](http://www.velcon.com/diesel.html)

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