

Safety-Kleen's recycled motor oil available to consumers

April 21 -- Safety-Kleen is now making its recycled motor oil available to consumers.

The Plano, Texas-based company, for years, has been producing re-refined motor oil for large commercial fleets and the federal government.

Now that same product is marketed to consumers under the EcoPowerR brand name. Plans are to target retailers and distributors in the top 100 U.S. markets

"Our research shows that consumers are ready for a new category of motor oil -- recycled motor oil -- with EcoPower," said Fred Florjancic, president and CEO of Safety-Kleen.

"There is definitive market demand in today's market for motor oil that delivers superior value in performance and protection in a more environmentally friendly way," he said.

Safety-Kleen collected more than 225 million gallons of used oil last year. Approximately 140 million gallons were recycled into oil products for re-use.

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