



Hoekstra Trading LLC
November 1, 2017

Hoekstra Research Report 4

Catalyst testing for diesel desulfurization

Hoekstra Trading LLC is pleased to offer our *Hoekstra Research Report 4* for a price of \$50,000:

The report includes the following:

1. Section 1 – Results of pilot plant run GH-9LP
2. Section 2 – Results of pilot plant run GH-7LP
3. Section 3 – Conclusions and competitive analysis
4. Attachments
5. PowerPoint presentation for client meeting.

Items 1-4 will be delivered immediately upon receipt of a purchase order. Item 5 will be delivered in a face-to-face meeting or remote web conference to last at least one hour at a time that is convenient for you.

In addition, your purchase of this report will include six months of unlimited phone and E-mail consultation on your use of the information in the report.

There are no restrictions on what the recipient can do with the information in this report.

Attached are the Table of Contents and a sample invoice showing the information needed to issue a purchase order. This offer is valid until December 31, 2022.

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Hoekstra Research Report 4

Catalyst Testing for Diesel Desulfurization

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Non-negotiable rejection from the other camp

Objection to testing of field samples

Intellectual property objection

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Slow acceptance among refiners
No budgets for external spending
Resistance to change
Captive customers
Secret tests

PETROPLUS CASE STORY

Petroplus engineers try, and fail, to arrange independent testing
Petroplus hydroprocessing network tries again, and fails
Petroplus Coryton refinery goes it alone
Topsoe agrees to submit samples with no non-disclosure agreement
Albemarle refuses to submit samples
Petroplus approaches Axens and Criterion
Albemarle (sneakily) tries to arrange parallel tests at Albemarle labs
Albemarle (sneakily) arranges to submit a “secret catalyst”
And Axens follows suit with their secret catalyst
January 2012 - Petroplus goes under
May 2013, Albemarle and Axens still refuse to release the secret data

CONCLUSIONS

ATTACHMENTS



Hoekstra Trading LLC

SAMPLE INVOICE

DATE: SAMPLE
INVOICE NUMBER: SAMPLE

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