

Imagine if innovation during a downturn were the rule.

PURIFY | PROTECT | ENHANCE

Customer success story.

Customer: Anchor USA, a QMax company
Product: EnvaMul® emulsifiers
End-use Application: Oilfield drilling fluids

Ingevity: Purify | Protect | Enhance

Ingevity provides specialty chemicals and high-performance carbon materials and technologies that purify, protect and enhance the world around us. Through a team of talented and experienced people, Ingevity develops, manufactures and brings to market products and processes that help customers solve complex problems. These products are used in a variety of demanding applications, including asphalt paving, oil exploration and production, agrochemicals, adhesives, lubricants, publication inks and automotive components that reduce gasoline vapor emissions. Headquartered in North Charleston, South Carolina, Ingevity operates from 25 locations around the world and employs approximately 1,500 people. The company is traded on the New York Stock Exchange (NYSE: NGVT). For more information visit www.ingevity.com.

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At Ingevity, we strive to be our customers' technology partner of choice. From anticipating needs to exceeding expectations, we've built a reputation as a consultant, partner and ally. This means that customers can expect value in both market ups and downs. That's The Ingevity Effect.

Problem

The global oilfield industry may never forget the downturn of 2015. With a 60 percent decrease in rig count, it was one of the worst in decades. Oilfield service companies needed to provide high-performing products in a cost-effective way, ultimately enabling their customers to lower their overall well costs.

Ingevity saw an opportunity to work with Anchor USA, a QMax company based in Houston that provides oilfield drilling fluids, to create an innovative product to meet their requirements.

Solution

It's not uncommon to find Ingevity's marketing and technical teams in the customer's lab and on the rig site. The Ingevity team leveraged their expertise to address Anchor's needs and developed an EnvaMul emulsifier package with improved, reliable drilling performance. Anchor realized a significant reduction in fluid loss in the field by incorporating EnvaMul into their drilling fluids.

"The value of working with Ingevity lies in their technical expertise and willingness to collaborate with our technical team," explained Veronica Brown, vice president of supply chain at QMax. "This fundamentally helps us meet our customers' requirements."

Maximizing Value

- The collaboration of Ingevity's technical and marketing teams provides customers with access to innovative approaches to problem solving and product development.
- The performance gains provided by EnvaMul are realized in enhanced drilling rate of penetration and hole stability.
- The efficiency gains provided by EnvaMul mean an overall boost to customers' bottom line.

