

## Content marketing

Digital rates & sizes



**TradeWinds** CONTENT MARKETING ⓘ

### China's scrubber coup continues as IMO 2020 looms

Shanghai Bluesoul joins rising list of Chinese exhaust gas cleaning system suppliers eyeing expansion following OOCL retrofit completed in record time.

With the deadline to comply with IMO 2020 less than six months away, Chinese manufacturers of exhaust gas cleaning systems (EGCS) for ships appear to be gaining traction in the race to secure market share from their Scandinavian rivals. The segment's rising stars include Shanghai Bluesoul Environmental Technology Co. (Bluesoul). The company made waves this summer after completing a retrofit for Great Dane's Container Line (OOCL) in just five months – which, according to the supplier, represents a new world record.

The EGCS installation involving the 13,300-ton containerer OOCL Singapore made in 2014 took place at a COSC Container Ship Terminal. The order, whether the Hong Kong carrier intends to equip more tonnage with scrubbers in the months ahead, but sources say Bluesoul and COSC are actively pursuing similar projects with other operators in the same segment.

**ENVIRONMENTAL TECHNOLOGY**

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Published  
23 August 2019 12:00 GMT

**Waves of change**

In late 2018, OOCL outlined plans to begin the transition to low-sulphur fuel in the second half of the year to ensure compliance with IMO 2020 by the 1 January deadline. At the time, this set many industry insiders to believe that scrubbers weren't on the cards for the carrier.

More recently, OOCL published an annual report where management indicated that – in addition to low-sulphur fuel – they would also consider “implementing scrubber technology” as a means of allowing the fleet to continue to burn what was described as “lower cost high-sulphur fuel”.

Bluesoul vice president Jay Zhong says he wouldn't be surprised to see other means of large containerers, tankers and bulkers similarly change their tune at some point in the near future amid ongoing concerns about the cost and availability of low-sulphur fuel.

Photo: Bluesoul Environmental Tech

“The high differential between the price of compliant fuel and IMO 2020 heavy fuel oil can be forecasted,” he argues. “With a return on investment in as little as one to two years, more and more shippers will find that EGCS offers the best route to compliance with IMO 2020.”

**Ships head East**

While Scandinavian scrubber manufacturers have seen orders slow since the start of 2019 and production capacity remains constrained in the corner of the

### Ratecard

For two weeks placement on homepage & at the bottom of every article page.

Native ads in the news feed on our homepage, and the bottom of news articles, contain an image, headline and teaser that link to a custom landing page on tradewindsnews.com. Amplification options include sponsored posts on social media and placements in our daily email newsletter.

**GBP 8,236**

Copywriting, custom graphics production and other content marketing services are available for an additional fee. Contact your nearest sales office for more information about pricing.

### Specifications

|                     |   |
|---------------------|---|
| Headline            | 55 characters max. w/spaces                                     |
| Intro text          | 200 characters max. w/spaces                                    |
| <b>Company name</b> |   |
| Company logo        | 181px wide, no higher than 100px; JPEG or PNG; resolution 72dpi |
| Main image          | min. 1200 x 600px; JPEG or PNG; resolution 72dpi                |
| Lead image credit   | Name of photographer or source                                  |
| Body text           | No min. or max. but 500 words or less is recommended            |

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### Premium placement

#### Ratecard

Premium placement slot is beneath the main headlines for even bigger impact and at the bottom of every article.

GBP 10,250

250,000 impressions over one month on the homepage.

Copywriting, custom graphics production and other content marketing services are available for an additional fee. Contact your nearest sales office for more information about pricing.

#### Unique benefits include

Shareable

**20%**

Average no. of articles shared on social media

In-depth storytelling

**56%**

Average no. of our audience that reads articles from top to bottom

Higher engagement

**4x**

Click rate of typical digital ads

The screenshot shows the TradeWinds website interface with the following content:

- Navigation:** Tankers, Bulkers, Containerships, Gas, Offshore
- Main Article:** Massoel Shipping sells only supramax as fleet shrinks further
- Other Articles:**
  - Cruise And Ferry: Celestyal Cruises suspends operations as Greece shuts down museums
  - Shipyards: Beijing certifies force majeure, but is it lost in translation?
  - Tankers: Sovcomflot reveals more than \$1bn of financing as profit soars
  - Regulation: IMO interpreter tested positive for coronavirus
  - Tankers: Enviably dilemma for VLCCs: spot trading or floating storage
  - SPONSOR CONTENT: CO2-Tracking... the first step
  - Bulkers: Klaveness welcomes U-Ming into expanded panamax pool
  - Containerships: Virus causes Maersk to downsize crucial annual meeting as DFDS cancels
  - Finance: Mixed picture for stocks but Nordic Shipholding rises 68%
  - Tankers: 'Outstanding tanker comeback' boosts MR tanker owner TNG
- INSIGHT & OPINION:**
  - GoodBulk on the hunt to acquire 'distressed' ships, president steps down
  - VLCC rates surge as shipowners 'firmly in control'
  - Clarksons shares spike as half-year report boosts confidence
- MOST READ:**
  - Enviably dilemma for VLCC owners: the choice between spot trading and floating storage
  - Clarksons Platou has \$200,000 VLCC rates in sight
  - GoodBulk on the hunt to acquire 'distressed' ships, president steps down
  - Beijing certifies force majeure, but is it lost in translation?
  - Shipping stocks hammered again with a few tanker outliers
  - Dalian Shipbuilding to end decades-long Greek order drought
  - PIL confirms disposal of Pacific Direct