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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 Overseas Container Line (OOCL) in just five months – which, according to the supplier, represents a new world record.

The EGCS installation making the 13,300-ton containerer OOCL Singapore ready to 2020 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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Photo: Bluesoul Environmental Tech

"The high differential between the price of compliant fuel and IMO 2020 heavy fuel oil (HFO) was the primary driver," he argues. "With a return on investment in as little as one to two years, more and more shipowners will find that EGCS offers the best route to compliance with IMO 2020."

Demers head East

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

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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.

NOK 83,404

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
Company name	
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

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

NOK 115,250

250,000 impressions over one month on the homepage.

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Unique benefits include

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20%

Average no. of articles shared on social media

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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 homepage with a navigation bar for Tankers, Bulkers, Containerships, Gas, and Offshore. The main content area features several news articles with images and headlines. A large blue circle highlights a specific article titled "CO2-Tracking... the first step" which includes an image of a ship's deck. Other visible headlines include "Masseo Shipping sells only supramax as fleet shrinks further", "Celestial Cruises suspends operations as Greece shuts down museums", "Beijing certifies force majeure, but is it lost in translation?", "NYK Line crew carry out first digital currency transfers on board vessels", "IMO interpreter tested positive for coronavirus", "Enviab dilemma for VLCCs: spot trading or floating storage", "Klaveness welcomes U-Ming into expanded panamax pool", "Virus causes Maersk to downsize crucial annual meeting as DFDS cancels", "Mixed picture for stocks but Nordic Shipholding rises 68%", and "'Outstanding tanker comeback' boosts MR tanker owner TNG". A "MOST READ" sidebar on the right lists several top-performing articles.