

## Success Story

### Fueling the Way to a Greener City

Tom Lasica is finally seeing his passion for sustainable development reach fruition through his Edmonton based business, **Pure Fuels**. Together with his partner Kees 't Hooft, Tom has established the first commercial plant in London to actually make green fuel - by collecting waste cooking oil from restaurants across the city and turning it into biodiesel which can power *any* diesel powered vehicle without *the need for* modification.



With increasing concern over global warming and the push towards recycling and developing sustainable fuels, biodiesel appears to tick all the boxes. As the name suggests, biodiesel is a very environmentally friendly alternative to mineral diesel; it is 75% cleaner than its fossil fuel equivalent; it reduces atmospheric carbon dioxide and sulphur dioxide emissions by 100% and is non toxic and biodegradable. Also for every unit of energy needed to produce biodiesel, 3.24 units of energy are gained - nearly four times more than mineral diesel. Its price (currently at 85.9p per litre compares very favourably to normal diesel costs).

Creating and marketing biofuel is no easy task and it has taken Tom longer than expected to get his operation off the ground and jump all the necessary hurdles – such as licensing and applications. For much of the groundwork, he received valuable free support and assistance from Business Advisers at Enterprise Enfield, he explains:-

*“We have benefited from a tremendous amount of help from three Advisers at Enterprise Enfield, each with expertise in different areas. Our first Adviser reviewed our business plan, helped us apply for funding and provided a friendly professional ear for my ideas; the next, a specialist graphic designer, created a striking professional identity for us - a logo (in appropriate green) which makes us stand out and gives us a respectable look. The final Adviser helped us comply with environmental regulations and apply to the Environment Agency for a Pollution Prevention and Control permit – which was approved last November, and confirms that we are a ‘low impact’ installation.”*

In order to combat the initial skepticism of business owners converting their vehicles to biofuel, Tom has been careful to spend time talking directly to prospective customers about the benefits of using the fuel – he has found this approach successful and has offered free trials to encourage take up, he says:-

*“The enthusiasm for the idea has encouraged me to keep going and there’s a great sense of achievement seeing people filling up with my fuel. Already we have had success with several large scale users’ trials and have been informed that potential competitors have put off their plans to build similar biodiesel plants in the area – turning their focus elsewhere or working in the waste oil supply chain to us instead.”*

Tom is aiming high - targeting haulers and large scale industrial users, ultimately aspiring to supply biofuels for public transport and for the Olympics in 2012. In addition, he also intends to develop a green electricity generation project when Pure Fuels has become more established.

Pure Fuels offers a free used cooking oil collection service in Central, North and North East London, (no pick up is too small). Pure Fuels is based in Hastingwood Industrial Estate in Edmonton, open from 8am – 6pm Mon – Fri. For more information about collections or purchasing biodiesel contact Tom on:

**Telephone:** 07894 390 605 or 0208 803 8716

**Web:** [www.purefuels.co.uk](http://www.purefuels.co.uk)

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