SeQuential Biofuels to Open First Solar Powered, Bio-fueling Retail Station
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EUGENE, Ore., Aug. 23 /PRNewswire/ -- Regional leader SeQuential Biofuels is bridging the gap from alternative to mainstream with the opening of a first-of-its-kind biofuels retail station. SeQuential Biofuels is the first major fuel retailer in the Pacific Northwest to offer a variety of biofuel-blended motor fuels to the mainstream market under a single, branded canopy. The biofuels station, located just off Interstate 5 in Eugene, Oregon, will provide biofuel blends approved for use in all gasoline and diesel vehicles:

- 10% ethanol with 90% gasoline for ALL gasoline vehicles
- 5% biodiesel with 95% gasoline for E85 Flex Fuel Vehicles
- 5% biodiesel with 95% diesel for ALL diesel vehicles
- 20% biodiesel with 80% diesel for NGV diesel vehicles
- 99.9% biodiesel with 0.1% diesel for SOME diesel vehicles

Biofuels are cleaner burning, produce fewer greenhouse gases and are made in the USA.

“We have watched the offering of mainstream organic products and recycled products expand significantly over the last five years,” said Ian Hill, project developer and SeQuential Biofuels co-founder. “Today our customers are demanding domestically-produced, renewable motor fuel options as well.”

The biofuels are only part of the story behind this unique business, however. From first glance at the SeQuential retail site one can see that this is no ordinary pit stop. The site considers the role of the automobile while integrating the belief that commerce and the natural environment can co-exist. Renewable energy, energy efficiency and sustainable design elements are themes throughout the site. Approaching the site, the dominant features are the 244 solar panels that cover the fueling islands and the 4680 plants installed in five inches of soil on the roof of the convenience store. The 33KW solar array will provide 30% to 60% of the electrical power that the station will require annually. The “living roof” will help to control rainwater runoff off the site and will help cool the convenience store during the summer. Other eco-friendly design elements include stormwater detention "bioswales" where plants will filter pollutants from rainwater that rises the roadways and parking areas and will clean the water before it leaves the site. SeQuential also has made a significant effort to source building materials that are made in the Pacific Northwest region.

“Building energy efficient buildings that work with the natural environment adds to SeQuential's overall goal of sustainability and responsibility,” Hill said. “It just makes sense."

The land where the station is located was the site of a previous fuel station that shut down more than ten years ago. Under supervision of the former owner, the land had been contaminated by leaking gasoline tanks and pumps and the owner had abandoned it. SeQuential worked with Lane County and with the Oregon Department of Environmental Quality to clean up the previously polluted “Brownfield” property and put it back into productive use.

“Businesses and individuals are increasingly aware of the impact that their choices have on our economy and on our natural environment,” Hill said. “SeQuential is dedicated to setting an example of responsible, sustainable development and to offering product options that create the most positive impact on people's lives and communities.”

The fuel station also includes a convenience store that carries top-shelf natural foods and beverages, many of which are produced by regional companies. The store also houses an annex of Sweet Life Patisserie, an established local coffee and pastry shop renowned for its premium coffees, baked goods and savories, complete with wireless internet and an inviting seating area. Local farmers will stock a seasonal fresh produce stand also located at the station.

About SeQuential
Founded in August 2002 by Ian Hill and Tomas Endicott, SeQuential Biofuels is a biofuels marketer, distribution and retail company with offices in Portland and Eugene, Oregon. Since its inception, the company has blazed the trail for the biofuels market in Oregon. In partnership with more than 20 regional fuel distributors, SeQuential offers commercial biodiesel/petroleum diesel blends to businesses, governments and individuals at more than 25 retail and cardlock pumps throughout the state.

In 2004, SeQuential formed SeQuential-Pacific Biodiesel, a joint venture with Pacific Biodiesel of Maui, Hawaii, to construct Oregon’s first and only commercial biodiesel production facility. The facility began operation in July 2005, and it produces one million gallons of ASTM-certified biodiesel made from used cooking oil collected from Pacific Northwest restaurants and food processors and from virgin canola oil grown in Eastern Oregon.

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