PARTNER OF CHOICE

Shell Bitumen
ABOUT SHELL

As one of the world’s largest integrated energy companies, Shell is well known for its commitment to innovation, product quality and customer service.

- Global group of energy and petrochemicals companies with around 92,000 employees in more than 70 countries and territories
- Second largest Fortune 500 company by revenue
- Shell brand valued in excess of US$29 billion in 2013 by Brand Finance
- Every day millions of customers choose to refuel their vehicles and buy goods and services at our global network of approx. 43,000 Shell service stations
- An aircraft is refuelled every 12 seconds by Shell
- Nearly 10,000 ships run on Shell marine lubricants
Shell Bitumen is the world’s largest marketer of bitumen, with over 1,600 customers across 28 countries. We supply enough bitumen to resurface 450 km of road every day; that’s enough to travel around the world four times in one year.

For over 90 years Shell has been a leader in bitumen solutions and has developed a broad portfolio of product and service offerings customised to the needs of the road, roofing and airport sectors and some specialty applications.

Our commitment to continued innovation and providing pre- and post-sale technical support to customers is evidenced by our investment in an extensive network of technical experts based in our world-class R&D centre, three solution centres and in the field.

All products supplied through our network undergo robust quality testing and assurance to help our customers deliver on their commitments. Shell Bitumen’s products have been used to pave some of the world’s most iconic infrastructure projects, including the runways at some of the world’s busiest airports, Formula One™ race tracks and landmark roads and bridges around the world.

**BITUMEN EXPERTISE:**
- Serving the bitumen industry since 1920
- 1 km of road is paved every four minutes using Shell Bitumen solutions
- Leaders in innovation – 49 active patents linked to bitumen and asphalt

**GLOBAL REACH, LOCAL TOUCH:**
- 9 bitumen manufacturing facilities across 5 continents
- Worldwide network of 25 terminals operating with Shell’s industry leading standards with ~300KT of storage capacity
- Multimodal logistics capability involving trucks, railcars, barges and marine
- One of the largest dedicated R&D centres in the world
- Professional Sales and Technical team on the ground to serve our customers
HELPING OUR CUSTOMERS WIN

At Shell Bitumen, we work with our customers to develop solutions for their current and future needs. Our products are the solution of choice for a range of sectors, from airports and highways to roofing and Formula One™ tracks. Shell’s pioneering innovations in coloured binders, low-temperature solutions, low-odour bitumen and underwater adhesives have set the industry standards for these applications.

A LASTING LEGACY

SINGAPORE’S FORMULA ONE™ STREET CIRCUIT CONTINUES TO DELIVER

When Singapore agreed to host a Formula One™ race in 2007, questions arose on how it would pull off a night-time street circuit race in the downtown area? The street circuit needed to be able to withstand the intense speed and shear stresses generated by Formula One™ cars running at over 300 kph on the track, as well as Singapore’s varied climate and temperature. Shell Bitumen’s Shell Cariphalte Racetrack technology was used to pave the 23-turn, 5.065 km Marina Bay Street Circuit using over 15,000 tonnes of asphalt. Six years on, the Singapore Grand Prix has gained popularity as one of the Formula One™ calendar’s most exciting races and the circuit has required only minimal maintenance.
WHY OUR CUSTOMERS CHOOSE SHELL

HIGH AND CONSISTENT PRODUCT QUALITY

Shell Bitumen is known for its high and consistent product quality. Our field-based Technical Specialists understand the customer’s quality and regulatory requirements and integrate them into our quality control procedures.

We have invested heavily in operational and supply excellence and have many years of experience in leveraging our supply chain to our customer’s advantage. Our comprehensive quality assurance programme enables us to monitor quality of the product throughout the supply chain. This helps our products meet specifications within the customer’s agreed range.

SUPPLY SECURITY AND RELIABILITY

With refineries, plants and depots around the world, we are able to source materials from a far-reaching geography to meet supply commitments and help mitigate the risk to our customers of regional supply volatility.

Our in-house operations team strive to ensure our customers get the right product, on specification, at the right time to avoid any potential delays to our customers’ project.

We aim to have win-win relationships with our customers. Options of short- to long-term supply contracts coupled with reliable depot/terminal operations are designed to give our customers security of supply where and when they need it.
RISK MANAGEMENT

Our team of highly skilled Sales and Marketing professionals make your business their business. They will endeavour to understand your commitments and deliverables and work with you to mitigate your potential risks related to cost and supply of bitumen with customised solutions. Our industry-leading solutions such as risk-managed pricing with fixed or flexible volume commitments have already helped hundreds of customers in managing short- and long-term risks linked to supply and price volatility.

CUTTING-EDGE TECHNICAL SUPPORT

Our dedicated Bitumen Solution Centres in China, France and Thailand aim to provide outstanding technical support before, during and after application. Their world-class diagnostics and sample testing facilities allow our front-line Technical Specialists to work collaboratively with you and, in addition, to advise on issues concerning regulations, specifications and emerging technology trends. At our international research and development centre located in Bangalore, experts monitor the evolving needs of industry and undertake cutting-edge research to find fit-for-purpose solutions to address the challenges of the future.

OUR VALUES

All Shell employees share a set of core values – honesty, integrity and respect for people. We also firmly believe in the fundamental importance of trust, openness, teamwork and professionalism in everything that we do. We pride ourselves on helping our partners exceed the highest health, safety, environmental and regulatory standards so that you can benefit from a safe, reliable supply.

At Shell Bitumen, we have designed solutions to help reduce your business’s impact on the environment and help improve the quality of life for those in both the developing and the developed world. Recent research and innovative products such as Shell Low Temperature Binders and Shell S Grade binders have reduced premix production energy consumption, and thereby its associated CO₂.

WE ARE DIFFERENT. WE INNOVATE TO ADD VALUE FOR OUR CUSTOMERS AND PROVIDE TOP QUALITY PRODUCTS AND SERVICES TO HELP THEM WIN IN THE MARKET.
WORKING WITH SHELL BITUMEN

Shell Bitumen’s solutions have been used to pave some of the world’s most iconic infrastructure projects, including:

- Runways at some of the world’s busiest airports:
  - Heathrow (UK), Charles de Gaulle (France), Schiphol (Netherlands) and Frankfurt (Germany)
  - Hong Kong International (Hong Kong) and Changi (Singapore)
  - Dubai International (UAE)

- Formula One™ tracks in Bahrain, Germany, Malaysia and Singapore

- UK’s busiest motorway, the M25
GLOBAL REACH, LOCAL TOUCH:

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Visit [www.shell.com/bitumen](http://www.shell.com/bitumen) to find your local sales representative