

**Tananger, Norway**



## Innovative business model delivers more at ASCO's Tananger supply base

**Summary: ASCO Norge build mud plant, dramatically reducing turnaround times at Tananger Port.**

### Challenge

As business grew in the port of Tananger, Norway, demand for berths capable of supplying drilling chemicals vital to the Norwegian offshore oil and gas industry exceeded the port's capacity to provide them. This led to lengthy and sometimes costly delays. It became commonplace for vessels to wait several hours for a vacant berth and upon finding one, often had to shift elsewhere in the harbour to load and discharge their general deck cargo.

### Solution

ASCO saw this emerging gap in service provision as an opportunity to deliver more to the port's customers. Their solution, though simple, challenged the conventional business model—that only manufacturers owned and operated tank farms—opting to invest in a bulk plant of their own at ASCO's Tananger base.



In the new business model, ASCO owned and managed the mud plant, and suppliers of drilling chemicals were contracted to operate it on ASCO's behalf. Decisions such as where and when a vessel might berth and load underdeck cargo would then be made by ASCO.

### Results

ASCO already controlled deck cargo operations for their customers before investing in the bulk plant. Adding control of drilling chemicals to their responsibilities allowed ASCO to offer a fully integrated load and discharge programme for customers' vessels.

One major advantage to customers has been a big increase in simultaneous operations (in which drilling chemicals may be loaded into vessel tanks at the same time as the loading and discharging of deck cargo), which has greatly reduced vessel downtime.

The bulk plant initiative demonstrates ASCO's commitment to continually look for more and better ways to serve their customers' needs.

Offshore Logistics

Marine Management

Onshore Logistics

Waste Management

Freight Management

Personnel

Consultancy

Greatly reduced  
vessel downtime  
at quayside

Tananger, Norway



## Mud, Glorious Mud

The importance of ensuring a continuous and reliable supply of drilling fluids to the oil and gas industry is not lost on the managers at ASCO's Tananger Base, Norway. Recently, when demand for berths from which customers' vessels could load drilling fluids began to outstrip supply, ASCO's Norwegian management team took radical action.

The tank farm supplying bulk drilling chemicals on the quayside at ASCO's Tananger Base may look identical to any other tank farm. Yet, it is the only facility of its kind operating in Norway.

"What makes our facility unique is the innovative, customer focused business model on which it is run," says Runar Hatletvedt, ASCO's managing director for the Norway business.

"Like all good ideas, the model is simple. We opted to invest in our own bulk plant, leasing it back to drilling fluids manufacturers to operate under our management."

The initiative overturned the traditional model for the supply of drilling fluids to quaysides in Norway, in which only mud companies owned and ran mud plants.

ASCO's new facility has the capacity to supply drilling fluids to three berths simultaneously, and this is attracting new business. ASCO's response to customer need may well ensure that the sight of vessels waiting in line to load drilling fluids may become a thing of the past.

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The continual drive to deliver more to customers is deeply embedded in ASCO's business culture across the world. The Norwegian bulk plant initiative demonstrates that 'delivering more' is alive and thriving at a local level too.

- Increase in simultaneous operations
- Fully integrated load and discharge programme for customers' vessels
- Greatly reduced vessel downtime