



Enviro Vault Canada Ltd.

Leading safety and environmental responsibility through innovation in oil and gas

If you were on Stephen Avenue on June 8, 2011 it would have been hard to escape the presence of Enviro Vault Canada Ltd. and one of their newest products, The DuoVault™. Their product launch was held at the Metropolitan Grill in the heart of downtown Calgary.

An above-ground 400 barrel (bbl) storage tank standing 20-feet tall is not your typical Stephen Avenue afternoon scenery. Special permits were in place to



Above and left: The DuoVault™, one of Enviro Vault Canada Ltd.'s newest products, launched at the Metropolitan Grill. Photos courtesy of Post+Beam.

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have the DuoVault™ delivered in the early morning hours to be the showcase of the exclusive event. In addition to the crowd of curious onlookers, the event grabbed the attention of many professionals including engineers, operators, end-users and local media.

The event boasted over 130 people in attendance, hands-on information directly from Enviro Vault's leading experts, a medley of food and drink and a positive mark that was definitely left on those who shared in the experience.

The oil and gas industry is under tremendous pressure from social, technological, economic and political powerhouses to improve its operations. The rules of the game are changing; spill containment and land use are hot topics. Though technologies in fluid storage that address spill containment are highly regulated, common practices have deficiencies in land use and operator safety.

Enviro Vault has created a completely different design that exceeds the Energy Resources Conservation Board's regulations on spill containment. The DuoVault™ is a new technology designed to improve oil and gas operations and enable producers to respond to external and regulatory pressures.

The DuoVault™, a tank-in-tank design, is the result of innovative and cutting-edge thinking. The DuoVault™ is designed to increase operator safety, decrease operation and

maintenance costs while enabling oil and gas producers to reduce their environmental impact.

The benefits and features of the DuoVault™ include:

- Reduced operating costs for moving storage tanks;
- Smaller environmental footprint on the lease;
- Increased safety for operators and contractors working on the site;
- 110 per cent secondary containment;
- Continuous uninterrupted interstitial space around the primary tank to the high fluid level;
- A visual alarm and subsequent shut down for leak detection of the primary tank;
- An overfill alarm with inlet shut down switch;
- Containment for valves/piping and fluid transfer leaks.

Not all technology is created equal and the biggest challenge facing the industry is adapting to social change. Oil and gas producers are under constant pressure to uphold their social licence because of social, technological, economic and political trends.

Russ Hebblethwaite, CEO and president of Enviro Vault Canada Ltd., explains they invest heavily into research and development for innovative tank technology. "It's our commitment to this innovation that will enable us to continue providing the next-generation solutions for tank safety and environmental stewardship." **BIC**

MORE THAN JUST YOUR COMPANY NAME

When thinking of "intellectual property", we commonly think of "patents"--how expensive the patent registration process is, and how patents may not even apply to your business. However, there are a wide-range of intellectual property rights and mechanisms, which may be more applicable to and cost-effective for your business. Your company name, for example, is invaluable intellectual property; it not only identifies your business/company, but if used to distinguish your goods or services from competitors in the marketplace, becomes a "trade-mark". Trade-marks constitute your "branding" in the marketplace, just like a hot iron "brand" was stamped into one rancher's cattle to distinguish the cattle from another rancher's cattle. As such, your company name evolves over time to encompass identity relating to the personality, reputation and perceived quality of your goods or services,

and even your company. For example, a small Calgary business The Geek Patrol Inc., owner of THE GEEK PATROL trade-mark for IT services, was battling Best Buy Co. Inc., owner of the similar trade-mark GEEK SQUAD (also for IT services), in order to protect its trade-mark which it had been using for a few years. Best Buy had registered its trade-mark before The Geek Patrol Inc., giving Best Buy priority to its trade-mark, resulting in The Geek Patrol Inc., having to change (and subsequently registering) its new trade-mark GEEKS ON THE WAY. Registering your trade-mark when setting up your business is essential to establish your rights against competitors, allowing you to enforce your trade-mark, and protect against infringement of your trade-mark/company name in the marketplace.

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