

## 2007 Impact Award Finalist

# Added benefits

## Former CPA's system cuts diesel pollution

BY GINA KEATING  
Contributing Writer

When it came time for college, Debra Johnson listened to her father and went into accounting to learn the "language of business."

Now, Johnson's Chandler company is reaping the benefits of her 20 years of experience as a certified public accountant and financial executive.

Formerly known as Emissions Products International, Johnson rolled out a new name to better reflect its philosophy of environmental friendliness.

Renamed Eco-Edge, the company manufactures and distributes a combustion catalyst system to operators of diesel fleets to save fuel and cut down on air pollutants.

"We believe we are setting the standard for the industry. We know the diesel fuel industry has been plagued by unreliability and questionable products," Johnson said. "Our company is creating an unprecedented level

of credibility so customers know they are making good and competent decisions."

Johnson was exposed to the entrepreneurial bug as a child growing up in Missouri.

As her mentor, Johnson's father told her an accounting degree would allow her to put all the pieces of a business together for success.

Five years ago, Johnson seized the opportunity to marry her goal as a CPA to a company's responsibility to save money, and a desire to reduce their negative impact on the environment.

The company is celebrating its five year anniversary, and expected to triple its revenue for 2007.

Johnson's fuel saving device that makes diesel engines run more efficiently and reduce emissions is garnering attention as fuel prices increase, and environmental regulators look hard at pollution from machinery used in construction, aggregate, mining and concrete companies.

"Our job is to partner with them, not to sell to them," Johnson said. "We want them to know they can come to us to solve their environmental concerns and get the best value and profitability, or they can come to us for profitability and value and get an environmentally friendly product."

Johnson is taking her international company to the next level, and wants to partner with state and local agencies on pressing environmental issues.

She's currently evaluating new technologies known as bypass oil filtration systems that extend machinery up to two or three times the current expected life span.

"It was instilled in me as a child to give back to the community and be a good corporate citizen," Johnson



TIM KOORS/SPECIAL TO THE BUSINESS JOURNAL

**Debra Johnson of Eco-Edge poses in her Chandler office with equipment designed to make diesel engines more efficient.**

said and it's where her motivation stems from.

She's working with the Maricopa County Clean Air Initiative to return Arizona's blue skies, and is involved with Valley Leadership.

### Eco-Edge

**Name:** Debra Johnson

**Title:** CEO/President

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**Phone:** 480-705-4444

**Web:** www.epi-intl.com

**Employees:** 8

**Founded:** 2002

**Type of business:** Helps diesel fleet operators improve profitability and reduce environmental impact.