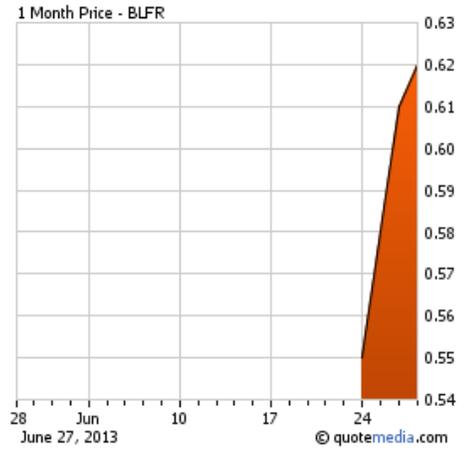




OTCBB: BLFR

MAIN MANAGEMENT TEAM PRODUCTS TECHNOLOGY INVESTORS CONTACT US

INVESTORS



Last Price: 0.62 Volume 32.3k
 Change: ▲ 0.01 % Change 1.64%

WHY INVEST IN OTCBB: BLFR

Our **Disruptive Technology** could save millions in drilling costs.

Loose quantitative easing policies are poised to drive commodity prices and demand for oilfield equipment.

BLFR is focused on the bottom line, delivering the highest value to our shareholders.

"The United States sits on some of the largest deposits of shale natural gas in the world. Gas reserves in the United States make the country the Saudi Arabia of natural gas." -T. Boone Pickens

BLUEFIRE EQUIPMENT CORPORATION: CHANGING THE GAME

The United States is at a crossroads. Oil is over

BLUEFIRE VS. COMPETITION

BlueFire has developed a **patented bit design** that could revolutionize the industry!

Our bits save money by running **cleaner and cooler** resulting in higher rates of penetration (ROP) and longer run times.

Patented design improves cleaning and scouring action, removal of drill filings, and lubrication of PDC cutters.

PATENTED TECHNOLOGY OTCBB: BLFR

BLFR has patented a technology that could revolutionize the drilling industry!

RECENT NEWS: BLUEFIRE EQUIPMENT CORP.

06/27/13 9:05 AM EDT BLFR BlueFire Equipment Corporation Developing Plans to Capture Market Share - Business Wire

06/24/13 8:01 AM EDT BlueFire Equipment Announces Corporate Headquarters Relocation - PR Newswire

Jun 27 11:37 AM EDT

THE ADVANTAGES OF BLUEFIRE

\$90 a barrel and natural gas is near a ten year low.

Recent advances in geological exploration and extraction techniques have revealed that we are sitting on some of the largest reserves of natural gas right here in the US.

Due to recent technological paradigm shifts, the domestic oil and gas industry is booming and **BLFR's** innovative technology is poised to meet this explosive growth.

Developments in Iran and Syria have spread geopolitical strife throughout much of the Middle East. But, despite these times of uncertainty, there seems to be a general consensus among analysts; inflation and global demand for oil is in the forecast.

If history is any indicator of times to come, this will follow with oil and gas prices skyrocketing! **BLFR** will be there to supply the inevitable demand for oil and gas equipment.

With this newfound supply comes a surge of exploration and production companies that are competing to profit!

BLFR is anticipating explosive growth in this field and is prepared to supply the needs of domestic oilfield operators as well as those abroad.

At **BLFR**, we are developing solutions that will benefit our customers as well as our investors.

(OTCBB: BLFR) **DRILLING INTO THE FUTURE**

Drilling reports from our customers indicate an average savings of three to four days on certain wells, which translated into a **savings of up to \$60,000 to \$70,00 per well.**

These savings more than double when you consider the fact that one **BLFR** bit can potentially last several times longer than our competitor's bits.

"We have had surprising results using the BlueFire drill Bits. In fact, wells in which we were using 4-5 bits per well; we now use only one BlueFire bit."

Our engineers have spearheaded years of research and development into a groundbreaking design that results in a higher Rate of Penetration (ROP) and lower costs associated with drilling for hydrocarbons.

BLFR offers an economical solution for oil and gas companies with a new technology designed to reduce drilling costs

This **disruptive technology** has already outperformed the competition in both field and laboratory settings. These studies have been evidenced by empirical data that illustrates the cost saving benefits of our bits versus the competition.



"The United States has enough natural gas potential to feed an 85 percent jump in demand for the fossil fuel over the next 25 years."

—Anadarko Vice President Clay Bretches.

DIRECT PROFITS TO YOUR PORTFOLIO

Directional drilling is the practice of drilling non-vertical wells to reach the intended target. This technology has been seen as an emerging trend in recent years and is growing in popularity.

Potential of huge cost savings to operators.

Improved design represents paradigm shift in technology.

Ease of navigation in directional drilling applications.

Experienced management team.

Cleaner and cooler bits, resulting in longer bit runs.

SEC FILINGS





It creates accessibility to billions of dollars of oil reserves that were previously thought to be unreachable. In addition to the aforementioned benefits, the BlueFire bits have a proven track record of superior steerability.

Directional Drillers often spend a great deal of time and money determining the most cost efficient route to reserves. Missing a target can be the difference between a gusher and a dry hole. This ease of navigation reduces time spent drilling and results in a shorter path to the target.

HOW DO WE OUTLAST THE COMPETITION?

Drilling for hydrocarbons creates an environment where even the strongest materials are put to the test. There is an enormous amount of heat and pressure generated at the cutting surface.

The diamond teeth of drill bits are commonly known as PDC cutters. The runtimes of these diamond bits are usually determined by the limiting factors of pressure and friction. Drilling fluids are used to reduce the exposure of the bit to these harsh stratum conditions.

Conventional bit designs have traditionally relied on two or three nozzles to aim the drilling fluid towards the bottom of the hole. The fluid then washes mud past the PDC cutters, in effect cleansing and cooling the point of contact.

BLFR has improved upon this design by optimizing the thermodynamics and placement of nozzles on the bit.

Our patented design aligns the jets directly onto the cutter face. The result is a potentially higher ROP and increased run time of the bit. This could translate in to huge savings for operators and big gains for investors.

"A shale oil boom means the U.S. will overtake Saudi Arabia as the world's largest oil producer by 2020, a radical shift that could profoundly transform not just the world's energy supplies, but also its geopolitics."

-International Energy Agency

BLFR technology offers a practical solution to extending the longevity of PDC drill bits by more effectively cleaning and cooling the face of the cutters at the point where they are engaged in cutting geological formations. The BlueFire design employs the use of a larger number of smaller nozzles that direct high-pressure jet streams directly to the point where the cutters are in contact with the formation. The difference equates to dousing a fire with a garden hose or a fire hose.

The use of cooling jets directed to the teeth of our drill bit provides many benefits such as improving the cleaning and scouring action, helping to remove the drill filings and providing a clean environment for cutter and formation contact. This results in superior lubrication of the teeth, and reduction of the temperature of the cutter, which improves its rigidity characteristics and reduces wearing. Our design also increases the uniform hydraulic balance for the drill bit and reduces the "whirl" effect. All the improvements can increase the rate of penetration (ROP) and provide additional longevity to the bit and allow for drilling longer intervals.

The present invention achieves a number of benefits over prior art drill bit systems. The most significant advantage is the reduction of erosion of the cutters as result of substantial heat stress reduction and reduction of the entrained drill cuttings (solids) in the mud moving in the place of the cutter and formation contact, by multiple jets supplying fresh mud to each tooth.

This website is for informational purposes only. The information contained herein is not an offer to sell or a solicitation to buy BlueFire securities as defined under the Securities Act of 1933. Potential investors should carefully read all public filings that the Company has made with the Securities and Exchange Commission, including sections entitled "Risk Factors" which can be found on Forms S-1A and 10-K. Prior to making any investment, you should always consult with your financial advisor and legal professional to determine if the investment is suitable for you.

This website contains "forward-looking statements" (as such term is defined in the Private Securities Litigation Reform Act of 1995), within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements include any statement that may project, indicate or imply future results, events, performance or achievements.

The forward-looking statements contained herein are based on current expectations that involve a number of risks and uncertainties. These statements can be identified by the use of forward-looking terminology such as "believes," "expect," "may," "will," "should," "intend," "plan," "could," "estimate" or "anticipate" or the negative thereof or other variations

thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties. Given the risks and uncertainties relating to forward-looking statements, investors should not place undue reliance on such statements.

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