Why Red Jacket?

Owner/Operator Benefits

“‘I need a DEF Pump that delivers high flow rates with maximum reliability.’”

The Red Jacket DEF Pump delivers faster, more reliable DEF flow for maximum uptime and throughput.

Problem Solved.

Introducing The Red Jacket DEF Pump
Designed specifically for DEF. Exclusively by Veeder-Root.

Experiencing total site control and optimizing flow has never been easier. Veeder-Root is pleased to introduce the revolutionary Red Jacket DEF Pump, designed to deliver the highest flow and maximum performance for sites that dispense Diesel Exhaust Fluid (DEF). Whether you are delivering DEF to one or sixteen nozzles simultaneously, the Red Jacket DEF Pump delivers DEF more quickly, safely and reliably than any other pump.

Combining over 130 years of experience and innovation, Red Jacket brings you unsurpassed performance and reliability in DEF fueling.


• Delivers 2X more flow than other DEF pumps above 7 fueling points.
• Built-in pressure relief prevents premature nozzle shut-off by maintaining safe line pressures and enables continuous run without motor failure.
• Advanced motor engineered to handle more than 30 start/stop cycles per hour for busy sites. Two thermal overloads provide additional motor protection.
• Stainless steel core encased in polypropylene provides the optimal balance of structural integrity, corrosion resistance and weight.

Red Jacket’s elevated motor provides top performance

The DEF pump motor is engineered to operate outside the tank in the sump. This provides more room for fuel flow, easy access to the motor and reduces the risk of overheating or contaminating DEF.

HIGH FLOW RATES keep you up. RELIABILITY that won’t let you down.
I want to avoid expensive repairs and DEF Pump downtime.

The Red Jacket DEF Pump reduces expensive repairs by removing the motor from the tank.

Problem Solved.


- Locating the motor above and outside of DEF tank eliminates the need to open the tank or break hydraulics during service. This saves time, minimizes repair requirements and service expenses, and reduces the risk of debris or water entering the tank.
- Motor does not come into contact with DEF, avoiding risk of overheating or contaminating DEF.
- Pump has redundant seals to prevent DEF contamination.
- Designed to meet ISO 22241 requirements for DEF
- Red Jacket 3-day lead time and 2-year parts and labor warranty

Red Jacket Delivers More Flow

When tested head-to-head against other pumps used for DEF, the Red Jacket DEF Pump delivered more flow, even under the most extreme conditions. Capable of supporting underground or aboveground piping-runs without reduced flow performance, Red Jacket’s DEF Pump delivers 2X more flow than other DEF solutions above 7 fueling points and greater than 55% more flow overall. That’s more flow when you need it most.

Did you know?

DEF is a precise solution of 32.5% Urea and 67.5% deionized water that is stable at storage temperatures of up to 84 degrees Fahrenheit.

Exposing DEF to heat for an extended period of time will significantly reduce its shelf life. By locating the motor outside of the DEF tank, Red Jacket’s solution minimizes the risk of inventory damage caused by heat and reduces the risk of contamination during servicing.

See how the Red Jacket DEF Pump can benefit you. Scan the QR code below or visit www.redjacket.com.