

# Fuel Oil News

June 2012

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2012 Tank Review





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Whilst studying for a masters degree in mechanical engineering at Sheffield Hallam University, student Andrew Bell is undertaking a work placement at Tasca Tankers in Wakefield. Andrew's great interest in tankers also led him to build the tanker model, pictured on the front cover, entirely for pleasure.

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# Fuel Oil News

The monthly magazine for the fuel distribution, storage and marketing industry in the UK and Ireland.

## EDITORIAL

### Designs on kerosene

As the sun began to pump out heat all over the UK, the British Electrotechnical and Allied Manufacturers' Association (BEAMA) announced its intention to target the kerosene market.

Speaking on behalf of heat pump manufacturers at last month's Institute of Domestic Heating and Electrical Engineers (IDHEE) conference, BEAMA's Kelly Butler told the audience that the UK's one million plus oil-fired homes were in their members' sights; homes with an older non-condensing boiler in need of replacement being key targets.

Over 40,000 oil boilers were replaced last year: For a three-bedroom home to upgrade to a more efficient condensing boiler costs around £3000 plus annual running costs of just over £1200. Heat pump running costs are estimated to be over £400 cheaper but investing in a heat pump, is more than double - although this cost is

likely to be reduced by incentives.

Currently, low consumer confidence and a lack of incentive clarity are stalling the heat pump market but manufacturers are hopeful that - when finally revealed - the domestic Renewable Heat Incentive will build a bigger market. To encourage social housing landlords to install heat pumps, biomass and solar panels, a £10 million scheme opened for applications in late May with registered providers able to bid for up to £175K each.

Poor systems design was also discussed at the IDHEE conference - something that affects all heating technologies - old and new. One speaker remarked that the UK had 'a plethora of installers with varying abilities.'

A plentiful supply of hot water and warmth is a householder's primary aim - the importance of a good installation designed correctly, working effectively and cutting running costs is top of anyone's agenda - whatever the technology.

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# The march of DCC Energy

### The march unfolds

In 2001, BP decided to divest ownership of its UK equity distributor network; a major component of this portfolio was Scottish Oils. Scottish Oils was acquired by a company then new to fuel distribution in Britain, DCC Energy, a division of Dublin-based conglomerate, DCC Group. This group, with total revenues of €8.7 billion and an operating profit of almost €230 million in 2011, comprises five divisions, of which the energy division is by far the largest, contributing 70% of group revenues and 60% of operating profits in 2011.

Prior to its entry into the Scottish oil market, DCC Energy had been a well established player in Ireland through its Emo and Flogas brands. Its arrival in mainland Britain was the harbinger for what has, over the past ten years, been an extraordinarily ambitious programme of acquisitions of distributor businesses in pursuit of a strategy to establish a substantial, market-leading position in this sector.

Following Scottish Oils, the equity distributor businesses of Shell (Shell Direct), Texaco and, more recently, of Total (Total Butler) were acquired, with the last named subject to a referral to the Competition Commission, whose ruling is expected in September. (The OFT considers the Total Butler transaction 'gives rise to a realistic prospect of a substantial lessening of competition in the distribution of oil products for multi-site non-bulk customers')

In addition, a number of sizeable independent distributors were added to the portfolio- names such as CPL Fuels, Carlton Fuels, Bayford, Pearts, Southern Counties, Brogan Fuels, and Pace Petroleum, along with mid size operations such as Noble Fuels, Severn Fuels, etc. In establishing this footprint, DCC Energy, through its UK subsidiary, GB Oils, has achieved a material consolidation of the sector. By its own assessment, the company now has a near 15% share of its target market and volumes approaching five billion litres per year, of which, unsurprisingly, 90% comprise middle distillates product grades.

This growth success story has resulted in strong, consistent increases in reported operating profits, with a compound annual growth rate (CAGR) of almost 20% over the



*By its own assessment, the company now has a near 15% share of its target market and volumes approaching five billion litres per year*

past 10 years and a healthy 29.6% return on investment (ROI) in 2011.

The reporting year ending 31st March 2012 saw a reversal of this long unbroken trend, preliminary results showing a 39% reduction in operating profits, resulting in a fall in the ROI to 14%. This setback is attributable to a combination of an unusually mild winter with heating oil volumes down circa 15%, high oil prices and the difficult economic climate.

### The march extends

Beyond its core activity the company has also:-

- Established a leading position in the agency fuel card business, offering cards under BP, Esso, Shell, Texaco, Total and Diesel Direct brands.
- Pursued supply chain integration through acquisition of the BP terminals in Aberdeen and Inverness, supplied in coaster shipments from Immingham and supportive of a strategy to expand its presence in the marine bunkering market.

Become a significant supplier to the independent dealer sector, particularly under the Gulf brand (307 sites- following the Bayford acquisition), Pace (131 sites) and, more recently, following its acquisition from Rontec, the supply position to 292 Total dealers. (Site numbers are as at 31/12/2011- source: Petroleum Review)

### The future

Several strands can be distilled from the company's own statements regarding future intentions and strategy, the most salient of which are:-

- To achieve a 20% share of its target market in Britain, with particular focus on opportunities outside the heating oil sector (Based on its own indicative grades' breakdown, the company now accounts for circa one third of the regular burning oil (RBO) market), building its presence in the independent dealer sector, marine bunkering and aviation fuel sales to regional airports.
- To pursue cross-selling of complementary products and services, such as lubes and boiler servicing, as well as promoting energy solutions and renewable energy products, to its substantial customer portfolio.
- To pursue continued organic growth of its fuel card business.

Outside of Britain, the company intends to seek out attractive market opportunities, following its acquisitions in Denmark, Austria and Sweden.

### The effect on a mature market

"The extent of consolidation seen in the distributor sector over the past 10 years sometimes raises concerns, particularly about the competition implications," remarked an industry observer.

"This is to be expected; however, it should equally be seen in the light of what is described above being a well recognised feature of a market in the mature phase of its life cycle. Presently, this market retains a good measure of supplier choice and healthy competition.

"Concerns about market structure and its evolution will become valid if a pattern similar to gas and electricity supply emerges, with complete dominance by a small number of very large operators and poor price transparency. We're a long way from there!"

For news from GB Oils depots, see page 12.

# New man for Morris

Shrewsbury-based Morris Lubricants has appointed Jan Trocki as general manager of marketing and technology

Chairman of the technical council at ATIEL, the technical association of the European lubricants industry, Jan has held senior managerial positions with BP and Castrol for 28 years. For the past three years, he has been technical manager at SK Lubricants Europe BV, a subsidiary of Korea's largest energy company, and a global market leader in Group III base stock manufacture and marketing.

Jan's appointment at Morris Lubricants follows the retirement of technical manager, Mike Bowen after 27 years' service, although Mike will continue to undertake specialist projects. Promoted from chief chemist, Andy Litchfield is the new technical manager.

## A passionate focus

"I'm looking forward to an exciting new challenge to further build on the solid foundations of an already successful company," said Jan. "There's an opportunity for Morris Lubricants to build its reputation for lubricants specialism based on traditional values and relationship management. What attracted me to the company and what I've witnessed since I arrived is the passion that people have



Jan Trocki joins Morris Lubricants

for the business. We need to focus that passion to grow the business both in the UK and overseas."

Andrew Goddard, Morris Lubricants' managing director, said: "We're delighted to have recruited Jan and look forward to his contribution to the continued development and success of the business. His considerable experience of lubricants technology and marketing will provide the impetus required in today's challenging market place."

Fuel distributor for sale – see page 6

Jan's marathon effort – see page 17

## TERMINAL MANAGER SUFFOLK

Our client is one of the leading UK waste oil service providers collecting and recycling waste oil from marine, industrial and garage locations around the UK.

A vacancy exists for an experienced Terminal Manager to join a busy storage, blending and distribution site. Responsible for all operations, storage, stock tracking and distribution, the successful applicant will ensure the safe running of the terminal and be an active member of the team responsible for achieving ISO standards. You will also be responsible for the management and development of operations staff within the terminal.

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**For a confidential discussion please contact  
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## June update

Exactly 12 months ago, Portland wrote in the May issue of FON that those wishing for lower fuel prices should be careful what they wished for. The article considered that the only likely way that prices would fall was the arrival of another financial crisis and associated recession. One month after that, Portland wrote that the EU's treatment of Greece was akin to pinning your elder brother to the floor against his will. You know that everything will go horribly wrong when you let your brother go, so you keep him pinned down and let the problem get worse and worse.

Well prices throughout May truly plummeted and any optimists left out there who believe we are not back in recession and facing a new financial crisis are in denial. Where there is no denial however, is that the problem once again starts (and ends?) with Greece.

### Prices – down, down, down

First let's look at what happened to prices in May. Down, down, down! Down 0.78ppl on 2nd May, down 1.75ppl on 4th May, down 0.58ppl on 8th May and another big drop (0.57ppl) on 17th May. On the other days of the month, prices still dropped – just not by such big amounts. In fact in the first 13 working days of the month, prices dropped on 9 of those days. In percentage terms that's almost 70% of those days experiencing price falls and to put that into perspective, in October 2008 (post Lehman's collapse and when the financial storm really hit home), the comparative figure was only 61%. Gulp!



*whilst falling oil prices might be good news for the consumer... the backdrop is a deeply worrying one*

When the economic outlook is bleak, oil prices will fall and the outlook is dominated by the ongoing and diabolical problems facing Greece. In June last year, Portland wrote "that Greece WILL default on its debts" and sadly this remains as true today as it was last year. Furthermore, the indecisive elections in Greece have shown that an ever-increasing number of voters are rejecting austerity and perhaps worse, the idea that Greece has to pay its debts. Non-payment of Greek debt (and subsequent exit from the euro) would destroy several European banks (the lenders), notably in France, Spain and possibly even Germany. Further bank bail-outs will be required to prop them up and the question must now be

whether such funds are actually available. On the other hand, keeping Greece in the euro and pumping bail-out after bail-out into a broken system, with no means or hope of repayment (think, giving a 6th credit card to a consumer who has maxed out their limit on the previous 5) could bleed the EU dry anyway.

So whilst falling oil prices might be good news for the consumer and may even take some heat off the politicians, the backdrop is a deeply worrying one. Lower fuel bills are meaningless if businesses can no longer make and transport their products. Families might have more money to spend if petrol prices drop, but driving might not be much of an option if 15% of Europe is unemployed. All of this sums up the paradox of oil prices and the economy. We all want oil prices to fall, but we certainly do not wish for the economic stagnation that causes such falls. At the same time, we all desperately want economic growth, without fully grasping the implications that such growth will have on oil demand and prices in an over-populated and under (oil)-supplied world.



For more pricing information, see page 30

Portland Fuel Price Protection  
[www.portland-fuel-price-protection.com](http://www.portland-fuel-price-protection.com)



### HBS Fuels – fuel distributor based in Hampshire

The opportunity arises to purchase the assets and undertaking of this business:-

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13 employees

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# exocet

...improving fuel quality

## Products for Spring and Summer

### Exocet Gas Oil Extra

Used routinely as a gas oil upgrade product to satisfy the needs of modern engine design and maintain warranties. Provides:

- Smoother power delivery
- Reduced wear potential
- Inhibits water pick-up
- Lowers smoke emissions



### Exocet Anti-Bug & Exocet Anti-Bug Plus

Kills and controls microbiological contamination associated with the 'diesel bug'.

- Reduces filter plugging and fuel starvation problems
- Inhibits sludge and slime build up in tanks
- Protects against tank and pipework corrosion
- In the marine environment is a 'safety' additive



### Exocet Marine Fuel Conditioner

Dedicated additive to enhance the operability of vessels using gas oil or diesel. Gives:

- Better pulling power
- Smoother running
- Reduced water pick up
- Improved combustion efficiency
- Resists the diesel bug
- Can be used equally well in either leisure or commercial applications



### Exocet Power Restorer

Single dose, in-tank fuel additive to address power loss issues, intermittent running and loss of control in diesel engines:

- Rapid cleaning of internal injector deposits and carbon build up
- Measurable results within 20 litres of fuel
- Restores power and torque to 'as new' levels
- Zero engine downtime



### Exocet Smartstart

New for 2012. Booster additive for gas oil and diesel. Improves:

- Cold start performance
- Instantaneous power delivery
- The starting potential of aged fuel
- Overall combustion efficiency



### Exocet Diesel Supreme

Used as an additive package for wholesale DERV or as a top treat additive on standard forecourt fuel to give premium quality performance. Gives:

- Power and acceleration boost
- Improved emissions quality
- Enhanced corrosion protection
- Engine deposit control
- Reduced tank filling time



### Exocet Cooker

Widely recognised and acknowledged additive of choice for range cookers and other vaporising burners.

- Lowers Char Value
- Reduces coking and sooty deposits
- Slows fuel ageing
- Reduces solid deposits in storage tanks
- Makes servicing easier



### Exocet Premium Heating Oil

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# Online made easier

Liz Boardman recently met up with web designers and e-commerce specialists, Patrick Rooney and Nathan Clarke to find out more about their online ordering solution. The aforementioned established Sell Oil Online in 2010 following an approach from Belfast-based Lagan Oils.

“Young and innovative, Lagan Oils wanted to have an immediate online presence to sell oil,” said Patrick. “Our background means we understand the online consumer. We looked at how the traditional heating oil customer differed and created a dedicated website designed primarily to convert Lagan’s visitors into customers.”

“The website does exactly what we wanted, plus our



l-r Nathan with Nadine Brannigan and Martin Hughes, owners of Lagan Oils and Patrick Rooney

customers say it’s really easy to use,” said Nadine Brannigan from Lagan Oils. From a standing start Lagan Oils achieved immediate sales which have grown steadily over their first year trading online. Interestingly, 32% of orders are taken when the office is closed.

Lagan’s website quickly attracted the attention of fellow Irish distributors, including Basil Shields and Ross Thompson. “By incorporating company colours,

layout can easily be tailored to individual companies,” explained Patrick. “And, our online savings plan is pretty unique; it replaces standing orders and direct debit mandates, allowing customers to manage their own plans. Our standard service includes search engine optimisation so that customers searching for oil in your area can find your website.” A full account management service is also offered once the site goes live.

Although based in Northern Ireland, the Sell Oil Online solution is being extended to distributors across the Republic of Ireland and Great Britain. “We recently exhibited at FPS Expo where we met fuel distributors nationwide, all keen to offer customers better online ordering. Our design’s simple, the user journey’s easy and the website’s big buttons are a really strong call to action,” added Patrick.

## A tool of the trade



Kraig Johnson says Fuel Tool has “taken a sizeable chunk out of the oil price comparison market”

Price comparison site, Fuel Tool was conceived in December 2010 by private IT and e-commerce company, Urchin Design.

“We’d created similar websites for other industries and following a conversation about the rising price of oil, decided to look at moving into the sector,” technical manager, Kraig Johnson told FON. “After talking to local fuel distributors, we gauged there was enough interest and set up Fuel Tool.” [www.fueltool.co.uk](http://www.fueltool.co.uk) went live in March 2011.

8 | [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk)

“In one year, we’ve taken a sizeable chunk out of the oil price comparison market – without spending a penny on marketing,” Kraig remarked. Presently, Fuel Tool covers the UK mainland but will look to branch out into Ireland and Europe.

### Cheaper suppliers and a simple checkout

FON asked Fuel Tool what makes its website stand out. “We consistently try to deliver the lowest prices in the UK, and that speaks volumes,” said Kraig. “We even have a feature on the site to report a cheaper supplier so we continue to build a network of the lowest priced suppliers.

“We wanted to design Fuel Tool so suppliers love it as much as customers and we feel that we’ve achieved this. We don’t charge commission, and although many of our suppliers feature on other sites, they say they prefer the way our site works.”

Urchin Design recently launched Oil Checkout, a search and ordering engine,

which can be integrated on an existing website. “Within 10 minutes, the portal can be taking orders on the distributor’s own website,” explained Kraig. “It’s simple to use and only costs £25 a month. We’ve had a huge amount of interest already.”

[www.oilcheckout.com](http://www.oilcheckout.com)

### What users say

“Fuel Tool is a super site,” says Jerry Haslett of Celtic Fuel Oils. “Our orders have increased dramatically. It’s very simple to manage and customers give very positive feedback. We’ve now added Oil Checkout which is brilliant. Fuel Tool is so straightforward, it saves time and allows us to focus on what matters – delivering oil and giving our customers the lowest possible price.”

Jeremy Cole, of Agricole Oil Brokerage, adds: “Fuel Tool is a valuable addition to our armoury when reaching out to new customers.”



Website	Independent	Distributor owned	Geographical coverage	PCI-DSS* compliant
www.boilerjuice.com	✓	x	UK & Ireland	✓
www.cheapestoil.co.uk	✓	x	Northern Ireland, rest of UK in progress	N/A – does not record credit card details
www.cheapestoil.ie	✓	x	ROI	N/A – does not record credit card details
www.cheapoilprices.co.uk	✓	x	Most of Englan, Scotland and NorthWales	✓
www.fuelfighter.co.uk	x	✓ WCF	UK	Pay provider is compliant
www.fueloildirect.co.uk	x	✓ GB Oils	England and Wales	N/A
www.fueltool.co.uk	✓	x	UK	X
www.heatingoil.co.uk	x	✓ GB Oils	England, Scotland and Wales	✓
www.homefuelsdirect.co.uk	✓	x	UK,ROI will be live soon	N/A – does not record credit card details
www.oilspot.co.uk	✓	x	UK, Ireland and Channel Islands	N/A – does not take orders online
www.sprintfuels.com	x	✓ Sprint Fuels	UK	In process of attaining
www.valueoils.com	✓	x	Full UK coverage – Also expanding by exclusive regional licensees throughout ROI soon	✓

\*PCI-DSS stands for Payment Card Industry Data Security Standards

### Price comparison website?

When Fuel Oil News was updating the above table, we spoke to many of the website operators including Donall O'Connor, managing director of Value Oils, who commented: "ValueOils.com is not a price comparison site but an actual oil distribution business with its own trucks etc. In future, I would recommend that, for the benefit of the industry in general, FON adds a column entitled price comparison website? I believe this is a fundamental and important difference among websites, and particularly relevant to our industry given the OFT determinations of last year."

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# Linton Fuel Oils – by royal appointment

As the nation celebrates the Queen's Diamond Jubilee, across the city another London institution is marking its own special anniversary. Founded in 1972 by David Flynn and Roy Panton, Linton Fuel Oils celebrates its 40th anniversary this month

Liz Boardman visited the company's Wandsworth head office recently to find out more about the firm, its royal connection, recent rebranding, and the trials and tribulations of operating in the heart of the city.

(including 35 drivers), many of whom have been with the firm since the outset: "Staff turnover is low," said marketing manager, Russell Mortimer. "We've restructured the business over the past three years and our operating platform is now the

fuel storage tanks. This will provide local homes, farms and businesses the opportunity to experience the reliable and efficient service the company has proudly offered for forty years in the south east.

As Castrol's Channel

domestic and agricultural), operating in central London, certainly has its pitfalls, as Neil Flynn explained: "Driving in central London is difficult at the best of times but for tanker drivers it's especially demanding! Some of the buildings to which we deliver have been there for many years, but in more recent times, access has changed and bus lanes have been added, limiting the amount of flexible delivery times we used to enjoy."

The London Low Emission Zone (LEZ) is also a major consideration. Peter Gower told FON: "As we are located inside the zone it's vital that our fleet of 37 tankers and 7 lubricant vehicles is both compliant and regularly updated. If a vehicle is non compliant there's a fine of £200 a day just to enter the zone. It's very expensive to operate in London."

The company has recently been awarded Freight Operator Recognition Scheme silver level membership, which although is not essential, is becoming increasingly important for freight operators in London.

## Game plan

With the Olympics and Paralympics fast approaching, there's no denying that from a logistics point of view, it's a complete nightmare for companies like Linton. In preparation for the games, Steve Panton and transport manager, Graham Binstead recently attended one of Transport for London's seminars, outlining its strategy for the six-week period. "During the games many of the streets will be closed and



L-r Russell Mortimer, Neil Flynn, David Flynn and Peter Gower

## Generation game

Forty years on, Linton remains a family owned and run business.

Co-founders and directors David Flynn and Roy Panton both have less active roles in the day to day running of the business, but are still very focused and offer their wealth of experience in supporting the new generation of directors. David's son Neil and Roy's son Stephen head up the sales and transport divisions respectively. Roy's other son Dean, whilst not directly involved in the business, is also a director and board member. Stephen's wife, Caroline Panton is domestic fuels co-ordinator and Roy's wife Marilyn controls the purchase ledger, making it a real family affair.

Across the business, Linton currently employs 85 staff

best it's ever been."

As part of the restructure, Peter Gower joined the company in 2011 as general manager. Formerly of Prax Petroleum and Petroplus, Peter has more than 30 years experience in the industry and is responsible for the administrative side of the business.

## Capital investment

Based in the capital, Linton distributes 140 million litres of fuel each year across central London and the Home Counties. In addition to the London head office, the company operates from other locations: Nustar's terminal at Grays, Essex, and Esso's terminal at Heathrow. Linton has just completed the first phase of re-structuring its lubricants based depot near Tiverton by installing

partner for the South of England, Linton supplies a full and comprehensive range of lubricants from East Anglia to Cornwall, and stores more than 100,000 litres at its Wandsworth and Tiverton depots. The company also offers its own brand, Linton Lubricants, (formerly known as MICA lubricants) for customers for whom OEM recommendations are less important and for those who wish to promote their own brand. Linton has an established relationship with Fuchs, completing the lubricants offer for all of its sectors. Supporting the division through, key account management, telesales and marketing is an office in Swindon, central to both depots.

Although ideally located to serve its key sectors (commercial, industrial,



A newly liveried vehicle at the Wandsworth head office

carriageways will be reduced to a single lane. There are also restrictions in place at certain hours on designated roads. As a result of this we'll either have to re-think our routes or apply for access, both of which will considerably increase our costs," remarked Neil. "We are preparing contingency plans which may result in changing shift patterns for some of our drivers. Whilst enjoying the Olympic Games in our city we still have to cater for the needs of our customers."

#### Royal seal of approval

Being located in London does also have its advantages, particularly when you have some

high profile customers on your books. Linton has supplied fuels to royal properties for many years and has just received the royal warrant for a second period of five years. "We're extremely proud," said David Flynn. "The warrant reflects the high level of service we deliver and we're especially honoured to appear in the Queen's Jubilee programme this year."

#### Fresh approach

The company has recently undertaken a major rebranding exercise and is extremely pleased with the results. "We changed our brand identity eight years ago and whilst it was innovative at the time, we

felt that we needed to freshen it up and modernise it again," explains Russell. "We were conscious that we wanted to evolve what we already had rather than totally reinvent. It's not a complete change but more of a shift in direction. We've also updated our website and plan to offer customers the ability to manage their accounts and order oil online."

The new colourful branding can also be seen on many of the company's new tankers. "It's a steady process," said Peter. "We can't take all our trucks off the road at the same time but we're working our way through the fleet and hope to complete rebranding by the end of summer."

#### Ten years on

In an article written ten years ago by FON's editor Jane Hughes, it stated: "In ten years time, Linton will be a profitable company, populated by well-motivated staff, paid above the industry norm who have high self-esteem and self respect."

Peter commented: "This is what has happened. We're a forward thinking company and aim to be industry leaders. We have pride and passion in what we do. We aim to give our customers excellent service, great products and overall, real value. We've already achieved

a great deal of what we set out to do. Linton is a one stop shop and can provide everything that our customers require. We work in a demanding industry, one which expects a very high level of service and performance, but we can deliver and do so on a daily basis."

Neil echoed this: "Every day brings a different challenge and rarely are two days the same, but we're fortunate that we deal with a broad spectrum of customers spanning many market sectors, so whatever the conditions are in the marketplace, we have a very stable and consistent level of sales.

"With many global factors affecting the daily price of oil it is important we have a continuous stream of market data to assist in making key purchasing decisions. The economic downturn has seen a strain on consumer budgets, which in turn has made them more adept in their buying. Maintaining acceptable margins to ensure retained levels of profitability is essential to our future growth."

Linton will be celebrating its ruby anniversary at a company golf day later this month and also plans an event in Wandsworth over the summer. Here's to the next ten years.....



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# Depots in the spotlight

*GB Oils depots across the country have been upgrading and celebrating*

## West Yorkshire – refurbished depot

Townson Thornber is now operating from a newly refurbished depot, with the latest in tank gauging systems, loading racks and safety features. GB Oils regional manager Jonathan Best said: “We decided to refurbish the depot as a hub for our customers in the north east. We’ve been here for a number of years and I’m proud to see how the business has developed.” Located near junction 24 of the M62, the depot currently serves commercial, agricultural and domestic customers as far north as Skipton and west to Huddersfield.



Mayor of Calderdale, councillor Nader Fekri opens the Halifax-based depot



Tankers keeping tanks topped up with smaller amounts

## South Wales – delivering smaller orders

In April, OJ Williams’ heating oil customers in the St Clears area of South Wales became the first to have the option of ordering just 350 litres of heating oil. “The introduction of a smaller minimum order is in line with advice from the regional authorities, who have recommended not filling up tanks entirely as this unfortunately can encourage potential theft,” said general manager, Andrew Mould.

## Yorkshire coast – serving marine customers

W. Eves has launched a new marine fuel pump installation with high specification A2 gas oil at Whitby fish quay. The 24/7 chipped key and pin facility can accommodate smaller boats such as pleasure craft and commercial vessels. Regional manager, Barry Stoker commented: “The marine industry in the north east has witnessed considerable change which has led to an increasing amount of passing tourist sea traffic. We hope to boost the tourist economy by encouraging more sea traffic to stay in the vicinity for longer.”



Launching the new facility – Barry Stoker, Wendy Scarth and Norman Jackson  
(Photograph by Ceri Oakes, copyright Johnston Press)



Rick and Naomi Steel with Martin Caddick

## Winners in Shoreham, Stoke on Trent and Leeming Bar

Rick Steel, a driver for GB Oils’ Shoreham depot, took second place in the 2012 FPS driver of the year. Two GB Oils depots – Stoke on Trent and Leeming Bar – were joint runners up in the FPS depot of the year category. Sara Richardson, senior marketing communications and PR manager at GB Oils, said: “I’m delighted that the hard work of our team has been applauded. We’re proud of our excellent customer service and will continue to strive to uphold the highest of standards.”

# WP keeps up with the Jones'



Building on the success of its redesigned website, the WP Group launched [www.weprovideheating.co.uk](http://www.weprovideheating.co.uk) at the end of last year.

An interactive consumer site aimed at the domestic heating market, its introduction was part of a wider domestic heating campaign, which targeted Hampshire, Wiltshire, Dorset and parts of Berkshire. Utilising the WP Group name, the company's marketing team developed the site's **we provide heating** theme and created the face of WP Heating, the fictional Jones' family. Over 100,000 mailers were then sent to existing and prospective customers to promote the WP Group's domestic fuel offering.

In March, the company added two further websites, targeted at motorsport and independent garage audiences. With WP's motorsport team attending many race weekends, the new WP Motorsport website provides news on and off the track, whilst the locating tool, used on the Mobil Service Centre website – [www.mobilservicecentre.co.uk](http://www.mobilservicecentre.co.uk) – quickly selects a visitor's local independent garage that services with Mobil.

Marketing manager, Lisette Norman told FON: "We're really keen for customers to interact with our sites; not just visit and leave. In this economy, you need to create a discussion with your market – our websites keep customers up to date, each has a unique feature such as a price tracker together with an area where customers can have their say and interact with staff."



For more news from the WP Group – see page 16



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## New licensing and reporting systems for Irish oil traders

Irish Tax & Customs is introducing a new licensing requirement, effective from October 2012, which will apply to traders of marked fuels, effectively putting them on the same footing as traders of auto-fuels.

Additionally, a **NEW** mandatory *Return of Oil Movements* will require traders to make a monthly electronic return to the Irish Tax & Customs, giving details of all oil transactions.

The Finance Act 2012 provides for the introduction of a **Marked Fuel Trader's Licence**, which will be required by all traders producing, holding, dealing in, or delivering marked gas oil or kerosene from 1st October 2012. A separate licence will be required for each depot or place from which a trader operates, replacing the existing Approval of Premises system.

The Act also provides for the replacement of the existing Mineral Oil Trader's Licence with a **NEW Auto-Fuel Trader's Licence**, for traders in petrol and auto diesel. Traders who deal in both auto fuel products and marked gas-oil/kerosene must hold both types of licence.

### Applying for a licence

To apply for a Marked Fuel Trader's licence, applicants must complete an Excise Licence application form and submit it to the National Excise Licensing Office (NELO), Waterford. Application forms are also available on [www.revenue.ie](http://www.revenue.ie).

The fee for each licence is €250. The initial licensing period for the Marked Fuel Trader's licence will be 1st October 2012 to 30th June 2013. For subsequent years, the licensing period will be 1st July to 30th June of the following year.

Irish Tax & Customs stresses that unlicensed trading is an offence and may result in seizure of product, prosecution and court penalties.

Regular updates on the new licensing system, together with reporting requirements, and information on seminars, briefings and support will be provided at [www.revenue.ie](http://www.revenue.ie)

### Return of Oil Movements

The new monthly Return of Oil Movements (ROM 1) will be introduced from 1st January 2013. The return will require mandatory e-filing by all authorised warehousekeepers, distributors and forecourt retailers in respect of each licence held, showing:

- Opening balance by product type
- Closing balance by product type
- Each inward movement by product type, date, quantity, invoice, supplier
- Each outward movement by product type, date, quantity, invoice, customer
- Aggregate sales by oil product type for domestic customers and commercial customers who receive less than 2000 litres per month and who are not required to be licensed

## IPIA proposes measures to tackle "Irish disease"

The Irish Petroleum Industry Association (IPIA) has proposed a range of measures aimed at tackling the problem of illegal diesel laundering in the Republic.

In a statement, the body representing Ireland's fuel industry, says that the practice is costing the exchequer as much as €155m each year in lost fuel duty. Members of the IPIA include such names as Campus, ConocoPhillips, Emo, Esso, Inver Energy, Maxol, TOP, Topaz Energy, and Valero.

A suite of practical measures

"Whilst other jurisdictions have to tackle this sort of fraud, the sheer scale of criminal washing of diesel is a particularly Irish disease," it said. "There is no single silver bullet that will rid Ireland of this problem. Instead, we propose a suite of practical measures."

The IPIA's recommendations include the introduction of "a strong regulatory regime" to control the sale of rebated fuel; a new marker for off-road diesel that is harder to disguise or remove; the closure of unlicensed filling stations; and a "radical overhaul" of the currently "absurd" penalties for offending retailers.

"The profits are now so great, and the fines so low, that there is no effective deterrent," claims the IPIA. "Just one 38,000 litre load of washed diesel, making a profit of 52.80 cents a litre, will generate €20,000 to the criminal."

The Irish Angling Development Alliance (IADA) is fully backing the proposals, stressing the dangers of toxic waste by-products from diesel laundering operations. "This toxic waste has been dumped illegally across the country, where it can enter the water table, not only seriously polluting water courses but also clean drinking water supplies," says IADA.

## More toxic waste

Several tonnes of toxic waste, adjacent to a stream, was discovered in a field in County Tyrone. The waste was from a diesel laundering plant hidden in a shed at the rear of a private address in Coalisland.

Assisted by the Police Service of Northern Ireland, HM Revenue & Customs dismantled the laundering plant. The plant was capable of producing nearly one million litres of illicit fuel a year, evading almost £500,000 of revenue.

A number of vehicles, 4000 litres of illicit fuel, pumps and equipment were removed during the operation. Officers from the NI Environment Agency attended the site to put booms in place to prevent water pollution and ensure a clean up was undertaken to prevent an ongoing pollution problem.

## Visiting the National Ploughing Championships?

Fuel Oil News would be interested to hear from fuel oil distributors and equipment suppliers who will be exhibiting at this year's National Ploughing Championships in County Wexford.

Visitors spent just under €36.5 million during last year's three day event, with trade purchases in excess of €9.6 million.

[www.npa.ie](http://www.npa.ie). What does this event bring to your business? Email [peter@fueloilnews.co.uk](mailto:peter@fueloilnews.co.uk).

## New apps

Optrak Distribution Software has launched a hosted app to help businesses during the Olympics. The Olympic Impact Analysis app will allow businesses to see which customers are most at risk from the introduction of the Olympic Route Network, Paralympic Route Network and Alternative Route Network. The app is free for businesses with up to 50 customers. A subscription service is offered for companies with a larger client base and corporate licences are available. Customer information such as addresses and contact numbers can be loaded onto the app and then overlaid onto the road network.

[www.olympics.optrak.com](http://www.olympics.optrak.com)

Keyfuels has enhanced the service it provides for customers by creating a site locator application for smart phones to direct users to their nearest Keyfuels' filling station. The user-friendly application can be downloaded free from the App Store and Google Play. It utilises the phone's inbuilt GPS signal and network location to identify the user's position, generating a map of the area and their proximity to an appropriate station. [www.keyfuels.co.uk](http://www.keyfuels.co.uk)

## The impact of TDG

Norbert Dentressangle has announced first quarter 2012 revenue of €958m, up 28% on 2011.

The company's transport sector recorded revenues of €522m in the first quarter, up 19% on last year and largely attributed to the effect of integrating TDG's activities. Meanwhile, logistics revenue was €422m for the same period, up 35% on 2011 and also impacted by the integration of TDG.

Chief executive officer, Francois Bertreau, commented: "The first quarter confirms the market situation that we expected at the start of the year. Norbert Dentressangle generally held up well this quarter in terms of business and rigorous cost management."

[www.norbertdentressangle.co.uk](http://www.norbertdentressangle.co.uk)



Eric Fisher – now chairman of FTA's Road Freight Council      New country manager, Ireland, Tom Wilson

## New appointments

Freight Transport Association (FTA) has appointed Tom Wilson as country manager, Ireland. Tom, who joined FTA as head of policy – Ireland in 2003, will now take responsibility for commercial operations and policy issues in both Northern Ireland and the Republic of Ireland.

Eric Fisher has been appointed as chairman of FTA's Road Freight Council. Chairman of FTA's East of England Freight Council since 2008, Eric now takes responsibility for all nine of the English councils, as well as the Welsh, Scottish and Northern Irish councils.

## New – tanker testing

Pullman Fleet Services has a new Authorised Testing Facility (ATF) in Motherwell Way, West Thurrock. The 9-bay workshop, which supports Pullman's existing facility on London Road, includes ADR compliant bays and a government approved MOT test lane. All types of commercial vehicle can be tested at the facility which is open 6 days a week.

Graham Hunter, Pullman's managing director said: "With state-of-the-art workshop facilities and highly skilled technicians on site at Thurrock, we're able to provide a one stop shop for operators, reducing the amount of time and money they need to spend maintaining their vehicles."

[www.pullmanfleet.co.uk](http://www.pullmanfleet.co.uk)



Graham Hunter with Jackie Doyle-Price, MP at the opening of Pullman's new ATF

## CTS helps children

Doing the Walk for Harry, a 26-mile walk around Birmingham was a team from Centre Tank Services (CTS). The walk was in memory of Harry Moseley, a local boy who died from a brain tumor last year. All money raised went to the Acorns Children's Hospice and Birmingham Children's Hospital. The CTS team raised £700.

See page 24 for CTS tank alarm news.



The CTS team (l-r) Emma Tidmarsh, Matthew Terry, Michelle Goodfellow and Claire Green



Tom celebrates retirement at a local hostelry with members of the Fairchild family, including David Fairchild (r) and friends

## Retired but ready for action

WP Group driver Tom Osman, whose 'amicable style and professional work ethic have made him very popular', retired in April after 27 years' service. Although Tom intends to enjoy a slower pace of life and indulge his passion for fishing, he has already approached the transport team to say he'll be available to work part-time during busy periods!

For more news from the WP Group, see page 13.

### SERVICE ENGINEERS REQUIRED!!

As a result of new business gained MechTronic is looking to expand the Service team in the following areas:

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[www.lakelandtankers.co.uk](http://www.lakelandtankers.co.uk)      [www.rtnltd.co.uk](http://www.rtnltd.co.uk)



# Diary by Wildcat

## Hospice hero

Tim Clark of Atlas Tanks has run every Belfast City Marathon since 2008. Despite a knee injury and a cold, wet and windy day, Tim finished this year's marathon in four hours 53 minutes. Tim has so far raised £1050 for the Northern Ireland Children's Hospice. If you would like to add a donation, please visit [www.justgiving.com/timclark6](http://www.justgiving.com/timclark6)



Tim – not deterred by a bad knee and miserable weather

## Marathon bound

Jan Trocki, new general manager of marketing and technology at Shrewsbury-based Morris Lubricants (see page 5) ran his fifth consecutive London Marathon. Raising £1900 for The Outward Bound Trust, Jan's marathon took four hours 20 minutes. The 49 year old, who has raised over £7000 for the trust, is now considering tackling next year's Paris Marathon. "The support I've received for the trust has been immense. Money raised will provide new expedition tents."



## IBL Bulk Liquids

IBL Bulk Liquids Ltd., formed in 1947, has expanded and diversified into all sectors of the bulk liquid storage market for specialised storage and blending of edible oils, chemicals, biofuels, additives and natural liquid products. Operating from three terminals in Hull, with two installations on the River Hull and one deep water terminal within Hull's Alexandra Dock.



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# Salvaging the last drop of fuel

TankCare, a division of Oil Tank Supplies (OTS), has introduced a drop 'n go service for the removal and recycling of contaminated fuel for collection or receipt from third parties, to holding tanks at OTS' premises.

"The service is aimed at the wholesale bulk oil distribution sector," explains OTS sales director, Steve Gain. "Our fuel oil Quality-Recovery-Treatment (QRT) process can salvage most of the marginal fuel that has previously been written off. In effect, this is valuable working capital, which can be released and put back into the business cash flow as usable stock. Previously, this poor quality fuel was condemned as a total loss and sent on to third party salvage agents. The unique TankCare treatment process enables us to recover a very high percentage of this fuel/sludge mix."

As well as fuel polishing, the QRT process removes all contamination and effectively cleans the tank so that the recovered wetstock is returned to pristine condition. See also page 22. [www.tankcare.eu.com](http://www.tankcare.eu.com)

Steve Gain (l) and Bruce Woodall



## LCM cleans up

LCM Environmental recently carried out the cleaning, inspection, fuel polishing and testing of 63 mobile 3000 litre IBCs at a site in Warrington. Stationary for some time, all the IBCs needed to be inspected to bring them up to specification and make them ready for use in the client's fleet again. The IBCs – most of which contained fuel that needed to be polished – were then cleaned and pressure tested. Two LCM teams assisted at the site using a multi-pot petroleum regulated vacuum tanker and a fuel polisher capable of polishing 30,000 litres an hour down to one micron with full water separation. As per the client's specification, the project was completed within two days, the IBCs were put back into fleet circulation with all fuel recovered and reused. See also page 22.

### 25 years in business

2012 marks LCM Environmental's 25th year in business. The company, which has provided a specialist service to the fuel industry and independent operators since 1987, has been at the forefront of industry innovation from day one. Continued investment and development in fuel polishing services has provided clients with the peace of mind that their fuels and fuel systems are in the best condition possible.

Visit [www.lcmenvironmental.com](http://www.lcmenvironmental.com) to view videos of LCM in action.

## More fuel filters

Recent changes to fuels have meant that machinery and engines now demand more advanced filtration systems. In response to this, Hytek has increased its range of fuel filters, which are fitted after the fuel pump or dispenser, better protecting vehicles.

Filter size has increased on water and particle kits from 30 to 10 microns, offering a finer filtration on clear bowl filters. Hytek is the UK distributor for Cim-Tek filters and has just added a more compact version of its 400 series filter. Ideal for use with pumps or gravity systems, the filter is user friendly when fitted in tank cabinets, making it much easier to change. The addition of a new dual filter head offers water and particle removal to just two micron and handles pumping speeds of up to 130L/min.

### On site testing for diesel bugs

Hytek also offers fuel testing for diesel bugs. A new on-site test takes just 10 minutes, or customers can opt for a more comprehensive laboratory test that analyses the sample and confirms the percentage of biofuel. [www.hytekgb.com](http://www.hytekgb.com)



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# Fuel Polishing/Tank Cleaning



## Vianet helps 112-year-old garage



Vianet technician helps to upgrade the site

Vianet (formerly Brulines Fuel Solutions) has just helped bring Europe's oldest working petrol station back to life, after a flooding problem caused the Riddelsdell Brothers garage to close to forecourt customers for the first time in its 112-year history.

The service station, which serves the picturesque village of Boxford in Suffolk, is of the almost extinct staff-serve roadside type with a sales and service workshop attached, specialising in Porsche and other high-performance cars.

The combination of a naturally high water table and unusually wet weather led to a serious flood, which caused the concrete forecourt to crack and rise up.

In addition to essential repairs being carried out, the site has been upgraded – its four pumps have been refurbished, all brick chambers rebuilt, four tanks lined, all pipework renewed and a new interceptor has been installed.

To deal with the high water table, water from the excavation had to be constantly pumped out into a tanker. When the interceptor was being positioned it had to be temporarily prevented from floating in the constantly refilling pit by being filled up with water, and permanently anchored with concrete.

Owner Howard Watts said: "While fuel only represents a small amount of my income, it's an important draw for service customers. Getting up and running again as quickly as possible was extremely important. We now have a site that is up to the highest modern specifications, as demanded by Trading Standards." [www.vianetfs.com](http://www.vianetfs.com)

## Trio assists service station

DP Fuel Tank Services (DP FTS) along with two strategic partners have helped rescue a Chippenham service station from possible closure, by cleaning and lining its three tanks.

Tanks were cleaned by DP FTS, pipework was dealt with by Thames Valley Petroleum and the lining was done by Repair, Protection and Maintenance.

To keep water down below the lips of the entrance hatches, three pumps had to be kept going constantly. In one of the tanks, where a leak had been discovered, the pumps also had to keep the water level down so it could be cleaned safely and properly.

The project, which took place over just three weeks to complete, has enabled the site to reopen under a new lease, with a guarantee of at least 10 years' life expectancy.

Stephen Andrews, Wiltshire Services commented: "Without the relining of our tanks, there was no future for the petrol station, but following the cost effective work, we have reopened with all tanks fully functional." [www.dptanks.co.uk](http://www.dptanks.co.uk)



The project to clean and line tanks in full swing

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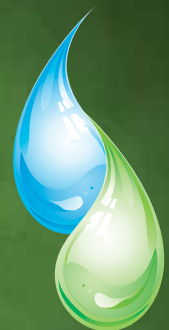
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# Fuel quality conditioning – new and existing tanks

Oil Tank Supplies (OTS) has developed a fuel quality conditioning system, suitable for both new tanks and existing installations.

The pack works with internal pipework to allow the contents of a tank to be circulated through a cleansing cycle, designed to de-water the fuel and prevent microbial infestation. An option can also be provided to check inward deliveries, with online monitoring to ensure ISO fuel quality. Potential applications for the system include stand-by power generators, wholesale distribution facilities and logistics providers, and wherever operational resilience is critical.



The OTS fuel conditioning pack

### Fuel quality – demonstrating due diligence

“The purpose of the fuel quality conditioning package is to minimise the risks of high concentrations of water being passed on into the supply chain and being dispensed into plant and vehicles with consequential breakdowns and loss of productivity,” says OTS. “This allows the tank owner to demonstrate absolute due diligence to guarantee the quality of fuel – not only as delivered into the tank, but also as being dispensed from the tank.”

The instrumentation within the new system is electronic which allows data to be harvested from the control unit and routed through TankStream software on to a website dashboard. This software provides functions such as set points, events and alarms. Messages are generated by e-mail and/or SMS transmissions which must be acknowledged. Human interaction is then logged by the website dashboard. See also pages 18 and 19. [www.oiltanksupplies.com](http://www.oiltanksupplies.com)



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## Next day supply – Atlantis Tanks

“What sense does it make to have thousands of pounds worth of tank stock in your yard when you can so easily pick up the phone, email, or place an order online, and have the right tank delivered within 24 hours – direct to your customer?,” says Jon Mytton, managing director of Atlantis Tanks.

Jon is so confident of the service – which he has developed to make Atlantis stand out from other tank manufacturers – that he claims: “We can probably get any one of our main range of tanks to your customer quicker than you can! We can even add your own branded label to each tank so that, when it arrives, it is unique to your company.”

Atlantis Tanks’ next-day service for fuel, water and chemical storage tanks is available for deliveries throughout the UK mainland, with the exception of certain postcodes in the extreme south and far north of the country.

[www.atlantistanks.co.uk](http://www.atlantistanks.co.uk)

See the Atlantis Tanks leaflet insert in this issue of Fuel Oil News for full details of the company’s next-day delivery service.

## Carbery – Fuel Point diesel range



New – Fuel Point diesel range from Carbery

Carbery Plastics has a new range of Fuel Point diesel storage and dispensing tanks.

Company sales manager, Pat Daly, said: “Available in standard and premium specifications, the new range has comprehensive product options allowing users to tailor their Fuel Point to individual, site-specific requirements.”

### Standard models

Supplied with a Piusi 230v AC fuel dispensing pump, 5m fuel delivery hose, automatic trigger nozzle, contents dipstick, and lockable equipment access. Customers can also choose from a wide range of product options, including the Apollo remote tank contents gauge, a 10 micron integrated water and particulate filter, together with a Piusi four-digit flow meter with resettable batch totaliser.

### Premium models

Feature an integrated 10 micron Hydrosorb water and particulate filter. They also benefit from a factory fitted, mechanical flow meter. A bulkhead light is supplied as standard.

Carbery Fuel Points are fully bunded, and compliant with all current and expected British, Irish and EU requirements. [www.carberyplastics.com](http://www.carberyplastics.com)

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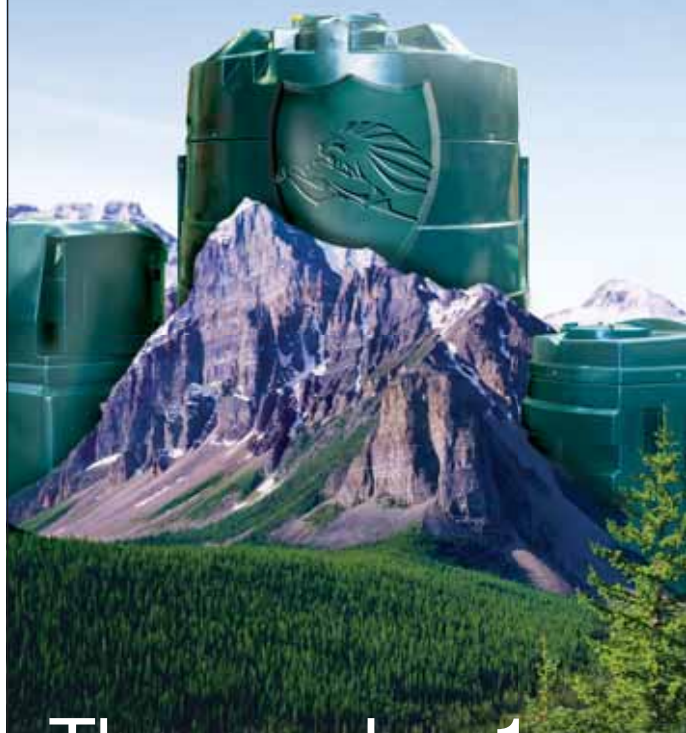




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## 2012 Tank Review

### New Superslim banded

“The all-new 1000SB is over 25% narrower than comparable tanks of a similar capacity,” says Carbery Plastics’ UK sales co-ordinator, Jill Turner. “And, this latest tank is just 6cm longer than some smaller 650 litre capacity tanks.”

“Fuel distributors are sure to welcome a tank which can accept a sensibly sized, standard fill – minimising delivery overheads, and helping to maximise operational efficiencies,” adds Jill.

Designed for domestic premises where space is at a premium, the tank’s compact dimensions ensure it is narrow enough to pass through a standard gateway. Supplied with factory-fitted fill, vent and inspection points, together with a lockable external flip lid, it has a one-inch diameter BSP bottom outlet supplied as standard. A top outlet is also available as a product option.

Carbery Tankpacks are also available – allowing a bottom outlet oil tank fitting kit to be combined with a choice of Apollo Ultrasonic or Apollo Smart heating oil tank monitors.

[www.carberyplastics.com](http://www.carberyplastics.com)



The Superslim banded was launched at FPS Expo

### Tank alarm improves

“We’ve listened to our customers’ feedback in relation to our well-known tank alarm and have made improvements,” says Centre Tank Services sales director Joe Ferrara.

The newly updated and improved tank alarm, which detects and alerts the user to a high/low fuel level or bund leak, is now easier to install and configure. Zone options are now selectable with a single jumper, and the float logic is automatically reversed depending upon the zone selection. The alarm is protected by a weatherproof IP55 enclosure, and accepts multiple input voltages of 110v, 230v, 12vdc and 24vdc. [www.centretank.com](http://www.centretank.com)



The familiar CTS tank alarm – now with added improvements



## Envirostore's new products

Gaining a reputation in the industry for quality, reliability and innovation, Envirostore UK has a new 1250 litre, low profile tank. Particularly compact, the tank features the company's specially developed inner-spill tray and robust lid.

Other recent additions to the Envirostore range include the 5000 and 8050 Fuel Dispenser with overflow prevention system plus gauge and fittings pack. "We're creating a quality range of tanks which will provide many years of reliable storage for fuel, waste oil, potable and non-potable water," says Richard Marsh.

[www.envirostoreuk.com](http://www.envirostoreuk.com)

Envirostore will launch another new product at the Oil & Renewable Energy Show in Manchester, October 17th/18th.



Richard Marsh (l) Robert Young, (centre) operations manager, Wallace Oils and David Farrer, E&N Farrer



## Fuel management for everyone

The TS-550 evo from Franklin Fueling Systems brings a new level of usability and functionality to fuel management.

A highly evolved user interface and blisteringly-fast new processor makes everything, from daily functions to advanced setup and programming, simpler. The new processor provides unprecedented speed and processing power, while the expandable memory option allows users to store reports indefinitely.

A fuel management system's main function is to protect the site it monitors. Clear, colourful notification, descriptive identifications, and a totally reinvented alarms page provides complete clarity for the user. [www.franklinfueling.com/evo](http://www.franklinfueling.com/evo)



Complete clarity for the user with the TS-550 evo

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## Gauging solutions

ISS Projects designs, installs and upgrades tank gauging and management systems, whilst also supporting and maintaining a range of tank master systems.

The company's complete gauging solution covers all types of sensors, displays and real time touch screen interfaces, as well as SCADA (supervisory control and data acquisition) systems using remote I/O Modbus or Profibus.

ISS Projects supplies high level/overflow protection systems using SIL 2 rated equipment, with SMS or email alerts and a one-year warranty for all labour and parts. The company also provides a comprehensive support package with a no quibble repair or replacement policy.

Traceable calibration using certified equipment and planned preventative maintenance service packages are also available.

[www.issprojects.com](http://www.issprojects.com)



ISS – providing safety and accountability on a chemical site in Wales

## Liquid storage with security and flexibility



A 6000 litre tank with hose reel in a customer selected colour

With more than 50 years' experience, J.Seed & Co prides itself on being a specialist supplier of liquid storage solutions for fuel oils, water, waste oils and chemicals.

"Security and flexibility are the company's two main selling points for steel tanks," says Wendi Whittle, head of sales. "We aim to give our customers exactly what they need with tanks tailor-made to meet a site's bespoke requirements. "We enjoy a challenge and can always custom-design a tank to meet individual needs – no matter how obscure!"

Horizontal Dervpacks are the company's best selling products: "These tanks can be split-compartment with colour-coded doors for different products, or they can have hose reels fitted to the customer's exact specification," explained Wendi "Heating oil tanks can have optional security boxes fitted over the sockets and gauge, making them ideal for exposed areas."

J.Seed & Co is also a stockist and accredited installer of Titan plastic tanks. [www.jseed.co.uk](http://www.jseed.co.uk)



A split compartment tank



LWE's bunded diesel tank, available for capacities of up to 200,000 litres

## LWE – meeting all requirements

Ledbury Welding & Engineering's (LWE) popular integrally bunded diesel tanks meet all current DEFRA and Environment Agency requirements for above-ground fuel storage, without the need for further bunding.

The enclosed design comprises an inner tank and bund, with the option of a removable or fixed roof. Both options are available with either single or multi-compartments, with capacities of up to 200,000 litres. Lube oil and AdBlue tanks are also available, either enclosed within the diesel tank bund, or stand-alone.

Additionally, LWE is the sole European manufacturer of the SuperVaultMH above-ground petrol storage tank, available in

capacities of up to 110,000 litres. Uniquely accorded with both four-hour fire and multi-hazard rating, and offering true secondary containment, the SuperVaultMH is currently operational on numerous commercial and retail sites in the UK.

The company's above-ground tank portfolio is complemented by a cylindrical tank production capability of up to 165,000 litres capacity, together with site installation, decommissioning and environmental audit services. (See page 28.)

[www.lweltd.co.uk](http://www.lweltd.co.uk)



LWE's SuperVault above-ground petrol tank



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## Mayweld – secure in steel

Mayweld's collection of single skinned and bunded tanks range from 250 gallons (1225 litres) capacity through to 1000 gallons (4500 litres) – with 300, 550 and 600 gallon options in between.

The Mayweld Fuel Dispensing Tank range has been specially developed to offer the user a secure steel storage solution which guards the fuel when unattended.

Mayweld also offers a bespoke manufacturing service which enables customers can specify their own exact tank size, shape, fittings and level gauging requirements.

[www.mayweld.co.uk](http://www.mayweld.co.uk)

## Western masters mobile diesel refuelling

Western Environmental has launched a new lightweight product for transporting diesel. The heavy-duty, single-skinned plastic Diesel Master tank – available in 130, 230 and 430 litre capacities – is designed to remain on a vehicle to provide mobile refuelling for small equipment such as generators, mowers and compactors. The Diesel Master includes a hand-operated or 12-volt pump, hose and nozzle, contained within a weatherproof lid.



The Diesel Master range from Western Environmental

Another new addition to the Bristol-based company's product range is the 2000 litre TransCube road-tow bowser. It is designed for safe and easy ground-level operation, and features a large pump and reel cabinet for high flow rates during remote fill-ups.

Now in its 50th year, Western Environmental also supplies bunded diesel tanks – ranging in capacity from 100 to 60,000 litres – including ABBI and TransCube transportable bowzers, and Envirobulka yard storage tanks. See also page 31. [www.westernenvironmental.co.uk](http://www.westernenvironmental.co.uk)

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# European fuel storage increased

Following the acquisition of four Danish terminals by its parent company, Inter Pipeline Fund, Simon Storage is now at the heart of one of Europe's largest bulk liquid storage networks.

The new terminals, which will operate under the Inter Terminals brand, were acquired from Dong Energy. Alongside Simon's existing terminals in the UK, Germany and Ireland, the group now provides storage hubs for Europe's major markets, with a combined capacity of 3m cubic metres.

## Petroleum specialists

Strategically located along the Danish Straits, Inter Terminals provides deep water loading and unloading access for petroleum products on the main shipping route between the Baltic Sea and Western Europe – the third most active petroleum transit channels in the world.

The facilities at Asnaes, Ensted, Gulfhavn and Stigsnaes are configured to store products such as fuel oil, vacuum gas oil, diesel and jet fuel for leading oil companies and petroleum traders. Primary business activities include regional fuel supply and blending, contango\* market storage, and build-break and break-bulk\*\* services. The Asnaes terminal also acts as a primary third party product storage and redistribution facility for the adjacent Statoil refinery on the west of Sealand, Denmark.



The recently acquired Gulfhavn terminal in Denmark

## Strategic locations

Inter Terminals in Denmark complements Simon's eight terminals in strategic locations along England's east coast, on the River Rhine in Germany, and on the Shannon estuary – one of the few deep water ports in Ireland.

A storage terminal's location is critical to the fast and efficient flow of product to ensure time-related positioning to meet

market demand, explains Richard Sammons, chief executive of Simon Storage. "Simon and Inter Terminals can now offer storage and handling services in 12 European facilities," he says.

Ideally placed for receiving product shipments from Continental and Eastern Europe, Simon's UK terminals offer direct routes to the ports of Antwerp, Rotterdam, Amsterdam and Hamburg, together with access to the developing Baltic transit terminals.

## Biofuels expertise

To meet the need for sustainable energy, Simon has developed key expertise in the storage, blending and distribution of green fuels, including bioethanol, biodiesel, vegetable oils, and oils used in power generation. Complementing these activities, the company has developed advanced techniques for blending biofuels with conventional hydrocarbons during road tanker loading.

"As one of the leading suppliers of engineering and storage solutions to the UK biofuels industry, Simon has played a key role in helping green fuel producers and distributors to meet the government's RTFO regulations," continues Richard Sammons.



Ensted, on the Danish Straits, the main shipping route between the Baltic Sea and Western Europe, and the third most active petroleum transit channel in the world



"This new acquisition in Denmark more than doubles the group's storage capacity in Western Europe," says Richard Sammons

## Future potential

Summing up, he adds: "Inter Pipeline acquired Simon Storage in 2005 as part of its European growth strategy. This new acquisition in Denmark more than doubles the group's storage capacity in Western Europe and provides the opportunity to add further scale, scope, and diversification in the future."

\* Contango is when a commodity is put into storage, waiting for prices to improve before selling

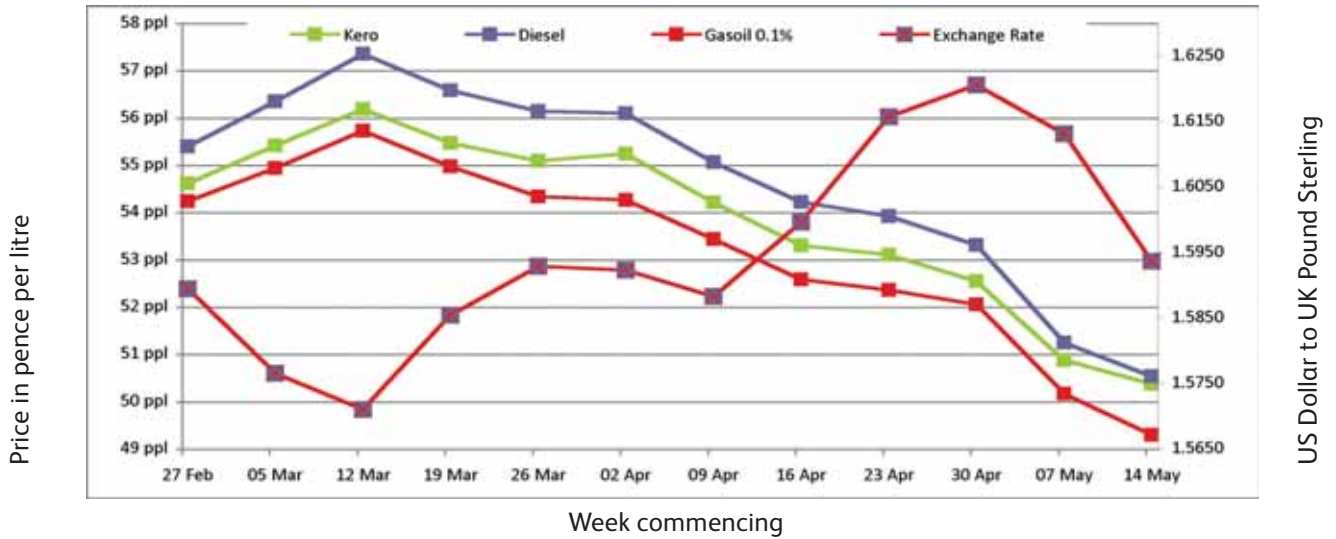
\*\* break bulk is a term that covers goods that must be loaded individually, and not in intermodal containers nor in bulk

# The Pricing Page

## Wholesale Price Movements: 19th April 2012 – 18th May 2012

	Kerosene	Diesel	Gasoil 0.1 %
Average price	51.94	52.52	51.18
Average daily change	0.46	0.51	0.47
Current duty	0.00	57.95	11.14
Total	51.94	110.47	62.32

All prices in pence per litre



	Highest price		Lowest price	
Kero	53.70 ppl	Thu 26 Apr 12	49.89 ppl	Fri 18 May 12
Diesel	54.68 ppl	Thu 26 Apr 12	49.83 ppl	Fri 18 May 12
Gasoil 0.1 %	53.00 ppl	Thu 26 Apr 12	48.68 ppl	Fri 18 May 12

	Biggest up day		Biggest down day	
Kero	0.70 ppl	Wed 09 May 12	-1.48 ppl	Fri 04 May 12
Diesel	0.97 ppl	Thu 26 Apr 12	-1.75 ppl	Fri 04 May 12
Gasoil 0.1 %	0.75 ppl	Thu 26 Apr 12	-1.74 ppl	Fri 04 May 12



## The Fuel Oil News Price Totem

	Trade average buying prices			Average selling prices		
	Kero	Gas oil	ULSD	Kero	Gas oil	ULSD
Platts	50.35	60.49	108.55			
Scotland	54.27	65.45	112.67	59.97	68.60	116.32
North East	53.10	63.92	112.43	57.46	66.75	115.03
North West	53.58	63.89	111.89	58.23	67.63	114.93
Midlands	52.16	63.17	110.74	58.04	66.92	113.61
South East	53.24	63.13	110.46	57.79	66.49	113.00
South West	53.00	63.69	111.19	56.98	66.43	113.82
N. Ireland	52.68	63.73	112.50	56.74	72.11	115.61
Republic of Ireland	74.68	79.44	118.81	79.78	83.15	121.81

The price totem figures are compiled from the results of a telephone survey of distributors carried out on the date shown. Buying prices are ex-rack. Selling prices are for 1000 litres of kero, 2500 litres of gas oil and 5000 litres of ULSD (Derv in ROI). Prices in ROI are in €. Date: 15/05/2012

The FON Price Totem includes Platts derived market data, supplied courtesy of Platts and BigOil.net. This allows distributors to make a comparison with the average buying prices.



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