

# Fuel Oil News

April 2013

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**LION**  
SAFETY

## IS AN OIL-FIRED BOILER AN 'ALLOWABLE SOLUTION'?

Recent conversations with distributors, including many who attended last month's Distributor Debate in Belfast, took my mind back to an editorial last November concerning an evaporating kerosene market.

One sentence in particular is now resonating with distributors 'the near future will see no oil-fired equipment installed in new build properties'.

Responsible for this is the 'voluntary' Code for Sustainable Homes, launched six years ago by the Department for Communities and Local Government; it applies to England, Wales and Northern Ireland. (Scotland is still using its forerunner EcoHomes 2006).

But how does 'voluntary' sit with the government's reaffirmed commitment, in last month's Budget, to making all new homes zero carbon from 2016?

Current building regulations specify that all new or replacement oil-fired boilers must be condensing with an A

or B SEDBUK energy efficiency rating, but for how much longer?

In today's hostile economic environment, one criticism of the 6 level rated Code, which has 9 measures of sustainable design, is that funding for all changes has to be paid for by the house builder. Barrett says a 'workable definition of zero carbon is critical if environmental ambitions are to be delivered in an affordable way.'

Although compliance with higher levels of the Code is voluntary, landowners and agents are selling sites with stipulations to build at a certain Code level.

And, with energy efficiency measures and carbon compliance unlikely to achieve zero carbon, house builders will need to add more expensive 'allowable solutions,' such as a wind turbines to meet the higher levels.

More will be known about the allowable solutions by the summer recess.

# Fuel Oil News

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

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**Fuel Oil News**  
"Distributor Debate"

DETAILS OF THE NEXT EVENT –  
COMING SOON  
FOR LAST MONTH'S  
DISTRIBUTOR DEBATE SEE PAGE 17

# A MIXED BAG

**D**espite changes to working practices since the recession, it is business as usual for most of the distributors with whom Fuel Oil News recently queried the recession's ongoing impact.

Belts have certainly been tightened and operating costs have been cut. Margins are 'reasonable' for some and 'narrower' for others; overheads are up, orders are down, bad debt has risen and deliveries are more frequent.

However, a longer and colder winter has brought good cheer for the kerosene supplier, tempered in some areas by the growing impact of other forms of heating such as biomass and solid fuel.

"As a small family business we've been able to tighten our belts easily and ride out the recession storm. Due to sheer size, some larger competitors were less able to do this."

"We've tightened up on everything. Dying domestic volumes have narrowed margins and pushed up overheads. Credit terms have experienced staggering change over the last four or five years, with the fuel business fast becoming a cash business. It was once automatic that new customers would be given an account; now they need to pay in advance by card and cheques are no longer accepted."

"On a positive note this winter has been better than last year for business, with volumes up."  
Jack Irwin, J H Irwin & Sons Fuels

"A good way to help both the customer and the business has been allowing customers to spread the cost of fuel over the year by paying £50 a month into an account. It's not the same as giving them credit as they never owe us money and when they order there's money already there to pay for it!"

"Smaller drops have changed the way we do business, but we can't go out for any less than 200 litres or it just wouldn't be worth our while. Credit terms from our suppliers have come down year on year, which has been tough on cash flow, especially with the stringent online VAT return system that requires submission before payment."  
Roy Kennedy, Roy Kennedy Fuels

"Business is a lot better than it was two years ago. It probably helped that one of our main competitors went out of business last year – we've certainly benefited from the extra work. On the domestic side particularly, it is very weather orientated and as such we haven't experienced massive demand over the last few weeks or indeed the run up to Christmas, which is traditionally a very busy period. However things are steady at the moment."  
David Hodge, Ribble Fuel Oils

"With less resources and units on the road, we're stretched to the limit; it's more difficult to provide a comprehensive service now. Fuel deliveries are typically much smaller and less cost effective, with orders for 200-300 litre drops now a regular occurrence, which is bad news for the industry."

"People continue to switch to solid fuel home heating solutions and there's no longer any loyalty in the market. With another two tough budgets ahead, there isn't any end in sight and there's less business to go around as people have less and less to spend."  
Joe O'Mahony, Sutton Oils

"We've had to change direction; we used to rely heavily on the haulage and construction sectors. We've made up business in the agricultural sector which is moving, but in general, business has changed significantly."

"Despite being on the road a lot more, we're not making as much as we were in 2007 and 2008. The number of orders may be up, but the quantity is down. Consumers are ultra price-sensitive; they're more discerning now and more willing to shop around. The threat of oil theft has also become a big issue for domestic customers – another reason why orders remain small."  
Eamon Nolan, Cill Dara Oil

"We've just experienced our busiest ever month with record volumes and margins. As a newcomer, we didn't feel the full force of winters past, but the prolonged and consistent cold period has allowed us to keep up with a regular influx of orders from both old and new customers."

"By avoiding the competitive diesel market, we didn't experience the fall in sales that many of our competitors might have done as a result of the recession and high pump prices."

"It's possibly too apparent to state and too important to underestimate, but customers really do appreciate a service which is dependable. Having a customer that can rely on you 100% of the time really does give you the edge when one of your competitors knocks on his door!"  
Nick Goodwin, Standard Fuel Oils

"It's been a perfect winter for us – cold but without the sorts of conditions that cause delivery difficulties; as a result, things are going very well at the moment. Although it was very busy both two and three years ago when the very bad weather hit, we struggled to get out to customers and this impacted on the business. Other than recent high prices, we can't complain."  
Roger Howells, Howells Fuel Oils



"Generally, we've been really busy, we've picked up business from other distributors, volumes are very slightly up but we do have to watch credit."

"A big concern is the future of the kerosene market; with oil installations probably excluded from new builds soon, we want to know all the facts and fast." *A Scottish distributor*

"We're fairly confident about trading conditions and commissioned two new oil distribution depots in 2012 to complement our three existing Carrs Billington depots. We also have three depots ((Johnstone Wallace) in our Scottish region which have also had significant recent investment."

"Situated mainly in rural areas, kerosene is still a major source of heating. However, other forms of heating such as wood pellets and biomass are increasing and will have an impact on our market. Farmers are having a tough time at the moment, but they do still require significant amounts of gas oil. Oil distribution will be around for a long time yet and there are still many good people involved in the business." *Derek Wallace, Carrs Billington*

"All's well. We are indeed very busy, hope the frost keeps up till harvest!!" *Stuart Hardy, Par Petroleum*

"We felt once the Olympics effect had worked its way out of the system there might be a lull or stagnation of business in the region. However, since October we've been extremely busy, culminating in a particularly good last quarter."

"Apart from a handful of really bad days we've been fortunate with the weather. Being generally cold, heating oil demand has been strong, but we've had relatively few days where tankers have been marooned in terminals."

"Everyone's struggling, times are hard and they're going to get even harder. Whilst we appear to be busy, we're actually down on volumes from five years ago. People are generally buying less oil in smaller quantities, for us this means less volume but more deliveries. That said, we're still here so we must be doing something right!" *John Roberts, White Rose Fuel Services*

"On the whole margins have been reasonable too but where we've experienced pain is with the number of customers still experiencing financial distress. One of our principal market sectors is construction and whilst we know the south east is better placed than most other regions, construction has been badly hit by recession. Regrettably we've had our fair share of bad debts, and slow payment continues to be a problem that doesn't seem to go away. There are definitely signs that the green shoots of recovery are showing and we intend to be well placed to play our full part in that growth." *Peter Gower, Linton Fuel Oils*

"We're busy at the moment, but who's to know what the future holds. We're doing the work whilst we have it!" *Judith Stoddard, Stoddards*

"Here at Callow Oils we're still eeking out a living, surviving on crumbs from the master's table. We can still afford a bag of chips and a pint on the way home so things can't be all bad. However, we've just doubled our lottery syndicate subscription so are hopeful of a life in the sun in due course!" *Helen Needham, Hingley and Callow Oils*

"This year has been extremely busy. The industry is very weather driven; providing we have prolonged spells of cold weather, we stay busy. So although there is a recession, people will not go cold. However, we've made some changes because of the recession, we've tightened credit control and there's not the flexibility that there once was." *John Cooper, Stevenage Oils*

"Things have definitely been tighter in the last couple of years but heating oil is still a necessity and being very cold, customers still have to purchase it. As people are ordering smaller quantities, more frequently, we're running around more and increasing our operating costs by making twice as many deliveries. It all comes out of our bottom line."

"Whilst we're trying to encourage more people – especially new customers – to pay by card, we're still happy to take cash on delivery or small monthly payments, where necessary. We've a very loyal customer base, many of whom have been with us for years so we do try to look after them, even if it means just getting £20 a month in cash." *James Owen, S Owen & Sons*

"We haven't really had to recover from the recession because we started Monument Fuels in the middle of the current one! We're really busy, mostly because people are leaving it as late as possible to order and then need a quick delivery – an area in which we specialise."

"Sometimes tanks are so low that after delivery, the level is only just above the reorder sticker level! Drop size does seem to be falling, especially when people come to reorder late in winter. They're often only ordering 500 litres whereas previously they would have had 1000 litres to take them into next winter." *Trevor Rolph, Monument Fuels*

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# PORTLAND MARKET REPORT

## CARACAS OR CRACKERS – A LITRE OF PETROL IN CARACAS NOW RETAILS AT CIRCA 10 PENCE PER LITRE

### April update

When oil producing countries are discussed, it is usually the likes of Saudi Arabia, Iran, Russia, maybe even Nigeria that are mentioned. Affairs in these countries are constantly scrutinised, in case they have an impact on world oil prices. But events in Venezuela – the country with the largest reserves in the world – rarely elicit a mention. Indeed, the recent death of socialist autocrat, Hugo Chavez, barely caused a ripple on world oil markets. Why so?

#### At current production levels it would take a staggering 387 (!) years to exhaust Venezuela's oil

Firstly let's look at those reserves; Venezuela has accessible oil in the ground that will take a staggering 387 (!) years to exhaust at current production levels. This can be compared to Saudi Arabia with 81 years of reserves and Russia with a worrying (for them) 21. Venezuela is also the longest established oil producer in the world and a country that until 2000, had equal domination (with Saudi Arabia) of the US import market. But despite this pedigree, production in Venezuela is paltry. The country does not even feature in the world's top 10 oil producers and even within the OPEC production league, it is only 6th. Now some might say that there is nothing wrong in minimising oil production, whilst maintaining reserves – just look at Norway, who have curbed production for the benefit of future generations. But Venezuela is not Norway and there are two main reasons why production in the South American country is so low: geology and politics.

Venezuelan crude – largely found in the Lake Maracaibo basin – is a highly naphthenic and bitumastic type of crude. In layman's terms, this means it naturally produces very little of the commonly consumed grades (diesel, petrol etc) and instead, is best suited to heavy industrial use (petro-chemical, bitumen). In itself this is not a bad thing, as such products often carry a premium above normal crudes. But uses for Venezuelan crude are limited and so therefore is demand. This problem has historically been solved by sending the bulk of production to the

USA, where the refineries have the required sophistication to break down the heavily viscous Venezuelan crude into usable, light-end transport fuel.

Yet whilst Venezuelan crude is a geological matter, Chavez's decision in 2000 to unilaterally cut exports to the USA was routed firmly in the political arena and by doing so, he cut-off the country's life-blood. At about the same time, Chavez also decided that the state would not only nationalise privately held assets (mostly belonging to Exxon and Conoco) but also, that he would replace existing staff in PDVSA (the state oil company) with his mates from school, university and the military.

"Bravo" said the domestic and international sycophants – "about time someone stood up to the American bully and most of the execs in PDVSA were corrupt anyway". Maybe true... but only ideologues would throw the bathwater out with the baby and by axing the technical expertise in PDVSA, production plummeted and the company became a byword for inefficiency and cronyism. The Chavez government was unrepentant and PDVSA workers were given a choice – either support the president, or lose their jobs. Indeed in 2006, Energy minister Rafael Ramírez publicly went on record and said: "PDVSA is red from top to bottom. PDVSA's workers are with this revolution, and those who aren't should go somewhere else. Go to Miami..."

Many did and a great deal more just stayed away. Getting hold of accurate figures to demonstrate PDVSA's decline is predictably difficult, but the fact that in the 1970s, Venezuela was producing 3.7m barrels per day (3.7mbpd) and yet by 2010, the country was producing 2.3mbpd tells its own story – this in a period of soaring world oil demand and a profound improvement in production techniques elsewhere in the world. But as oil prices kept on rising, so did Venezuelan revenues and this fact was used as proof of the success of Chavez's Bolivarian Revolution. More perversely, it was also used as evidence that PDVSA was a world beater!

The conclusion must be that any comparison with Norway is flawed, in more ways than one. Firstly, Venezuela is holding

nothing back on the production front – they simply do not have the ability to produce any more. Secondly, unlike Norway which sells its oil at market rates to the benefit of their Sovereign Fund, Venezuela subsidises fuel so heavily, that a litre of petrol in Caracas now retails at circa 10 pence per litre (Caracas or Crackers?!). And the hard truth for those who still shout "Viva la Revolución" from the roof-tops, is that the revenue generated by oil has been used on short-term, vote-winning handouts, whilst at the same time, crime has soared (Venezuela's murder rate is the highest in South America – 4 times that of "notorious" Mexico), infrastructure has crumbled, power cuts blight the cities and most shops do not even have the most basic of staple products. Even at the final reckoning, Chavez chose not to seek hospital treatment in his beloved Venezuela, but instead flew to Cuba where "the doctors are better". Perhaps like many zealous socialists before him, Chavez realised the Orwellian truth that "all are equal, but some are more equal than others"....

The death of Ahmadinejad, the Saudi King or even Vladimir Putin, would have the oil markets buzzing, but Chavez' end had no such effect. Instead, the man who changed Venezuelan law so that he could interrupt any television programme at any time and who also hosted a live weekly programme ("Alo Presidente") that sometimes lasted 12 hours, will simply go down as another South American leader who squandered the riches of his country, for his own ends.



For more pricing information, see page 62

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# Turn up the heat for your business



**Join a new campaign to boost the oil heating industry... and maximise the opportunities for your business!**



Oil heating and cooking is still the best option for the majority of rural homes. The Oilsave campaign is designed to:

- Promote the advantages of oil heating to customers
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# GETTING WARMER IN THE COMMUNITY

HAVING SPENT SEVERAL YEARS AS A SUSTAINABILITY CONSULTANT IN THE STATES, CBL'S CHRIS POMFRET FOUND HIMSELF UNEXPECTEDLY BACK IN AN OXFORDSHIRE VILLAGE OF OIL USERS, CARING FOR HIS DISABLED MOTHER

Surprised to see three tankers from three different suppliers delivering oil at the same time, Chris was inspired to draw the village community closer together and **Community Buying unLimited (CBL)** was born.

"Something magical happens when people join together. There's a sense of community and inclusion," explained Chris. "I wanted to create something unique." Although initially difficult to get the scheme going, persistence paid off.

## Forming local partnerships

Collaborating with housing associations, parish councils, community groups and Rural Community Councils (RCC), the scheme was able to get off the ground. Currently CBL works with 22 of the 37 RCCs across the country.

**Oxfordshire RCC** was highly instrumental in getting others involved. Chief executive, Linda Watson explains: "We'd been thinking that if small local groups syndicated into something bigger, they'd increase buying power. By chance that's when Chris came to see me. His village oil buying scheme had spread across North Oxfordshire. Borrowing his business model, we started the scheme in November 2010, using our long track record and extensive reach into communities to promote it.

"We agreed it would be appropriate for us to build the scheme around local community coordinators, who get membership free of charge. In Oxon we now have 40 coordinators covering 86 communities.

"Within three months colleague RCCs were asking questions – six months later we'd developed a franchise offer, now taken up by 21 other counties. In Oxfordshire alone we have over 1000 members, who pay £24 per annum.

"From day one, we've been convinced that this scheme not only helps members save money, but also reduces the carbon footprint of deliveries. As an organisation that cares about environmental sustainability, we'd prefer not to be running an oil scheme – but for off-gas rural communities, oil heating is a fact of life."

## Changing buying and supplying behaviour

Currently there are over 9000 households and businesses buying oil through CBL. Feedback from satisfied customers has been extremely encouraging.

"We avoid submitting orders in December and spread buying across 11 months, especially over the summer. This January alone, we placed orders totalling over 1.9 million litres."

"On the distributor side, perceptions have changed," says Chris. **Fuel Supply Solutions** consultant, Keith Guppy, is working with Chris to help him better understand the distributor market and build a new buying model.

"Viewed by some as the Antichrist, many thought Chris was simply driving down prices and forcing them to lose contact with individual customers," said Keith. "Not so, CBL actually wants to make a fairer market which is ultimately more sustainable. It's developing better relationships with suppliers and encouraging people to change the way they buy heating oil. CBL believes suppliers can make more money by delivering smarter," said Keith.

"As changes are implemented, bulk orders through CBL will result in distributors actually saving 1.5% on each individual card payment," added Chris. "Keith wouldn't be working with us if he didn't see benefits for the industry. He's helping set up an electronic purse so that customers can pay CBL by Paypal and spread payments across the year."

CBL now places orders with more than 40 fuel suppliers. Kevin Day, business development manager at **Barton Petroleum** commented:

"Since our initial meeting in February 2010, I feel Chris now has a far better appreciation of the operational issues and difficulties faced by fuel distributors. Our dialogue has led to a realisation that cooperation and a willingness to work together is more productive for both parties. We're always looking at ways to improve service and to help customers cope with higher energy costs. The industry does need to do more to help alleviate fuel poverty and we're happy to be a supplier to CBL."

Another supplier told us: "We've done some business with CBL this winter. They provide very comprehensive information, customers ring promptly with payment, and there's a reasonable delivery window."

## Gaining oil buying intelligence to help those in fuel poverty

CBL is behind an initiative to expand the use of smart meters. "It's a major problem when people don't know what's in their tank, so

making a tank smarter makes sense," said Chris.

A mini version of the industrial sized smart meters used extensively in Africa and India has been created incorporating an electronic dipstick which sends users an update every two days.

Currently a group of 50 householders are piloting the scheme. "Early results show huge potential as people better understand the big green thing at the end of their garden," said Chris.

Deeply concerned about fuel poverty, **Cottsway Housing Association** in West Oxfordshire is also involved. The Association has purchased a number of CBL's smart meters for its most vulnerable tenants. In return CBL has developed a community oil fund that purchases oil on behalf of Cottsway's tenants. The smart meters inform CBL of oil used, with tenants able to pay for oil as used. "Cottsway has shown real vision – we believe this is the first pay as you go oil system of its kind – and a solution to an issue that the heating oil industry has never been able to solve for itself," said Chris.

Barton Petroleum is also supporting the use of smart meters. Kevin explains: "We're constantly looking at ways to keep distribution costs to a minimum and recognise the pressure from government to help our customers reduce CO2 emissions. We're hoping to work closely with CBL to promote this smart meter. Customers will be able to see how much fuel they're using and it'll help reduce emergency deliveries."

CBL members are also benefiting from the government's ECO (Energy Company Obligation) initiative. CBL has direct access to a fund to facilitate the installation of energy efficiency measures into off-grid homes – including free boiler replacements for the oldest most energy inefficient boilers. "A massive development for us and one on which we'd like to work even more closely with suppliers to help them help their customers," said Chris.

Now in its fourth winter, CBL continues to buy communal oil, rock salt and even iPads. Mains gas and electricity are on the horizon, but it is in the immediate future that Chris believes those working with CBL can increase profits, reduce fuel poverty and lower their carbon footprint.

**Share your thoughts on community buying with [liz@fueloilnews.co.uk](mailto:liz@fueloilnews.co.uk)**



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Inside Out



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# HOW IS THE UK RETAIL MARKET FARING?

LATE LAST YEAR, DECC COMMISSIONED DELOITTE TO UNDERTAKE A STUDY OF THE UK PETROLEUM RETAIL MARKET. THE AIM WAS TO GAIN A BETTER UNDERSTANDING OF THE IMPACT OF RECENT TRENDS IN FILLING STATION NUMBERS ON THE OVERALL SECURITY OF SUPPLY AND RESILIENCE OF THE DOWNSTREAM OIL SECTOR AS A WHOLE. THE KEY TIMESCALE CONSIDERED FOR THIS PURPOSE WAS 2001-2011

The scope of the study, which was completed in December 2012, encompassed three main components:

- An overview of the evolution of the petroleum retail sector over the past 40 years – market size, participants, changes in the supply chain and number and location of filling stations
- An assessment of the business models operating in the sector, including the key business drivers
- An analysis of the implications of these developments for both the UK petroleum retail sector and for UK security of supply and resilience

The detailed work involved (a) reviewing the supply and demand factors affecting the sector (b) analysing the characteristics and strategies of the different types of players and (c) analysing the implications of (a) and (b) for both the UK petroleum retail sector and UK security of supply and resilience.

## Key findings

### Significant market changes

A continued reduction in filling station numbers to just over 3500 sites – down by 29% over the assessed period. In the latter years, the rate of decline has lessened – down 6% in the past 5 years.

Most closures comprised independent dealer and oil company owned outlets, while the supermarkets' presence continued to grow, from a market share of just over 25% to nearly 40%.

Competition, especially from supermarkets and, to a lesser extent from oil company owned sites, has placed pressure on the business models of independent dealers; consequently, non-fuel sales, through convenience store formats have become an increasingly important source of viability.

Some rationalisation of distribution terminals has led to a reduction in system spare capacity.

In 2011, of the near 9500 postcode sectors analysed – 98% had a filling station within 10 minutes drive and 92% had more than two. Across all postcode sectors, average increases in driving times to the nearest site were less than a minute over 2001-2011 as a result of market changes.

### Potential future risks

Continued pressure on dealer business models, in both margin and from additional working capital requirements, will result in further closures. This will reduce

available site storage capacity and increase minimum driving times to sites while also reducing the number of outlets within a reasonable driving time- the impact varying by region and area (rural/urban)

The possible further fragmentation of the oil products supply chain, arising from the exit of major oil companies from refining and/or marketing activities

Dependence on imported products is expected to increase, given that this is the main supply source for the supermarkets from the independent suppliers who import the lion's share of their requirements; import reliance may grow in the event of further refinery closures.

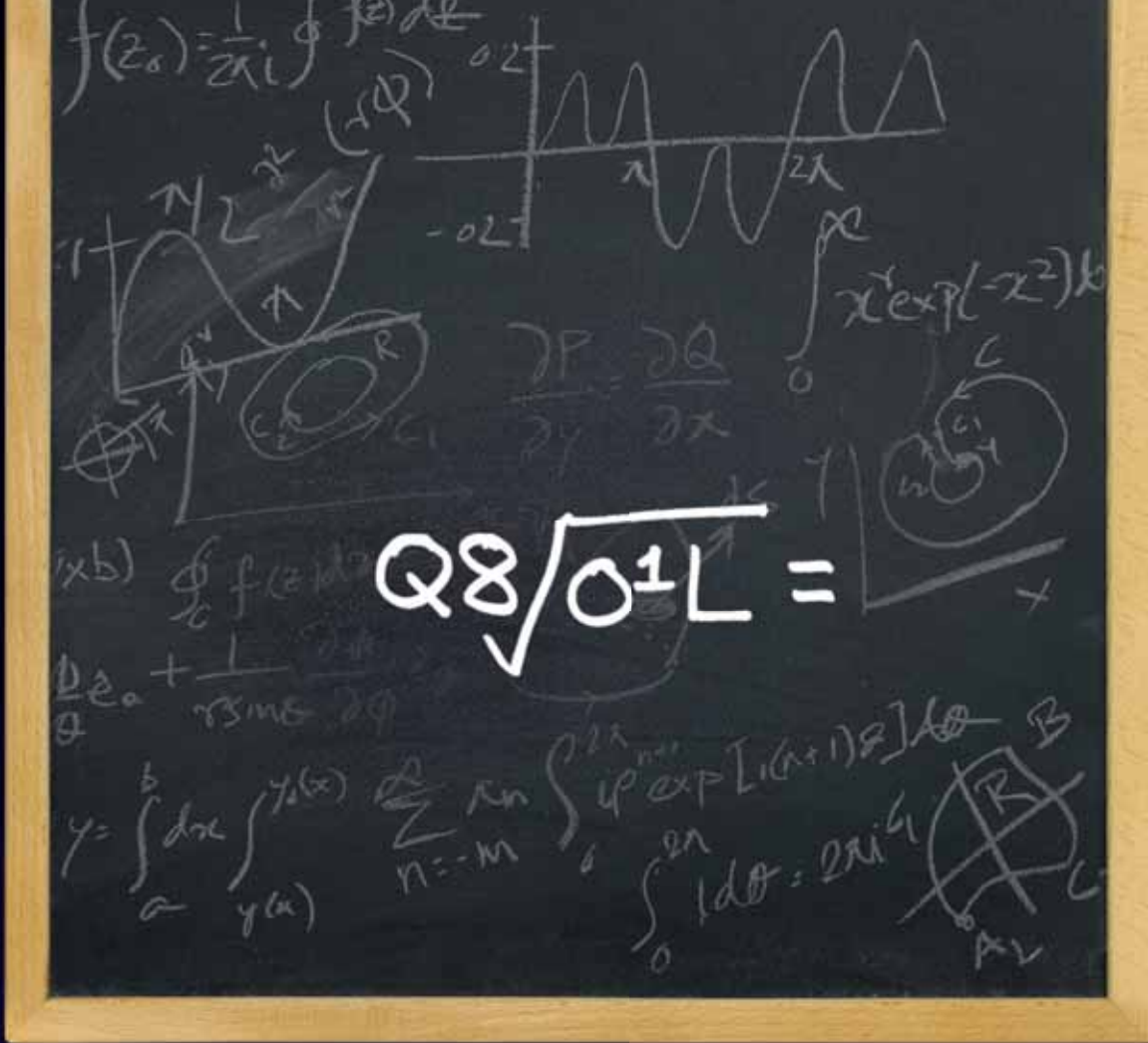
### Does the retail sector hold 8 or 4 days worth of demand at any one time?

The overall tenor of the report was relatively sanguine in terms of the impact of the significant market and related changes identified, on the security of supply and resilience of the downstream oil sector as a whole over 2001-2011.

There have, however, been some challenges regarding the report's assessment that the retail fuels' sector at any time holds up to 8 days' demand, with suggestions that it could be no more than around half this level. That notwithstanding, further changes across the wider downstream sector can be expected and it remains to be seen what impact these may have on supply security and system resilience.

## Six implications for resilience and security of supply in the UK

1. Site closures over 2001-2011 had the effect of reducing overall network storage capacity by between 15% and 20%; continuing closures will reduce this capacity further and the attendant days' cover provided.
2. Rationalisation of the terminal network, outsourcing of road delivery operations and exit from refining by certain majors have led to the supply chain's fragmentation and reduced system spare capacity, resulting in reduced resilience in the face of supply disruption.
3. The supermarkets' presence has increased materially over the past decade. If this process continues and they continue to source their requirements as currently then imports will supply a growing share of market demand; while this may enhance resilience and security through having a more flexible chain, it also increases the country's exposure to the international products' supply chain.
4. High volume supermarket sites require more frequent refuelling (several times per week), making them more exposed to supply disruptions but, by the same token, fewer sites need replenishing during these eventualities.
5. Site closures over 2001-2011 had a relatively modest adverse impact on access and choice by consumers. Additional closures may lead to a further worsening of access and choice, which could be compounded by supply disruptions.
6. The extent to which consumers do not fill their vehicle tanks when refuelling reduces resilience in the event of supply disruptions. On the basis of the current vehicle parc, an average tank has a 55 litre capacity and typically these are half filled. At current fuel consumption levels there is a total of almost 10 days' stock in vehicles.



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# Q8Oils

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# UK PETROL PRICES COULD OUTSTRIP GAINS IN CRUDE OIL

UK WHOLESALE PETROL PRICES ARE EXPECTED TO RISE RELATIVE TO THE VALUE OF CRUDE OIL THROUGH THE SPRING AND SUMMER OF 2013, DESPITE POOR DEMAND, AS EUROPEAN REFINERS MOVE PRODUCT TO THE US MARKET

Large tanker shipments of petrol from Europe to the northeast US are commonplace, but the traffic is expected to increase because of potential shortages in the US after numerous refineries were closed there in the past 12 months. This will, in turn, tighten up European bulk markets even though the region produces more petrol than it consumes.

In early February, exports from Europe to the US rose to 800,000 barrels per day, almost twice the usual level after Hess said it was shutting down a refinery in New Jersey that concentrates on petrol production. They have since slowed, but are expected to be ramped up as the US goes into the so-called driving season in April when motorists take to the roads and petrol consumption rises.

## European market – more prone to price spikes

European supply has also been cut after the closure of refineries such as Coryton in Essex, which never reopened after its owner Petroplus was declared insolvent in 2012 and operations were run down last May. The closure of other

## REFINERS IN EUROPE WILL ALWAYS SELL THEIR PRODUCT TO THE MOST PROFITABLE OUTLETS

Petroplus refineries in Europe has lengthened the supply chain from refinery to pump, leaving the market more prone to price spikes in the event of unexpected refinery shutdowns for technical reasons.

Refiners in Europe will always sell their product to the most profitable outlets and shortages in the US could spell higher costs for UK motorists. British consumers are already suffering the adverse effects of a weak pound as international oil markets are priced in US dollars.

Ironically, the prices may be due to rise just as gasoline demand on both sides of the Atlantic is falling. In the UK, February government data showed that petrol

consumption had fallen to the lowest point in 23 years. Some of this could be explained by poor weather and increasingly efficient car engines, but UK motorists have been keeping discretionary driving to a minimum as prices rise despite freezes in fuel duty.

American refineries have little incentive to upgrade current refineries to improve their petrol yield on the east coast, as supply is expected to improve from the Gulf coast as pipelines are upgraded in the next two years. The US will also benefit from increasing shale production in the next decade, as the crude oil produced is unusually light and ideal for making petrol. But in the short term, the US will require increasing imports of petrol.

The US domestic car fleet runs almost exclusively on petrol with diesel used only in commercial vehicles. Americans also tend to drive gas-guzzlers like sports utility vehicles that are not particularly fuel-efficient.

Ultimately, the price of crude oil will play the biggest part in determining UK petrol pump prices, and prices nudged closer to historic highs of around \$144/bl for Brent crude futures seen in July 2008 before settling down at around \$110/bl. In 2008, a shortage of diesel was a major factor in escalating crude oil prices; in 2013 petrol may well be the decisive price driver.



READ THE ARGUS ARTICLE *THE PRICE OF STABILITY – A YEAR IN THE OIL MARKET* IN THE 2013 FUEL OIL NEWS YEARBOOK AND DIRECTORY. DROP BY THE FUEL OIL NEWS STAND (C40) AT FPS EXPO TO COLLECT A COPY.

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## **CODAS**

THE MODERN ART OF OIL DISTRIBUTION

# A LUBRICANTS PACKAGE THAT DELIVERS



WITH COST CUTTING TOP OF MANY A DISTRIBUTOR'S BUSINESS AGENDA, FUEL OIL NEWS ASKS ARE THERE ANY OPPORTUNITIES AVAILABLE TO INCREASE PROFIT?

Speaking to Euro Oils directors, Lee Burgess and Ian Appleton, the answer is an emphatic "yes". Just four years ago, the pair acquired this Midlands-based lubricants blender and manufacturer. Having grown the business by 400%, Euro Oils customers are sharing in the company's success.

## Our lubricant, your brand

Private label branding in the UK has grown substantially as major oil and lubricant brands have retrenched.

Euro Oils is different from other lubricants manufacturers, in that it produces lubricants solely for its customers. Working with Euro Oils allows your company to build its own brand equity with a quality UK manufactured product bearing your name. Not having its own brand, Euro Oils will never be in competition with yours. Euro Oils acts as your silent partner – never divulging its suppliers nor its customers.

*"We launched our own brand of engine oil after becoming disheartened with the service and margins offered by our existing suppliers. As a small wholesaler/distributor we weren't taken seriously by many of the other companies that we approached. Euro Oils came across as far more on the ball, and I was confident that they could deliver what I wanted."*

## Professional and profitable

Benchmarking itself against the global leaders in lubricants, recent investment has vastly improved the image, quality and presentation of packaging. "When our customer's brand packs a punch on the shelf, it's definitely in everyone's interests," said Ian. "Professional packaging that really stands out certainly helps increase sales."

Considerable investment in the company's capacity, capability and people has seen new laboratory testing equipment, a state of the art label printer, new filling lines plus more graduate recruitment and staff training.

*"For the first time in over 7 years of wholesaling other brand engine oils we can finally see profits in small pack engine oil. Previously our oil brands had acted as a door opener and we would be reliant on*



Lee Burgess (l) and Ian Appleton

*pushing wiper blades, car mats and seat covers to try and earn some profit. Sales are going very strong; the independent motor factor shops and a couple of larger distributors have been very receptive to our branding and packaging."*

"We've added more to our offering," said Lee. "Having reduced the complexity around the sale of lubricants, there are now less barriers to entry for smaller players. Synthetic oils have risen in prominence and there's been a move away from barrels to the production of smaller pack sizes and multiple packs. Large or small – all customers can build a brand with a strong image in the automotive and agricultural markets, and make a good profit."

With threats of negative interest, rather than leave £30,000 in the bank doing nothing, one Euro Oil customer spends the money on lubricants; in six weeks he can make a £10,000 profit.

With the minimum order being just a pallet, entering the own brand lubricants market may be easier than you think. Taking a flexible approach, Euro Oils encourages customers to regard its blending plant as their own. "Simply tell us what you want," said Lee.



A filling line at Euro Oils – the Midlands based manufacturer produces lubrication solely for customers

*"A partnership with Euro Oils was very much part of our company strategy. We felt that developing our own brand products for our retail network would give us a competitive edge. On a more personal level I have known Lee for many years and knew that I could rely on him to deliver a package that would effectively suit our business needs."*

Having upgraded its facilities for the benefit of customers, Euro Oils has upgraded itself with a brand new logo designed to reflect the company's growing customer base in the Middle East. Check out the new logo and brand new website at [www.euro-oils.com](http://www.euro-oils.com).

**Could this silent non-competing partner give your business a competitive edge? To find out more, please call Lee on 01527 502252.**



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- Touchstar 'In Cab Computer' interface
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# TAKING ACTION IN IRELAND

BEING PROACTIVE RATHER THAN REACTIVE WAS ONE OF THE REALLY STRONG MESSAGES CONVEYED TO AN AUDIENCE OF OVER 60 FUEL OIL DISTRIBUTION STAFF WHO ATTENDED LAST MONTH'S FUEL OIL NEWS DISTRIBUTOR DEBATE IN NORTHERN IRELAND, WRITES IRISH CORRESPONDENT, AINE FAHERTY

Distributors from north and south of Ireland attended the event in Templepatrick, where much emphasis was placed on the promotion of oil as a viable, trustworthy and efficient fuel and heating solution.

"Everyone needs to make a concerted effort to push oil and to improve the view people have of the industry," said Mark Askew, chief executive of the Federation of Petroleum Suppliers and first speaker. Highlighting the very important role drivers have as the industry's PR men, a view endorsed by David Meekin of Meekin Fuels, Mark said: "We must carry the right message and the right image to the consumer by way of proper and up-to-date driver training."

Although oil has undergone a long period of instability over the last eight years, BP's Angus Fraser assured delegates that, despite exiting refining, the oil major remains committed to the Northern Ireland market. Stressing the importance of strong, long-term relationships, he said BP strove to pass on the best possible price to customers and that high quality products and a reliable source of supply – even when stock is low – remained the company's invaluable strengths.

"Most people hate to change software," said Fuelsoft's David Kingsman. "Thinking it's a case of the better the devil you know. However, putting up with short term pain to change systems and learn new work practices, could reap rewards long term. A well-rounded integrated system links telephone and computer, meaning orders can be taken and monitored more easily and backed up by a 3D secure website for payments.

In feedback, many attendees found the fuel quality presentation given by chemist Julia Mansfield of Fuel Science Additive Technologies provided great insight into reasons behind fuel's variable quality. An issue of particular relevance to Ireland, which imports 80% of its fuel requirements, and where the closure of Whitegate, the country's only refinery, is expected in the near future.

Initially painting a dim picture for the home heating oil distributor, David Blevings, Northern Ireland Oil Federation said average profit for such a business was less than 2% of turnover. In March 2009, 900 litres of kerosene was £300 cheaper than it is today; add this to the fact that solid fuel and gas are considerably cheaper and "it's easy to see why people are choosing to go elsewhere," he said.

Remedy – show your customer you're here to help – a condensing oil boiler could save 20% on fuel costs – form a partnership with an oil installer and offer a fixed contract and a budget plan. "A customer upgrading to a modern condensing boiler will be a customer for another 20 years."



Steven Finnegan, Lisburn Fuels

John Watters, Reynolds Logistics



Albert Gilpin, Belfast & Down

Kevin Patterson, Maxol



Angus Fraser, BP

Pat O'Neill, EMO Oil



Carol Gates, Carlisle Fuels

Linda Farrow, Fuel Oil News



Andrew Steenson, WR Kennedy

Stewart Rainey, Kelly Fuels



Brian and Roy Kennedy, Kennedy Fuels



James Carson, Knockbracken Fuels

Jane Hughes, Fuel Oil News

Paul Hylands, Hylands Fuels



David Meekin, Meekin Fuels

Hugh Nicholl, Nicholl Fuel Oils

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...improving fuel quality

## 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 Anti-Wax Additive

Exocet Anti-Wax is formulated to improve the cold flow and handling properties of diesel and gas oil.

- Boosts the fuel's resistance to waxing
- Allows operation at colder temperatures than fuel specification
- Inhibits the formulation of wax crystals
- Reduces the potential for filter plugging
- Works with maximum allowable FAME contents



## Exocet Fuel Store & Fuel Store Plus

Specially formulated to protect fuels and fuel systems where fuel is stored for long periods and/or associated equipment is used infrequently.

- Contains a high dose of antioxidant (anti-ageing) component
- Delays discolouration, gum/solids formation
- Maintains the fuel's ignition quality
- Extends shelf life of B7 fuels to > 12 months
- Contains a fuel soluble biocide at a maintenance dose
- Reduces the potential for microbial growth during downtime
- Has corrosion inhibition properties
- Reduces the potential for filter plugging
- Proven on 100% FAME



## Exocet Premium Heating Oil

Proven kerosene upgrade additive for pressure jet boilers.

- Reduces deposit build-up on nozzles and heat exchangers
- Slows fuel ageing
- Improves system efficiency
- Inhibits tank and pipework corrosion
- Reduces gumming, discolouration and deposition of stored fuel
- Neutralises or replaces fuel odour (fragranced version)



## 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 Smartstart

Booster additive for gas oil and diesel. Improves:

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



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# ARE YOU IN THE SOCIAL NETWORK?

IN 2011 WHEN SOCIAL MEDIA WAS VERY MUCH IN ITS INFANCY FOR THE DISTRIBUTOR MARKET, FUEL OIL NEWS DID FIND A FEW BUSINESSES ALREADY USING IT TO THEIR ADVANTAGE. TWO YEARS ON, LIZ BOARDMAN GIVES AN UPDATE ON SOCIAL MEDIA USE – THE POSITIVES AND THE DRAWBACKS

Although an increasing number of companies are now choosing social media to promote products and communicate with customers, less than half of the UK's top 20 distributors are actively participating.

Facebook, LinkedIn, Twitter and YouTube remain the most popular sites although Cornish distributor, **Mitchell & Webber** is also using StumbleUpon, Google Plus Digg, Reddit, Bebo and Delicious.

## Why use social media?

Peter McGarr, managing director of Tempero, a social media management company whose clients include Manchester United and the BBC, believes that using social media to communicate with consumers will be "the new basic level of response expected" from organisations by 2014.

"Businesses ignoring customers on social media will continue to become increasingly rare. A customer service strategy on social media needs to be implemented urgently if businesses do not want to be left in the wake of their competitors."

## Building brand awareness

Merseyside-based **Standard Fuels** set up Facebook and Twitter accounts last year and recently launched a new website. "We decided to include social media as a key part of our marketing strategy," explains Nick Goodwin. "It has the potential to generate a percentage of business and it's important for us to keep up with the latest trends and new ways to communicate with customers. We believe social networking will increase our online presence, which in turn should increase our customer base and brand awareness."

"Social media is all about building brand awareness and expanding our customer reach, says the **WP Group**'s marketing coordinator, Harriet Phillips "Dubbed the way of the future, we view social media as a must for any customer facing organisation." As a key part of its market strategy, the company uses Facebook and Twitter to target specific market sectors quickly, monitor competition, increase search engine optimisation and promote its careers page.

For **Adler and Allan**: "Social media is a way of driving traffic to our website, where there's a huge amount of company information and numerous calls to action," says group marketing manager, Alan Scrafton. In addition to using Facebook, LinkedIn and Twitter, the company currently has 10 professional videos on YouTube. "It's also a great way to interact with specific groups in different industries and share your news and best practice," he adds.

## Engaging customers

With 230 Facebook and 50 Twitter followers, **Rix** marketing manager James Brook believes that social media allows the company to engage with its customers on a more personal level. "It's a much softer approach and allows us to promote our brand and our values rather than just a product/service sell. As a long established business it also allows us to promote our heritage. We can also inform people of breaking news much quicker."

**Fairbanks'** business sales coordinator, Adam Lunt shares this opinion: "It's a fantastic way to get your message out quickly. Our Facebook page is a great way of showing off the brilliant work our staff do for charity, as well as detailing trade events we're attending. YouTube offers us the simplest way to explain our service and display the wonderful things our customers have been kind enough to say about us on film."

Yorkshire-based **Craggs Energy** uses both Facebook and Twitter. Marketing manager, Ben Duckworth explains why: "It helps us to engage with our customers in a really personal way. Being part of the community in which we operate is incredibly important to us."

One company which has recently embraced social media is **Jones Oil**. The Irish company is using sites such as Facebook to inform its customers of new developments and offers. A spokesperson for the company said: "This is all new to us, but it seems to be the way forward."

## Early days

It is also early days for **Barton Petroleum**, which has just started using Twitter and Facebook. Managing director, Richard Burton shared his learning points. "You need a clearly defined strategy which regulates and defines your output. We're trying to promote positive

and helpful content that may be of use to our customers.

"All content should be professional and handled by someone who knows what they're doing. It's also essential to monitor tweets and respond quickly to any potential negative postings."

## The drawbacks

"Tools such as Facebook and Twitter are empowering, giving a more audible voice to the man on the street than ever before," observes Tempero's Peter McGarr. "Customer complaints are quickly flagged up and negative comments can spread infinitely more quickly than in the days of word-of-mouth moans. More than ever, complaints can quickly spread and reverberate through the web, causing real damage to brands.

Alan Scrafton adds: "The downside of social media is that you can't control what other people say. There are some very public discussions on Twitter and subjects could be raised on which we as a company would not want to comment."

James Brook agrees: "Social media can do as much harm as good if not monitored correctly. Information can spread virally amongst users and companies can lose control."

Eddie Johnson from Hat Trick Media, **Chandlers'** in-house media company, raised an interesting point: "The main pitfall is how much time can be lost to social media. Maintaining an active social media presence requires a lot of time – it's a conversation and as such you simply can't dip in and out of it. There's much to gain from it, but if the cost to manage such activity reaches a certain point, it may be more effective to use more traditional means."

This was something also flagged up by the WP Group. "Social media interaction can consume and demand a large portion of a company's time resources," said Harriet Phillips. She also warned against the very real dangers of fraud and impersonality. "The audience will quickly disengage if they feel they're being mass targeted with automated messages."

**What is your company's experience of social media? Fuel Oil News welcomes your comments. Email [liz@fueloilnews.co.uk](mailto:liz@fueloilnews.co.uk)**

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## GROWING FAST

WITH A STRONG RESEARCH BACKGROUND IN BOTH A MAJOR OIL COMPANY AND A COUPLE OF LARGE CHEMICAL CONCERNS, BOB HALL FOUNDED FUEL ADDITIVE SCIENCE TECHNOLOGIES (FAST) IN JULY 2005

Having the original intention of developing technically superior off the shelf automotive products offering 90% technology and 10% marketing (rather than the other way round); with a small marketing budget and the need to buy shelf space in key outlets, the concept was proving difficult.

However, that autumn, Bob was approached by Mark Haselden, then with CPL Petroleum, about the development of a premium heating oil with added fragrance. Also expressing interest in premium kerosene were James Spencer, then at Bayfords, which went on to launch the new product at nine depots over 7 working days, and Neil Donald, then owner of Southern Counties.

Up to this point, being a diesel and a gasoline man, Bob had never looked at kerosene. Research found much useful evidence in the bigger heating markets of France, Germany, the north east USA and Scandinavia which led to FAST's premium product for pressure jet boilers. Then as problems with AGAs proliferated, the timing was perfect to develop a product for this market too.

Whilst the chemistry was relatively straightforward, finding a company to produce bottles in the desired quantities was a challenge. A Norwich-based company now produces 200, 100 and 50ml bottles for which FAST owns the tooling.

### Staff additions

Although by 2008 FAST had found its niche, it was still very much a cottage industry with a staff of two consisting of Bob and his partner,,

SallyAnn as company secretary. Bob did all the formulations, bottling and labeling, even going out in a van to make sales.

Enter Charles Southan. Despite a background in selling women's underwear, Charles proved to be a first class relationship builder; Bob credits him with being largely instrumental in growing the business across the UK. Charles' arrival coincided with the need to desulphurise fuel which put huge demands on refineries, resulting in more kerosene being imported with inherent quality issues.

In October 2009, Charles was joined by Tim Carlon. Both recruits had come via the Golden Ball in Ironbridge, a popular watering hole of Bob's. Sales to agricultural and marine markets are covered by Jane Murdock. By April 2010, FAST had 8 employees and when managing director Neil Ryding arrived that July, Bob took up the position of chairman. Working with Shropshire County Council, FAST now offers work placements to young people, some of whom are now in full time positions. In December 2011, chemist Julia Mansfield joined the team.

### The right product at the right time

Again in 2011, FAST developed the right product at the right time when the gas oil standard changed and off-road diesel saw a massive reduction in sulphur. With off road vehicles calibrated on white diesel, an additive was needed to bring red diesel up to the DERV specification.

FAST's number one product is



Neil Ryding, Bob Hall and Julia Mansfield

still its kerosene additive, now used by over 90% of the fuel distributor market. Its gas oil additive is in second place, followed by Diesel Supreme, a premium additive used by hauliers. Power Restorer, a service tool for agricultural/diesel servicing workshops, which cleans out deposits in the injectors, comes next. Recent cold winters have seen sales of anti-waxing products rise considerably whilst poor housekeeping exposure led to a peak in anti-bug sales in 2011.

To test the performance of its additives, there are two boilers and an AGA which also keeps FAST's Shropshire premises warm and is the focus for a Friday feed up when staff take turns to cook lunch. Agricultural additives have been independently tested by a Lincolnshire-based agricultural machinery dealership.

When a customer has fuel problems, FAST offers a special customer service taking in samples for test and providing an answer.

### What's next for FAST?

This month Julia, who produced a fuel quality report last year, will be joined in the laboratory by a new recruit whilst significant investment is being made in the laboratory itself. "The fuel quality report was

a real milestone; we went to fuel producers, shook the tree and got factual information rather than the usual fuel hearsay. The perception is that nothing changes in fuel, but believe me it does," said Julia.

The next generation of heating oil additive with a patent pending is FASTFlame, which provides improved boiler efficiency even on new equipment.

FAST recently expanded into Ireland where Jeff Murrells is in charge. "Whilst this market has huge potential, economic woes have made all fuels price sensitive and premiums, whilst beneficial, can put people off," said Neil. FAST has also received supply enquiries from Europe.

Attendance at regional shows has led to 'a massive increase' in recognition of its own Exocet brand. Getting together with a number of agricultural equipment suppliers and fuel distributors to help educate customers about how to store and look after fuel has paid dividends.

"We've come a long way but we're still a small company with multi-skilled staff willing to turn their hand to anything. I always tell people that if they come to work here they leave their ego at the door," said Bob.

# JAMES SMITH – A MAN FOR ALL SEASONS

IN 1977, JAMES SMITH FOUNDED FUEL OIL NEWS (THEN TITLED NATIONAL FUEL OIL DISTRIBUTOR). A MAN WITH AN INCISIVE WIT, HE WAS A JOURNALIST WITH FAMILY ROOTS IN THE ENERGY INDUSTRY. HAVING STARTED KNUTSFORD OIL, HE SPOTTED A GAP IN THE INDUSTRY'S COMMUNICATION CHANNEL GIVING RISE TO THIS TRADE MAGAZINE WHICH, IN NOVEMBER, WILL HAVE BEEN PUBLISHED EVERY MONTH FOR 36 YEARS

In tribute to James, I started with the very first volume of Fuel Oil News (1977-8) intending to progress through a decade or so of the early years to elicit examples of his foresight and wit; I never got past that first volume.

Energy efficiency, wind farms, solar power, heat pumps, biomass, electric vehicles – you could be forgiven for thinking that these are new topics for today's Fuel Oil News but no, James wrote about all in the first year of Fuel Oil News.

That first volume – littered with now departed names – Appleyard, Economac, Dixons Fuels, Eastern Counties Farmers, Chartermoor Petroleum, Freedom Petroleum, Fox Petroleum, Fenland Fuels – was written in an era of 'rock bottom' prices; in a cold snap, Scottish distributors reported 'brisk trade' when charging a 'high' 8.44 pence for kerosene. Trade was 'extremely slow'; money was tight, people were 'not buying until they'd run out, and even then, they were only buying in small amounts'. In the USA such was the dearth of business that oil distributors were installing solar heating systems for customers.

Although keen for distributors to experiment and diversify, James wrote: 'Whatever the radiation prospects in the admittedly sunless world of England, they can never be good enough to even pay off the capital funding of the installation in most circumstances'

Trying to gather all together, NODA (the National Oil Distributors Association) was struggling to get off the ground, the £150 joining fee being 'too steep'. This was a UK full of 'bureaucratic nonsenses' with a 10% cap on wages and a Save It energy efficiency campaign which James said distributors would ignore 'at their peril'.

From being half the price of gas, heating oil had 'lost its competitive edge' as the North Sea produced our natural gas. The survival of the small distributor was in question due to 'heavy

**"Undoubtedly the whole oil distribution business is on the threshold of a metamorphosis – it will be the enterprising independent, who is prepared to swim faster and in more exciting currents, that will survive and ultimately make vastly greater profits"**

**"at least fifteen ADs have been gobbled up by a mini-major – the weak and the isolated are being pulled down and destroyed, one by one"**

**"distributors have nothing to be ashamed about – a little bit of shouting from the rooftops never did anybody any harm"**

**"Anyone quoting rock bottom figures in print must be naïve to say the least"**

**"When it comes to competition, the oil industry market has not been for the person with a squeamish stomach"**



Never stuck for words – James Smith 1925 – 2013

future capital costs fuelled by inflation and pressure on cash flow.'

BP was warning that the country 'cannot go on indefinitely relying on the large international oil companies to subsidise a loss making situation in downstream Europe'. The majors were in and out of the 30,000 forecourts with 'varying degrees of failure' where 'it didn't take long for Burmah Warmlife to become a rather cold corpse' commented James.

He likened the 'strait-jacket' treatment of authorised distributors to 'Spartan babes laid out on the mountainsides at birth, if they survived, they were thought tough enough to represent the race.' Cut throat competition tactics proliferated –

*"It's almost like an epidemic with previously unaffected dealers joining the lemming-like, cut throat marketing pilgrimage to God knows where!*

*'When products are similar, as they are in the oil industry, it seems fairly logical to anyone with a modicum of sense, that the area to lay the emphasis is upon marketing and service.'*

Always willing to call a spade a shovel, when a general strike threatened the start of 1979, James reminded readers that strikes were rooted 'in the background of workers not having enough to eat or having to endure intolerable working conditions. It is no longer a question of basic needs of existence being satisfied but all the fringe benefits foreign holidays, cars, colour television sets and so on'

Reaching the end of that first volume, another strike was looming – unless the majors made an acceptable pay offer – and the emerging Federation of Petroleum Suppliers was looking for '50 firms to subscriber £25 each to launch the new national organisation'.

Celebrating its first birthday in November 1978, James sent 'a very sincere thank you to readers and advertisers for their understanding and support.'

For everyone left on the fuel merry go round including 'the enterprising independent distributor' whose future he predicted would be – 'less secure, more demanding – but very much more entertaining', James said he would 'always keep the columns of this publication open to everyone's news and views.' A view strongly endorsed by this editor.



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## ARE DISTRIBUTORS DOING ENOUGH TO HELP VULNERABLE CUSTOMERS?

A RECENT REPORT BY THE FUEL POVERTY ACTION GROUP HAS CALLED ON FUEL OIL DISTRIBUTORS TO ESTABLISH A PRIORITY REGISTER\* FOR VULNERABLE CUSTOMERS



Helping out Apollo Fuels customers in the snowy weather is this 4x4 Mercedes all terrain tanker. Built by Road Tankers Northern, the vehicle features a two compartment 2500 litre aluminium tank with Gardner Denver Drum bottom loading manifold and electronic meter system

### James Owen, S Owen and Sons, Shropshire

"We've noticed that many of our customers are ordering smaller quantities of oil as they're struggling to pay for larger deliveries. We do have a lot of elderly customers who prefer to pay cash on delivery and we're happy to accommodate them. Although we don't advertise this fact, if a customer were to come to us and ask for £100 or £200 worth of fuel, we would do it as it spreads the cost for them and also means that we get paid on time."

### Kevin Bennetts, Consols Oils, Cornwall

"We always keep an eye open for vulnerable customers potentially in fuel poverty and do as much as we can to assist them which may, on occasions, mean a relaxation of very tight credit terms to accommodate them. We also actively encourage cash-strapped customers who are able, to come to the yard with four or

five cans and fill them at a sensible price so that they purchase fuel in bite size chunks rather than incur a much larger bill for a bulk delivery that overwhelms their budget. As a result kerosene sales from the yard have increased considerably."

### John Cooper, Stevenage Oils, Hertfordshire

"As a smaller company we have a long relationship history with many of our customers, particularly our older and more vulnerable ones and we do try to be as flexible as we can with them."

### John Roberts, White Rose Fuels, Yorkshire

"Whilst we don't have anything specific in place for our more vulnerable customers, we do offer all of our customers the option to spread payments across the year, using our budget payment plan. We've also done the

odd emergency delivery for our longer standing, more vulnerable customers. We have one or two nursing homes on our books; they're extremely loyal customers and we would always endeavour to get out to them quickly if the need arose."

**\*CHECK OUT THE OPINION OF MARK ASKEW, CHIEF EXECUTIVE OF THE FEDERATION OF PETROLEUM SUPPLIERS, IN THE IDENTIFYING VULNERABLE CUSTOMERS ARTICLE AT WWW.FUELOILNEWS.CO.UK**

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# KEY PRODUCTS

# FOR 2013



**26** Tanker & Depot

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**Alpeco** has supplied and installed a new bottom loading skid at County Oils' Runcorn depot.

The new three-arm skid loads at 900lpm via bottom or top loading arms. A Contrec 1010 register monitors and controls simultaneous loading of up to three loading arms. The installation was undertaken by Penrose Control Systems and Industrial Pipe Work Services, Alpeco's preferred contractors. Neil Musgrave, County Oils' managing director said: "Alpeco's speed and efficiency meant our site was only out of action for two and a half days."

Alpeco also provided a total vehicle and depot solution by equipping two of the County Group's new tankers with bottom loading systems and TE550 electronic metering equipment. See below. [www.alpeco.co.uk](http://www.alpeco.co.uk)



Alpeco – speed and efficiency at County Oils' Runcorn depot

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With a big reduction in the number of new tankers produced last year, manufacturers and ancillary equipment suppliers are increasingly turning to niche markets.

Bespoke liquid loading/dispensing systems attracted Alpeco's attention. The company now has a unit with a small demountable electric pump and meter system available for depots, harbours and trucks.

Designed to be carried in a van or pick-up truck with an IBC or small storage tank, the unit is ideal for conducting small fuel deliveries to plant equipment such as generators, or for sites with difficult access where it may not be practical or cost efficient to send a tanker.



The demountable system is ideal for conducting small fuel deliveries

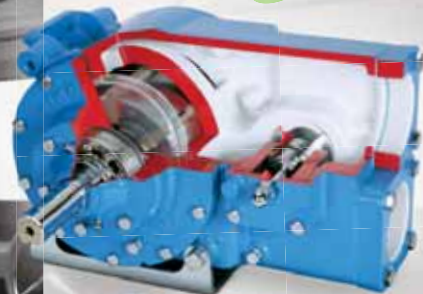


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A flow meter from CTS' ATEX certified dispensing equipment

In preparation for Euro 6 standards, **Centre Tank Services (CTS)** has expanded its range of AdBlue equipment. For the growing agricultural AdBlue market, a portable battery powered kit for mobile refuelling is now available. An AdBlue car dispenser is also being introduced to cater for the servicing of luxury cars now using urea.

The recent launch of the Piusi EX50 ATEX approved pump, took CTS into the market for flammable liquids. This kick-started what is now an entire range of ATEX certified dispensing equipment, including a complete drum pumping kit, flow meter, nozzle, hose and filter. See page 30. [www.centretank.com](http://www.centretank.com)


Merseyside-based **Dantec** manufactures composite hose for the transfer of petrol, oil products, chemicals and liquefied gases. Managing director, John Laidlaw said: "We've have seen an increase in sales to the APAC region and have doubled sales to the Middle East." The company recently held its first ever distributor conference, bringing together agents from Asia and the Middle East at the British Embassy in Singapore. [www.dantec.com](http://www.dantec.com)



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Dixon's **NEW** FloTech Plug and Play wiring system has been developed to significantly reduce the installation time of the tanker mounted probes and sockets.

The overfill prevention system provides a pre-made wiring harness that simply connects to each of the probes and sockets by way of suitable environmentally protected connectors. With this system, there is no need to strip wires and make crimp connections, ensuring faster installation and eliminating connection errors. [www.dixoneurope.co.uk](http://www.dixoneurope.co.uk)



New for 2013 – the Plug and Play system from Dixon

Econoprint is offering a **FREE** three-month economail email package to tie in with customers marketing, website and order processes. With 20 years experience working with fuel distributors across the UK and Ireland, Econoprint has gained extensive knowledge of how a distributor operates and what they require to maintain a successful operation in terms of printed documents and marketing collateral.

With websites playing an important promotional role as well as sales capture, the company's website solutions enable distributors to not only sell their entire offerings online, but also to manage repeat orders, increase loyalty and improve efficiency.

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

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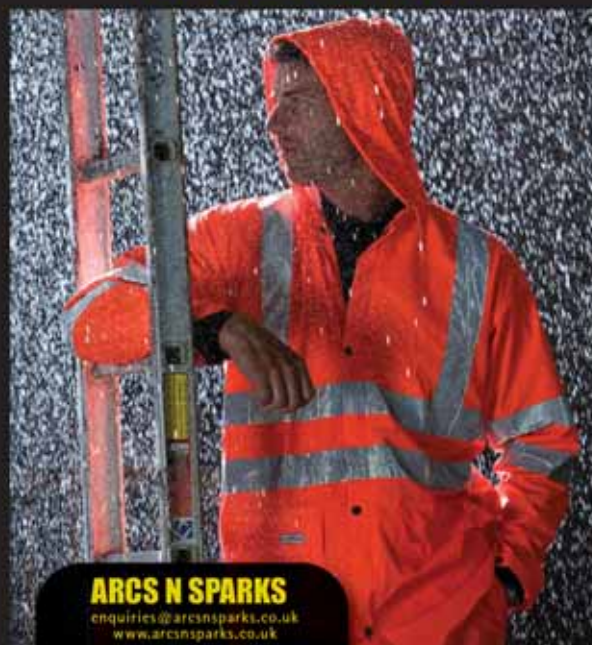


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Eliminating human error with DataPlus MKII from Emco Wheaton  
Crown driver Glynn Mitchell gets to grips with DataPlus – see page 8 February Fuel Oil News

**Emco Wheaton** has released the latest version of its DataPlus electronic metering system.

DataPlus MKII automatically receives delivery information from the back office system to a cab mounted touch screen PC. This eliminates human error by providing everything from the delivery location to the amount of fuel to be delivered. A navigation system and reversing camera monitor are also provided.

Now manufactured in Emco Wheaton's Margate facility, the Todo range of couplings is also proving popular. [www.emcowheaton.com](http://www.emcowheaton.com)

Over 1500 Shell forecourts across 14 countries use wetstock solutions from **Fairbanks**. Services include statistical inventory reconciliation, intelligent web reporting and real-time data collection and analysis using the Fairbanks ibank device.

The company has been rolling out its solutions to Shell since September 2012. Data is recorded and relayed to Fairbanks' offices where a team of analysts can identify and resolve issues such as underground pipe and tank leaks, pump faults and fuel theft. To date the ibank has been fitted in over 400 Shell UK sites with an additional 1500 sites due to go live this year. [www.fairbanks.co.uk](http://www.fairbanks.co.uk)



Fairbanks services and reports 'inspired by conversations with customers' says Gareth Jenkins, business account manager

The FS9001 portable oil and fuel cleanliness monitor from **Filtertechnik** is a self-contained system, complete with integral pump and governed flow rate.

Whether onsite or in the laboratory, the monitor provides instant cleanliness readings, allowing users to fully understand the condition of fuels. Powerful trending software ensures that data is displayed in graphical format for real-time trend analysis.

"The FS9001 is the most cost effective oil and fuel cleanliness monitor on the market," says marketing manager, Alison Witham. "One of our star products, it's the ultimate tool for the tanker and depot industry." See page 36.

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

Filtertechnik's FS9001 monitor – the ultimate tool for tanker and depot



FAST products – for domestic, agricultural, construction and transport markets



**Fuel Additive Science Technologies (FAST)** formulates, blends and distributes concentrated fuel additive products for use in kerosene, gas oil, diesel and petrol. “Our products have become synonymous with good practice in domestic applications, notably for pressure jet boiler and range cooker applications,” says managing director, Neil Ryding.

The FAST gas oil and DERV upgrade and problem solver products have widespread use in the agricultural and construction markets and are increasingly used by road hauliers. “Whilst we adopt a *no new molecules* philosophy in order to eliminate field problems, we’re always looking to adapt products to incorporate best-in-class raw materials with recognised performance, and new formulations are being evaluated continually,” added Neil.

FAST also offers a fuel quality advisory and fuel testing service and is always willing to discuss bespoke fuel additive applications. See pages 18 and 21. [www.fastexocet.co.uk](http://www.fastexocet.co.uk)



**Hytek** supplies a wide range of products for the handling of fuels and lubricants, all featured in its recently updated 257-page product catalogue.

Whether for the storage, transfer or dispensation of fuels and lubricants, the company supplies products from world-renowned equipment manufacturers alongside its own Hytek engineered products. AdBlue equipment, fuel hygiene products, alarms, tank gauges and pumps are just a few of the company’s offerings, all of which are in stock for fast delivery. [www.hytekgb.com](http://www.hytekgb.com)

**Products for fuels and lubricants handling can be found in the updated Hytek catalogue**

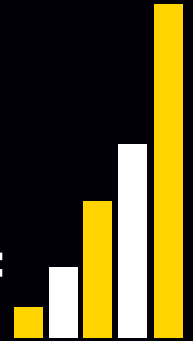
**Lateu Logistics** was established to fulfil a gap in the market for the energy and chemical sectors. With a broad background in the transport, logistics and supply chain markets, as well as experience in engineering, manufacturing, and business development, Lateu Logistics can undertake impartial consultancy and deliver multi-layered solutions for its clients, increasing efficiency, reducing costs and delivering effective results. Rethinking your logistics? See page 45.

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



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IFC recently installed new equipment at Pace Fuelcare's Ipswich depot

IFC Inflow has launched its first full colour product catalogue. With over 50 pages divided into 6 easy to read sections – loading arms, skids, safe access folding stairs, safe fixed access, meters and pumps and couplers and adapters. With product descriptions, codes and images, the catalogue is easy to navigate.

Operations director, Kiran Shaw, said: "This catalogue gives our customers the information to help them choose the right products, which in turn enables us to offer the best service, fast production and on time installation."

The catalogue comes in a conventional printed form and in digital format. See page 29. [www.inflow.co.uk](http://www.inflow.co.uk)



The new IFC Inflow catalogue



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Liquip's RM 140E earth overfill monitor now has the SIL 2 rating. Additionally the monitor meets IECEX, ATEX, FM, API RP1004 and EN13922 regulations and will function with all probes designed to EN13922

"With close to 200 units now installed in the UK, our monitor is appreciated for its robust and reliable design, meeting customers' demands for a cost effective solution to earth and overfill," says managing director, Mike Green. The monitor provides a clear indication of earth at all times via a separate high visibility blue indicator light. The company also holds spare parts in stock for immediate delivery.

Liquip offers loading arms and metering systems as well as additive injection systems for depots and terminals. See below.

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



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**Mechtronic** has recruited four new service engineers bringing the company's total to nine. A fleet of new transit vans with racking systems and compact meter proving rigs have also been acquired, reflecting a significant investment in Mechtronic's in field presence.

The company continues to promote its StockSmart tracking and data transfer system and VisiLevel gauging system, which provides product security, contamination avoidance and driver safety. [www.mechtronic.ltd.uk](http://www.mechtronic.ltd.uk)



**Mechtronic has four new service engineers**

**MHT Technology** has a **NEW** movement detection application for its VTW tank gauging software. Designed specifically for smaller depots, this feature enables operators to identify reasons for unexpected level changes, as well as automatically capturing product movements. It also provides a report containing the date/time that the movement occurred, the start/finish conditions and the transferred quantities.

Also available from MHT is SmartTAS, a Windows-based total depot stock management system, which interfaces with VTW. SmartTAS can integrate both new and existing access control and rack loading equipment to provide a cost effective, fully integrated, inventory and operations monitoring system. See page 40. [www.mht-technology.co.uk](http://www.mht-technology.co.uk)

Pumping specialists, **Michael Smith Engineers** has introduced a **NEW** rechargeable drum pump motor. The S6 12-volt lithium ion cordless motor, developed by Finish Thompson, fits all EF pump tubes, is versatile, economical and extremely portable.

The cordless design makes it easy to transfer fluids virtually anywhere, whilst the unit itself has a solid-state electronic control circuit that monitors all aspects of the motor and battery pack to ensure reliable operation and long-life. The S6 is ideal for transferring fluids from drums, barrels and carboys where a power supply is not available, is too distant from the point of pumping, or for remote locations.

[www.michael-smith-engineers.co.uk](http://www.michael-smith-engineers.co.uk)

**Precision Polymer Engineering (PPE)**, manufacturers of high performance moulded elastomer seals, has appointed a new distribution manager for its Europe, Middle East and Africa sales territories. Sales professional, Stuart Campton joined in January, having previously worked for companies such as Freudenberg Sealing Technologies, and RE Components. [www.prepol.com](http://www.prepol.com)



**Stuart Campton, PPE's new distribution manager**

**Project Design Engineers (PDE)** specialises in the design and project management of oil storage and distribution projects. With a team of 50 engineers and designers, PDE has been operating for more than 21 years.

The company's experience includes designing and developing facilities for petroleum products including petrol, middle distillates, fuel oil and bitumen. This covers fuel importation, storage, fuel handling and blending, as well as discharge by road, rail, pipeline and ship. Services cover three broad areas – design only, design and project management or design and build. [www.pde.co.uk](http://www.pde.co.uk)



**A PDE project for LSS in Derry**

**Proviz** is currently the only company to use electroluminescent technology in its range of high visibility products. Electroluminescent technologies have low power consumption and this, together with the thinness of the material,

means that it is an ideal addition to high visibility products. The light produced is uniform and visible from a great distance.

"Our aim was to provide a real solution for those in danger in poor light," said Anthony Langly-Smith, one of the company's founders.

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



**Electroluminescent technology from Proviz**

**Supply Plus** has recently introduced a 316 stainless steel fluid path for both wide-bodied and Catherine reels, which is proving very popular with AdBlue applications and other more corrosive products. The company plans to extend its range of Catherine reels – electric or hydraulic rewind, an air rewind option is in the final stages of development.

The Collins Youldon brand from Supply Plus has long been synonymous with high quality reels for the delivery of fuel oil, aviation fuel, LPG, lubricants and water. Manlifts, roll-over vents, a bulk fuel oil delivery nozzle and an earth bonding reel are also available.

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



**High quality Collins Youldon Catherine reels from Supply Plus**



Drivers get a bird's eye view with Brigade Smarteye

**Brigade Electronics** has recently launched its most intelligent camera monitor system yet. Powered by ASL360, Brigade Smarteye provides the driver with a bird's eye view of the vehicle for effortless manoeuvring.

Four ultra-wide angle cameras with 187° lenses eliminate vehicle blind spots to provide a 360° view in a single image. Intelligent software flattens the raw fisheye images and bespoke blending techniques stitch them together to provide a seamless view on the monitor. The stitch lines can be positioned to suit individual vehicles, providing the best visibility for critical blind spots at all heights.

[www.brigade-electronics.com](http://www.brigade-electronics.com)

The **NEW SA-FE** range from **Cobo** has been developed with stability, aerodynamics and fuel economy in mind. These low height ellipse profile tankers offer the lowest centre of gravity position in the marketplace, giving maximum safety and stability.

The design also includes an aerodynamic fairing to the front of the valance which, when coupled with the very low tare weight, offers fuel savings over conventional tankers. Early tests have shown savings of close to 3%.

The SA-FE range demonstrates Cobo's ongoing commitment to producing high quality, innovative and technically advanced tankers for the petroleum industry. See page 44.

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



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- Spare Parts



**Tasca Tankers Limited, Unit 5, Diamond Business Park, Thornes Moor Road, Wakefield, West Yorkshire WF2 8PT**



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 Mob: +44(0)7799 463636 Email: [sales@tascataners.ltd.uk](mailto:sales@tascataners.ltd.uk)



David at last year's FPS Expo with Terry Morgan of Cisternas Cobo, manufacturer of this Clugston tanker

Feldbinder has become one of Europe's leading manufacturers of quality silo and tank trailers, railway wagons and containers constructed from aluminum and stainless steel for the transport of liquids and powders.

Beginning with commercial vehicles for the chemical industry, the company now works with many industries including petroleum, food and construction. Since its foundation in 1975, Feldbinder's philosophy has been to produce the lightest vehicles with the maximum possible volumes which are top quality and have a long working life.

A Feldbinder vehicle is instantly recognisable with their external designs making an impact since inception. Innovation remains a key strategy both in optimising existing products and in developing new ones. Clients with their own logistic concepts have benefited from Feldbinder's ability to develop these ideas to provide an ideal and customised solution. See below. [www.feldbinder.com](http://www.feldbinder.com)



Feldbinder – top quality tankers with a long working life



**Feldbinder (UK)**  
Special Transport Systems

## Feldbinder presents new technology at FPS

Feldbinder UK Ltd will be exhibiting its exciting new AdBlue tank. Featuring an FFB patented AdBlue and chemical metering system which is approved to MID-05 legal for trade deliveries. This 30,000ltr stainless steel liquid tank semi-trailer features a fully automated control systems with remote data functionality and pneumatically driven hose reel all mounted inside a stainless steel operating cabinet.

Innovative design and patented technology ensure AdBlue deliveries are accurate, traceable and efficient.

Feldbinder will also present its 6 compartment spirit tanker with unbeatable tare weight of just 5180kg, including pump!

Both tankers come with high quality German engineering and design that ensure Feldbinder remains one of Europe's leading tanker manufacturers.

We look forward to welcoming you to our stand this year. Should you have any questions about these tankers, or any of our products, please contact FFB UK.

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Please visit us on Stand B11/12 at FPS Expo 2013, Harrogate International Centre, 17th - 18th April

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# Reynolds

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E: [info@ReynoldsLogistics.com](mailto:info@ReynoldsLogistics.com)

### Irish Office:

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2011 Orchard Avenue  
Citywest Business Campus  
Citywest  
Dublin 24  
Ireland

Tel: +353 1 424 2300  
Fax: +353 1 424 2391



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





Ready for immediate use – Haartz provides a range of new and young tankers

**Haartz Tankers** specialises in the sale and rental of tankers for the fuel sector. The company provides a range of new and young, high specification, rigid tankers and tanker trailers, all of which are ready for immediate use and suitable for petrol, diesel, biofuels, aviation fuel and ethanol.

Director, Tim Heaton, says: "In the current economic climate, we can help you to satisfy your customers' requirements with our rental option, negating the need for finance or board approval, which are often difficult to obtain when purchasing or leasing. Alternatively, if you are looking to buy a tanker, we regularly refresh our rental fleet and release ex-hire tankers for sale." See page 45. [www.haartztankerrental.co.uk](http://www.haartztankerrental.co.uk)

"2012 was a slow year for rigid fuel tank orders," says **Magyar's** UK sales manager, Graham Baker. "When fuel companies are busy we benefit; money seems to be banked at the moment. The few who dipped their toe in the water have created a feeding frenzy on prices; once prices come down, it's hard to get them back up again. But let's be positive, it's been quite cold over the last few months and long may it continue.

"Many fuel distributors will not only be looking at what needs replacing this year but also at those vehicles, now a year older, that were not replaced last year. Euro 6 trucks, which hit the road in 2014, will come with an extra cost attached.

"Sadly some tanker manufacturers didn't manage to make it through. And, it still won't be easy for those remaining – as prices stay the same, material and overhead costs are increasing and investment in new technology is still required." See page 46.

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



John and Robert Weedon from Mitchell & Webber by their Magyar-built tanker at FPS Expo 2012

**Navman Wireless** is the first telematics provider to offer a product suitable for use in vehicles transporting hazardous materials, meeting the health and safety requirements of category 3G of the ATEX directive.

The company's products are designed to give managers instant access to vehicle location and driver behaviour information and are proven to reduce fleet running costs, increase business productivity, enhance customer service and improve driver safety. Navman Wireless continues to lead the vehicle tracking evolution with its Online AVL technology and has recently reinvented driver performance monitoring with its Smart Telematics system.

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



Real time fleet monitoring from Navman Wireless

“Although order bookings for trucks rose during the fourth quarter of 2012, customers are hesitant about investing in new vehicles in view of the uncertain climate,” said Martin Lundstedt, **Scania**’s president and chief executive officer.

“There is a replacement need given the low truck deliveries in recent years. And the coming transition to Euro 6 may also provide some support to demand.

“Service sales are generally at a stable level with increased demand in several regions outside Europe. Looking ahead, there are good growth opportunities.”

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

As the industry experienced a decline in the demand for new build tankers, 2012 proved to be a very challenging albeit rewarding year for **Tasca Tankers**.

The company’s recent diversification into new areas such as aviation equipment, fully built aircraft refuelling units and inhouse and onsite tank testing, has however paid dividends. “This, coupled with the acquisition of Maidment in the early part of last year, strengthened our standing as a major UK manufacturer, substantially boosted our reduced fuel tanker business during 2012 and augers well for 2013, as hopefully demand for new fuel oil tankers increases,” said sales manager, Graham Hardcastle. See page 38.

[www.tascatankers.ltd.uk](http://www.tascatankers.ltd.uk)



A recently built 25,000 litre tanker for Crown Oil

## Investing in driver training



Eight new Scania trucks – representing the company’s latest investment in driver training

Scania Driver Training has invested in eight new trucks for its UK driver development fleet. Comprising four rigids and four articulated units, the new vehicles provide pupils with state-of-the-art equipment.

“Driver training is a key element and we constantly strive to improve and develop our service by investing in vehicles, instructors and the infrastructure which supports them,” says driver development manager, Mark Agnew. “This latest investment follows our securing of ongoing training agreements with a number of high profile national operators

Available nationwide with Train the trainer options for larger fleet operators, training can be provided either at operator’s premises or at one of Scania’s own UK training centres.

[www.scania.co.uk/learntodrive](http://www.scania.co.uk/learntodrive)



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# TOP 10

## LOGISTICS

2013	2012	Company	Number of tankers
1	1	Hoyer (UK)	389*
2	2	Wincanton	311
3	5	Norbert Dentressangle	189
=4	3	DHL	175
=4	4	Turners Soham	175
6	6	Suckling Transport	120
7	7	Reynolds Logistics	115
8	9	Suttons Group	50
9	8	Montgomery Transport Services	40
10	10	Lewis Tankers	32

Fuel Oil News presents the listings of top UK logistics companies, based on size of tanker fleet. Figures in the list above, which were taken on trust, were provided by the individual companies during March 2013.

Fuel Oil News fully respects the decision of a minority of logistics companies, including \*Hoyer, who chose not to disclose 2013 figures; based on 2011 figures, the company remains in the number one spot.

### **Lakeland Tankers and Road Tankers Northern the UK's leading road tanker manufacturers of aluminium semi-trailers, fuel/lubricant and LPG tankers**

#### **Lakeland Tankers Ltd West Midlands**

**Doug Watts** 07770 837 829  
doug@lakeland2k.co.uk  
**Roger Adams** 07802 682 074  
roger@lakeland2k.co.uk  
**Tony Parker** 07584 239297  
tonyparker@rtnltd.co.uk

#### **Road Tankers Northern South Yorkshire**

**Brian Edwards** 07831 617 616  
brianedwards@rtnltd.co.uk  
**Nick Heath** 07703 715 701  
nickheath@rtnltd.co.uk  
**Clive Felton** 07831 650 195  
clivefelton@rtnltd.co.uk

**Tel: 01384 421 199 Fax: 01384 894 091**

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

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

## A new addition for Campus

**Campus Oil** has a new tanker from Tasca Tankers. Whilst the tanker is one of a number of recent additions to the Campus fleet, it is the first one to be manufactured for the Republic of Ireland based distributor by the Wakefield-based company.

The 18,000 litre capacity four compartment tank was built to comply with the relevant RoI regulations. Additional safety features include sight glasses, stowage ladder, reverse bleeper (with night silent facility), high level LED rear repeater lamps and a rear view colour CCTV system. The tank also features a MaxFlow 400E electronic metering system from Mechtronic. Designed to provide both long and short metered hose reel discharge facilities, the system is controlled by a hand held radio remote control unit allowing stop start, hi low flow and litre repeater facilities.

"This investment underlines our commitment to providing an improved customer service and experience," said Campus operations manager, John Hughes.

[www.campusoil.ie](http://www.campusoil.ie)



A first for Campus Oil – a new tanker from Tasca Tankers

**Volvo Trucks** has launched Volvo Dynamic Steering, combining conventional hydraulic power-steering with an electronically-regulated electric motor fitted to the steering gear.

The electric motor, which works together with the truck's hydraulic power steering, has a maximum of 25Nm of torque and is regulated thousands of times per second by the electronic control unit.

"At low speeds the electric motor's assistance makes the truck exceptionally easy to steer. Even a heavily-loaded truck operating off-road on a rough surface can be steered without the slightest effort," says project manager, Gustav Neander. [www.volvotrucks.co.uk](http://www.volvotrucks.co.uk)

"Even a heavily-loaded truck operating off-road on a rough surface can be steered without the slightest effort," says Gustav Neander, project manager for Volvo Dynamic Steering



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• Quality

## Rethinking your logistics operation

"At times of uncertainty when business is under pressure, we take a harder look at the key issues within our companies," says Chris Dalton, managing director, Lateu Logistics.

"Are we doing things right or is there a better way? We then inevitably decide that resources are insufficient or it's low priority. But with the possibility of a triple dip recession, now's maybe a good time to rethink what was, what is and what will be."

### Adding a different dimension to logistics

Since September 2012, Lateu – a management consultancy which appreciates the operational issues faced by distributors on a day to day basis – has been helping companies look at logistics plans, business development, workshops and subcontractor management from other dimensions. "Seeing and feeling the challenges facing our industry, we've been stimulating thinking on shared user options, contractual relationships and contract management, across logistics, maintenance and business development," explains Chris.

**Corrib Oil** saw the importance of having an independent evaluation of its inhouse and subcontracted bridging operations from pick up and benchmarking price points through to volume spreads.

Managing director, Eugene Dalton commented: "We felt there was a more efficient way to organise our bridging operations and certainly to better utilise the fleet and capacity across our locations, so we appointed Lateu to undertake an evaluation. Lateu confirmed that we required a different approach to our planning which has now been outsourced to Lateu, who were keen to develop 4PL platforms. Lateu understand our business needs, and through the evaluation had a solid picture of what needed to be implemented."

### Looking at operational efficiency and cost

"In this economic climate, the operational efficiency and cost of inhouse fleets must come under question – benchmarking to third parties must be considered," said Chris.

"Managing contractors has become a



Chris Dalton

critical part of the transport manager's role. With sales growing geographically, drop sizes decreasing and customer service expectations increasing across packed, pumped and bulk distribution, it's extremely important that the right subcontractors are selected.

"In a world connected through digital networks, B2B relationships are being challenged. Customers that once did business locally, now have the world at their fingertips. Logistics needs to keep pace."

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

## A LEAP OF FAITH

Also thinking differently is Brobot which opened this new forecourt site in Corby last year, director Eddie Bright said: "It's a leap of faith into a different trading format – from a more traditional forecourt business to a full-on convenience business."

Check out how the UK retail market is faring on page 11 and read the Argus article *UK petrol prices could outstrip gains in crude oil* on page 13.



Share your views on the retail market with [jane@fueloilnews.co.uk](mailto:jane@fueloilnews.co.uk).



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**Greenergy's** priority is always to provide the lowest cost fuel with the highest levels of service and reliability. To achieve this, the company is currently enhancing the online functionality enjoyed by its customers. Delivered-in customers can now order online, view prices and monitor account transactions, while for ex-rack customers, the company is moving to auto-invoicing, with loading and lifting information collected and processed electronically.

Greenergy has also been investing heavily in new terminal infrastructure across the country. 2012 saw new investments in North Tees and at Thames Oil Port (a joint venture with Vopak and Shell), as well as completion of works at Cardiff and expansion at Plymouth.

"We are building a modern and efficient supply platform that puts us in control of supply resilience," says Greenergy chief executive, Andrew Owens. [www.greenergy.com](http://www.greenergy.com)

To put the company in control of supply resilience, Greenergy is investing heavily in new terminal infrastructure

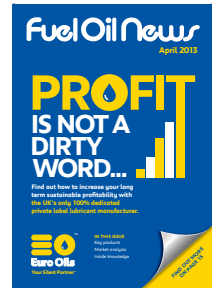
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Technology in Motion : [www.gmagyar.com](http://www.gmagyar.com)



2013 sees the launch of a new contract management service on MabaLIVE, **Mabanaft**'s online price information and fuel ordering service. Customers can now view and monitor their contract price online, anytime throughout the day and purchase fuel when the price is right.

First launched in April 2011, MabaLIVE has been an outstanding success. The new contract management service has been developed in response to growing demand from customers

using MabaLIVE to spot purchase and wanting to also manage their term based supply contract online.

With its comprehensive network of independently operated fuel terminals Mabanaft is uniquely positioned to supply the UK market. After more than 40 years of successful trading, the company is recognised as a reliable, responsive supplier that offers competitive prices and flexible purchasing options. See page 6. [www.mabanaft.co.uk](http://www.mabanaft.co.uk)

**Developed in response to growing customer demand to spot purchase and manage term based contracts online**



The **Oilsave** campaign (see page 8) is being actively promoted by OFTEC. This initiative, developed in partnership with the Federation of Petroleum Suppliers (FPS), is designed to promote the oil heating/cooking industry and to encourage oil users to stick with oil.

Oilsave also provides advice on energy efficiency whilst a new range of consumer leaflets spell out ways to save money and get the best out of oil heating. The leaflets are available **FREE** of charge to FPS members and OFTEC registered technicians.

Representing the oil heating/cooking industry in the UK and Republic of Ireland, OFTEC runs a licensed competent persons scheme for technicians who install, commission and service oil-fired equipment. [www.oftec.org](http://www.oftec.org)



## Knowledgeable and passionate about the industry

**Oil Recruitment** started recruiting in fuel sales and logistics in 1998. Since then, the team has filled many roles for logistics companies, oil distributors, major oil companies and specialists within the market. Building on these successes and with a strong belief in developing long-standing and trusted relationships, the company has continued to identify and access high calibre candidates. Our industry knowledge is such that many clients regularly return to us to discuss their recruitment needs.

Oil Recruitment placed its very first job advertisement in the July 1998 issue of Fuel Oil News for an area sales manager. The storage, distribution and marketing of fuel has remained a core sector for the company with the downstream team sourcing candidates for roles in distribution, logistics, operations and sales from both major and independent companies involved in the oil and affiliated industries.

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

From the top:  
**John Surtees**  
**Natalie Tidbury**  
**Anne Charmer**  
**Mike Reardon**  
**Rachel Malley**

**If visiting FPS EXPO, please come and meet the team on stand C40**

The **Q8Oils** product portfolio consists of over 1000 grades of finished lubricants, base oils, process oils, extracts and waxes, making the company one of the most complete suppliers of lubricant products in the industry. Serving the needs of its customers is very important and to achieve this, the company develops and supplies products and services which reflect customer demands in each market sector, constantly striving to differentiate on quality, innovation and superiority. See page 12.

[www.Q8Oils.com](http://www.Q8Oils.com)



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The biggest strengths of **Petroineos'** Grangemouth refinery are its products, its logistical capability and a pipeline from the east coast to the Finnart ocean terminal on the west coast, as featured here on the front cover of Fuel Oil News October 2012. One of the biggest suppliers of kerosene in the UK, the company is 'very committed to this excellent heating oil'. Read more about Petroineos online at [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk) under the market information section for storage and terminals.

**Grangemouth is the closest refinery to Northern Ireland. The province affords Petroineos its largest kerosene market; product is supplied into Belfast from the Finnart Ocean Terminal on Loch Long**

**Find regular news updates on the Fuel Oil News website – [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk)**



**Staffordshire-based Stoddards is a Phillips 66 authorised distributor. Last year, company director Judith Stoddard spoke to Fuel Oil News – read more in the UK distributor profiles section at [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk)**

**Phillips 66** is one of the largest suppliers of domestic, agricultural and industrial fuels to Jet branded distributors and independent resellers in the UK. With a network of approximately 320 independently operated forecourts, Jet provides quality fuel for the local community.

Customer focus, reliability and consistency are key business values for Phillips 66/Jet and are factors that contribute to the company meeting its customers' requirements. Authorised distributors and resellers enjoy local contact and benefit from the fact that they can draw from numerous locations, geographically spread throughout the country. See page 23 [www.phillips66.co.uk](http://www.phillips66.co.uk)

**Prax Petroleum** continues to make significant growth in the wholesale fuel supply sector. The addition of Simon Storage at Immingham as an outlet for its fuels complements the company's facilities on the Thames at Stolthaven Dagenham. Improvements to the Stolthaven terminal have now made it one of the fastest and most efficient fuel loading terminals on the Thames.

Mainly known as a wholesaler of middle distillates, Prax is now expanding its facilities to include gasoline imports and marketing. The company currently operates 9 owned sites and will be looking to expand on this, as well as offering a branded package to independent dealers and supply to retailers. See page 35.

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



**Valero's** commercial sales department provides refined fuels into the inland markets in the UK and Ireland. The company supplies distributors and resellers and a variety of direct customer groups including local authorities, schools, buying groups, light and heavy industry, manufacturing plants, supermarkets and domestic consumers. Commercial customers are supported by a team of skilled and experienced business managers with detailed knowledge of individual operations and requirements. [www.texaco.co.uk](http://www.texaco.co.uk)

**The Pembroke refinery now owned by Valero. This spring, the company will reopen the Manchester Fuels terminal**



**World Fuel Services** provides an alternative to the traditional fuel suppliers, offering commercial grades of fuel and speciality fuels tailored to reduce customer operating costs. The company also offers risk management services and alternative pricing options.

In times of uncertainty and risk, the company aims to provide physical supply and pricing alternatives that others do not offer. Its live pricing is designed to give a greater pricing range and collection period than other schemes. World Fuel Services combines its physical supplies with a range of price risk management options, allowing customers to fix or cap their fuel costs up to a year ahead.

Alongside diesel, gasoil, kerosene and conventional fuel oil grades, the company continues to expand its range of speciality fuels under the Henty Oil brand. It provides a range of fuel grades for furnace applications, including Furnaceflame, Ultra Light Fuel Oil and Pureflame – a bio-based alternative to heavy fuel oil. See page 20. [www.wfscorp.com](http://www.wfscorp.com)

**READ THE INTERVIEW WITH ERIC FISHER, PRESIDENT EUROPE AND MIKE LEWIS, DIRECTOR – PRODUCT SUPPLY, A POSITIVE STORY FOR THE UK IN THE JANUARY 2013 ISSUE OF FUEL OIL NEWS.**

## Partnership offers specialist services

OVER THE PAST TWO YEARS DP FUEL TANK SERVICES (DP FTS) HAS BEEN BUILDING UP A NETWORK OF STRATEGIC PARTNERS

“Partnership agreements with pipework specialist, Thames Valley Petroleum (TVP), tank lining expert, RPM and OTS TankCare UK mean that the customer still only has one point of contact, through which the project and payment is organised,” says DP FTS director, Nigel Plumb.

The group can offer tank cleaning, pipework, tank lining, fuel testing, biofuel issues, fuel polishing, gas-freeing, tank excavation, decommissioning, contamination remediation and full forecourt demolition.

“OTS TankCare UK is particularly relevant for tackling the growing number of biofuel issues on diesel storage sites,” adds Nigel. “Once DP FTS has cleaned the tank, the TankCare fuel quality package can be added, which uses internal pipework to allow the tank contents to be circulated through a cleansing cycle designed to remove water from the wet-stock and prevent microbial infestation.

“The fuel is drawn off and circulated through an outside conditioning pack, which uses a two-stage filter to remove suspended water and particles. An optional ultraviolet light treatment can also be included to disinfect microbial contamination.” [www.dptanks.co.uk](http://www.dptanks.co.uk)

Working together



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Next time you need to find an equipment supplier or service quickly. Consult FON's directory – copies available from stand C40 FPS Expo

**Cameron Forecourt** has **UPDATED** its range of Normond hydrostatic tank gauges for accurate monitoring of fuel and other liquids.

The analogue gauges are ideal for monitoring levels at remote locations or for situations where there is no power supply. Renowned for their robust build, weather resistance and reliability, the gauges are supplied in three variants, easy to install and will provide reliable service over many years with only minimal maintenance.

Normond gauges use hydrostatic technology to obtain tank readings. A balance chamber is installed through the tank lid and is connected to the gauge via capillary tubing. See page 28.

[www.cameron-forecourt.co.uk](http://www.cameron-forecourt.co.uk)



Production and servicing of the gauges is now wholly UK based at Cameron Forecourt's Barnsley headquarters

**Dunraven's** Apollo RMS system allows fuel distributors to remotely monitor customers' tanks from depots. Apollo RMS offers a choice of analogue, broadband, GSM and GPRS communication technologies to ensure a tank is



Retain business, enhance customer service, reduce costs and protect operating margins with remote tank monitoring from Dunraven

never out of reach, even when it is out of range.

"The system helps distributors retain business, enhance customer service, reduce costs and protect operating margins," says managing director, Gerry Jones. RMS builds upon Dunraven's range of Apollo tank monitors – including Apollo Smart, the world's first heating oil energy monitor. The Apollo Ultrasonic and Apollo Visual tank monitors, together with solutions for offset, underground and high-level tank installations complete the range. [www.dunravensystems.com](http://www.dunravensystems.com)

**Kan'to Instruments** is set to launch a **NEW** low-cost iLEVEL console for up to two tanks with integrated bund alarm capability.

The company has also added touch screen capability to its highly successful range of consoles. The system can drive up to four of these screens, which can be used as repeaters for installations of up to 32 tanks.

The 7-inch colour touch screen allows alarm testing and silencing, operation of a ticket printer for unattended deliveries and a comprehensive alarms page to indicate inventory, water and other alarms. Navigation between the screens is by simple and clear icons. Live and historical data can be viewed on the web, with the recent addition of enhanced search and reporting facilities. See page 51.

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

Tank	Volume	Capacity	Usage	Level	Temperature	Water
T1	1000	20000	15000	150	15.0	0
T2	1000	20000	15000	150	15.0	0
T3	1000	20000	15000	150	15.0	0
T4	1000	20000	15000	150	15.0	0

The iLEVEL touch screen from Kan'to Instruments

**Oil Tank Supplies (OTS)** has developed a fuel quality conditioning option suitable for new tanks or to retrofit to existing installations. Using internal pipe-work, tank contents are circulated through a cleansing cycle, designed to dewater the wet-stock and prevent the growth of microbial infestation.

Applications cover stand-by power generators, wholesale distribution facilities and logistics consumers. The purpose of the package is to minimise the risks of high concentrations of water being passed on into the supply chain or being dispensed into plant and vehicles. In operation fuel is drawn off and recirculated through the pack, which comprises a two-stage filter to remove suspended water and particulates down to less than five microns. See page 54. [www.oiltanksupplies.com](http://www.oiltanksupplies.com)



From OTS – a storage tank with an integral fuel quality conditioning pack

**OLE UK** has launched a **NEW** tank gauge. As standard, the C2020 1% gauge offers digital display, a percentage bar graph, and 4-20 mA output.

The gauge is ideal for tanks with a capacity of just 500 litres up to 20,000 litres. It can be set up by the end user to provide accurate readings for any shape of tank up to three metres tall. See inside back cover.

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



OLE's new C2020 gauge – suitable for tanks containing between 500 and 20,000 litres

## Bunker upgrade increases capacity

AS PART OF A MAJOR INVESTMENT PROGRAMME TO INCREASE THROUGHPUT AND IMPLEMENT ADDITIONAL QUALITY CONTROLS WITHIN ITS NATIONAL DIESEL REFUELLING NETWORK, CPL PETROLEUM RECENTLY UPGRADED ITS THURROCK DEPOT



OTS installed two new 12,500 litres MultiServ storage tanks with two-stage filtration at CPL's Thurrock site



Mike Colohan says CPL is 'setting the standards for the fuel bunkering sector'

The site has been operating for over 20 years and, as demand increased, existing facilities were coming under increasing pressure leading to congestion. Quality control and health & safety guidelines were also major factors behind the development.

With Oil Tank Supplies (OTS) overseeing the work, CPL's onsite commercial vehicle filling station has been completely revamped, doubling capacity and providing 8 multi-product fuelling points. As part of the upgrade, OTS has installed two new 12,500 litres MultiServ storage tanks with two-stage filtration.

"This is so important because of the increasing proportion of biofuel content," said CPL's national fuel cards manager, Mike Colohan. "The Thurrock site is our flagship and we've introduced full control to make sure that fuel quality is monitored 100%. As well as providing the model for continuing development, you could say that

we're also setting the standards for the fuel bunkering sector."

To increase security, state-of-the-art surveillance and electronic monitoring facilities have also been installed. The fuel delivery system was provided by a leading fuel dispensing supplier with equipment fully approved by weights & measures for resale transactions.

"The project was completed in less than three months with minimal disruption to daily sales, explained Mike. "We achieved this by installing the new tanks in two stages, enabling the fuelling facilities to remain open as the work progressed. Normal business recovered very quickly and we've achieved a 40% increase in throughput."

Users from national fleet operators to self-employed owner drivers can draw fuel at the site using CPL's petroleum bunker card. See page 54.

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



Despite the downturn in the oil equipment industry, **Carbery** installers continue to go from strength to strength, thanks to the company's 1000SB Superslim bundled tank.

Less than 1.8m long and just 0.65m wide, the 1000SB is narrower and shorter than most comparable plastic tanks – yet sits lower than some 650 litres bundled tanks.

"Launched last year, the 1000SB is already a mainstay of the range," says UK sales manager, Mark O'Connell. "Fully OFCERT licensed, it allows our installers to differentiate themselves from competitors, offering consumers what they want most – less tank and more garden, without having to settle for a smaller capacity tank and more expensive deliveries." See page 56. [www.carberyplastics.com](http://www.carberyplastics.com)

Carbery's Mark O'Connell and UK sales co-ordinator, Jill Turner alongside the 1000SB Superslim bundled tank

**Cookson and Zinn (CZ)** designs and manufactures above and below ground fuel storage tanks for all commercial and industrial applications, in a wide range of capacities. The company's product portfolio also includes bulk storage tanks for distribution depots and pressure vessels. CZ is a part of the Franklin Fueling Systems group that offers automatic tank gauging systems, piping and containment, submersible pumping systems, service station hardware and dispensing systems products.

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



Cookson and Zinn's FuelBank bundled storage tanks

This month **Envirostore** launches a **NEW** 1300 litre vertical bundled tank. At only 1280mm diameter the tank is amongst the most compact on the market and is fitted with the company's unique inner spill tray, enabling safer filling.

A low profile 1250 litre tank and a range of universal storage bunkers have recently been added to the company's product portfolio; later in the year there plans to introduce more new products to Envirostore's expanding range. See page 36. [www.envirostoreuk.com](http://www.envirostoreuk.com)



Envirostore's 1250 litre low profile bundled tank



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**Bulk Distribution Facilities Marine Installations**

"All tanks and bunds are pressure tested during manufacture to ensure that the welds are true," says **J Seed**'s sales manager, Wendi Whittle. "Established over 50 years ago, with an excellent trading history, we're both ISO and OFTEC registered for manufacture.

"Our dispensing tanks are piped using steel pipework, which greatly reduces the likelihood of leaks and last far longer than the flexible pipework used by some other manufacturers. We pride ourselves on quality and our customers come back to us again and again - no enquiry is too large or small for us. We're currently working on an exciting new product, so watch this space!"

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



Tank manufacturer J Seed is currently working on 'an exciting new product'

**NEW** from **3C Trading** – a 5000 litre tank range consisting of a bunded fuel dispensing tank with optional waterproof cabinet, a bunded oil storage tank and an AdBlue tank.

For 3C, developing a tank is as much about user interaction and tangible benefits as it is about storage. "These elements don't add cost but do add tremendous value to the end user's experience," comments project manager, John Spencer.

Unique features include a ladder support area with integral securing points for safer tank inspection and a two-way cabinet door with the option of right or left opening. [www.3ctanks.co.uk](http://www.3ctanks.co.uk)



Adding value at 3C – new products for 2013

**Tuffa UK** was recently awarded a contract to produce its largest ever bunded steel tank. Measuring 18m x 3.5m x 3.5m and weighing 31 tonnes, it was manufactured for the lorry fleet of a national haulage company. The tank was sited alongside a refuelling island to allow multiple vehicles to fuel up simultaneously, saving time and dispensing a total of 33,000 litres of diesel every three days. Due to the size of the tank, police route authorisation was required, as was a huge mobile crane that followed the tank to its destination for off-loading. Each time a tanker fills the tank it will cost over £250,000. [www.tuffa.co.uk](http://www.tuffa.co.uk)



Tuffa's largest ever steel tank is now dispensing 33,000 litres of diesel every three days

## Bunded Steel Fuel Storage Tanks



Fuelling Depot



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"The world of computing has changed dramatically with the power of the internet and increased availability of bandwidths," says **Fuelsoft's** managing director, David Kingsman.

"Customers now have a choice and can run business critical applications in the Cloud or On Premise. Five out of the last six Fuelsoft systems ordered have been Cloud based applications, which shows how mindsets have changed."

"The benefits are significant with no upfront costs for file servers or software licensing. Data is backed up in our secure hosting centre and users pay a monthly usage fee to run our software. Initially aimed at the smaller distributor, we've found that larger companies are interested in running the integrated Microsoft CRM/Fuelsoft application from our hosting centre." [www.fuelsoft.co.uk](http://www.fuelsoft.co.uk)



FIND OUT MORE ABOUT HOW  
FUELSOFT SOFTWARE IS HELPING  
DISTRIBUTORS ON PAGES 16 AND 17



Fuelsoft's managing director, David Kingsman spoke at last month's Distributor Debate at Templepatrick, Belfast – see page 17

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## Goff upgrades depot automation

**European Automation Projects (EAP)** has recently installed its soft terminal automation platform at all **Goff Petroleum**'s storage locations.

With several sites running different legacy systems, the introduction of the soft platform, using the latest web based technologies, has standardised the loading/tank gauging platforms across the business and centralised control of the depot network from the Wymondham oil terminal.

The platform also has modules for pedestrian and vehicle access control, vehicle unloading, tank farm valve automation and stock control. It also has a full reporting package configured to meet the needs of the company.

Although new tank gauges were installed at each location, much of the loading gantry equipment has been reused, dramatically reducing upgrade costs.

EAP undertook all elements of the system roll-out, from initial consultation through to detailed design/installation and commissioning of software, hardware and all electrical works.

Ray Fowler, Goff Petroleum's operations manager said: "We're delighted with the system and have now been running it at our Soham depot for nearly two years without incident. We have found EAP to be excellent in its field and extremely knowledgeable in all aspects of automation, of which there were many during the course of this major project. We would recommend them without hesitation." See page 63.

[www.ea-projects.com](http://www.ea-projects.com)



EAP keeping Goff's operations running smoothly

**NEW** for 2013 from **Herbst Software** – GIS modules which geographically plot customers and orders on maps. PLUS the ROM1 module which reports on Irish revenue oil movements.

The Herbst Oil product gives users management access to accurate and live information and provides tools to proactively and competitively manage customer accounts. The integrated software manages purchasing, sales, deliveries and accounts in one turnkey solution, greatly reducing administration costs for each delivery, while simultaneously accumulating valuable marketing data.

"The right software allows you to do more with less, by simplifying operations and empowering management with business intelligence," says product manager, Orson Herbst. See page 17. [www.herbstsoftware.com](http://www.herbstsoftware.com)

**Herbst Software – simplifying operations and empowering management**





**DreamTec** is changing the way smart fuel distributors manage assets, resources, people and processes. OutTrak is an in cab solution for complete electronic order processing whilst the i-Meter system provides real-time meter tracking.

"We only sell mobile technology that works – technology and software that has been tried and tested in the field with fuel distributors and is ready to bring value to your business," says managing director, Paul Foley. "We're not supplying an add-on to an accounts package, this is the real deal."

The company has 16 years experience and over 800 users. [www.dreamtecsoftware.com](http://www.dreamtecsoftware.com)

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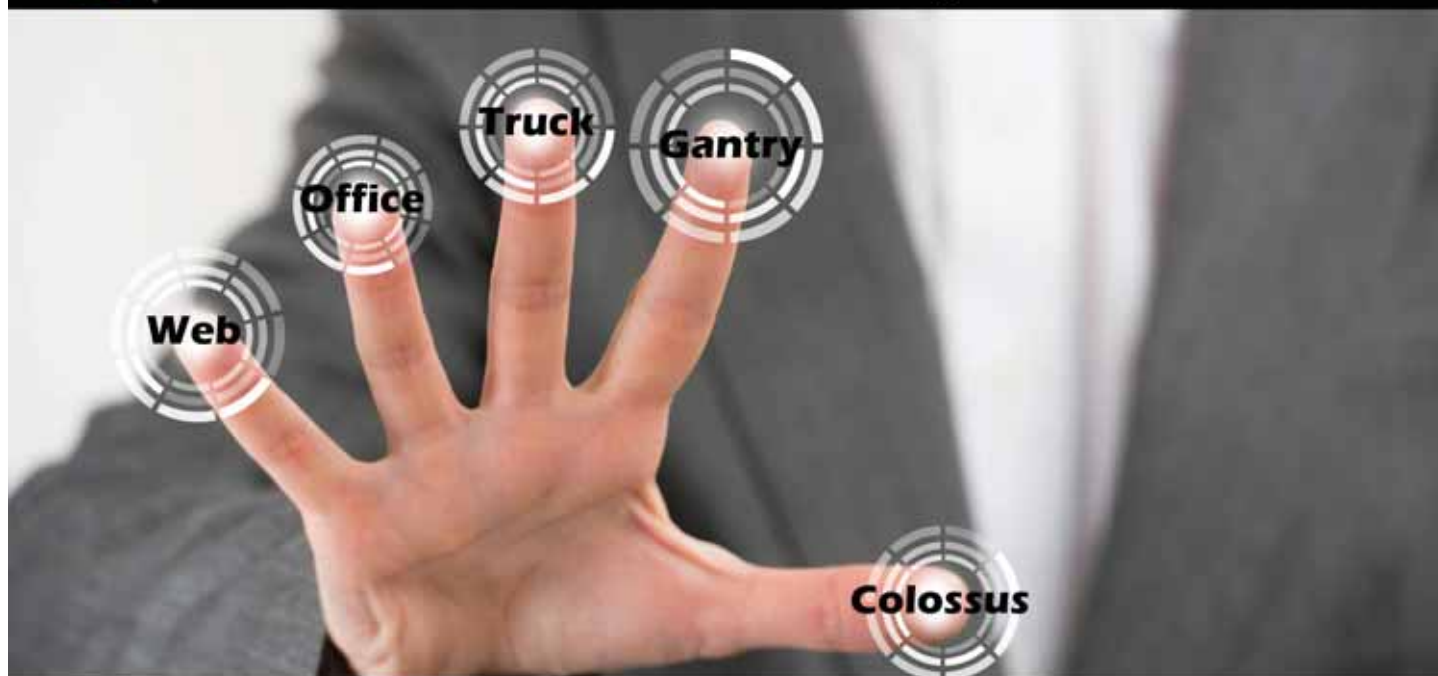
**Equiniti ICS** has recently launched Perito ERP version 6.2. Perito ERP will help fuel distributors to streamline their business processes and reduce costs. It consists of a number of modules including credit management with Microsoft CRM, mobile sales, web ordering, finance and warehousing.

Part of the Equiniti Group with over 3000 employees across 23 locations, Equiniti ICS' commitment to innovation ensures that it provides leading solutions to the fuel distribution market in the UK and Ireland. [www.equiniti-ics.com](http://www.equiniti-ics.com)



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The Sockit system in action

In January **Adler & Allan** launched a wide range of branded Spillcare products for the spill response market. The range features bestselling inland and marine products and includes the new, innovative Sockit oily water decontamination filter system and a couple of brand new products. Group marketing manager, Alan Scrafton said: "We're the UK's leading spill responder and we know which products help us deliver the best results for our clients on a daily basis. Introducing Spillcare is a great opportunity for us to add value overall to our client service." See back cover.

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



Check out Adler & Allan's Olympic role in last month's issue of Fuel Oil News

## Environmental Damage Management (EDM) has two NEW prevention products.

LineGuardian is designed to help eliminate the risk of a spill from pipework whilst Fuel Filtration can refresh and renew degrading diesel back to terminal levels.

The company also offers a containment service, delivering spill control and containment products, pollution monitoring products and spill response training.

"As a remediation business, we're appointed to investigate fuel spills that damage land or property and offer full remediation solutions including our emergency response team," adds business manager, Paul Dwan.

[www.edm-ni.com](http://www.edm-ni.com)



EDM has new products says business manager, Paul Dwan

## ENVIRONMENTAL DISASTERS WAITING TO HAPPEN

What is it about oil storage that seems to encourage the bizarre and the downright dangerous?

Take the examples alongside, which have all been sent in by readers.

A keen spotter of dodgy tanks is Eamonn Burke, an OFTEC registered technician working in the Galway area, where placing tanks high up on walls would appear to be prevalent....

Elsewhere, other tanks attract unsuitable companions - whether that be - trees growing right up against them or having to share their space with firewood and tree cuttings.

How does your company encourage customers in responsible tank management? Share your best practice with [jane@fueloilnews.co.uk](mailto:jane@fueloilnews.co.uk).



**PTF Training** has provided training and consultancy services to the petrochemical, chemical and oil industry for over 10 years. Part of the OAMPS group, the company is the preferred training provider to both the Oil Recycling Association and the Federation of Petroleum Suppliers.

"We have trained thousands of delegates and organised hundreds of training days throughout the UK, covering ADR and Driver CPC," says training manager, Ken Taylor. All training consultants have extensive experience and are qualified to DGSA and ADR standards.

The company also offers a variety of other courses including BTECs in hazardous goods vehicle operations and oil depot operations and safety passport training. See back cover. [www.ptftraining.co.uk](http://www.ptftraining.co.uk)



PTF has organised hundreds of training days throughout the UK says training manager, Ken Taylor



L-R Richard Codd, John and Karen Reynolds – delivering safety training to clients including BP, Vopak and Simon Storage

**Reynolds Training Services** plans to expand its e-learning systems in 2013. The company delivers safety and operational training to petroleum and petrochemical sites across the UK. With BP, Vopak and Simon Storage amongst its clients, the company takes a progressive approach to training, keeping them ahead of the health and safety curve.

"Our services are competitively priced, improving clients' operational efficiency," says managing director, John Reynolds. "We achieve this by helping them protect staff, secure competency and foster legislative compliance. Courses are also easy to access. We deliver training from our world-class facilities at CATCH, in Stallingborough, Lincolnshire or our experienced trainers can come direct to you."

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

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- e-Trak tracking truck location and current stock
- e-Card immediate credit card clearance at order entry

- Fuels/lubes order processing
- Telephone integration
- Order mapping
- Vehicle loading
- Direct debits & budget plans
- ROM1 and RDCO reporting.

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OAMPS which offers specialist insurance policies, listens and reacts to the requirements of industry representatives and clients alike with policies continually evolving.

The OAMPS insurance package includes spillage, contamination and crossover covers; access to 24-hour emergency spillage response and environmental helplines; personal accident and legal expenses insurance.

Following an insured incident, in the last year we have provided our clients with both a crisis management service and embedded tanker recovery to ensure we offer an improved service.

Combined with inhouse training, health & safety and consultancy services, the company's tailored insurance offering ensures that OAMPS Petrochemical remain the first people to call when arranging and managing business insurances. See back cover.

**Reynolds Trade Credit** is one of the oldest independent specialist credit insurance brokers, having offered this form of cover since 1918.

"We enjoy an extensive client portfolio covering a wide range of industries and are by far the largest providers of credit insurance services to the oil industry," says joint managing director, Paul Martin. "Credit insurance is designed to speedily replace cash lost through the insolvency or default of an insured customer. Clients benefit from our insurers' expert knowledge of their trade and are made aware, at an early stage, if other suppliers are experiencing payment delays. –

"Credit insurance also provides our clients with the ability to develop their businesses, with the confidence that if a customer fails, the loss will be greatly minimised." See page 60. [www.reynoldsinsure.com](http://www.reynoldsinsure.com)



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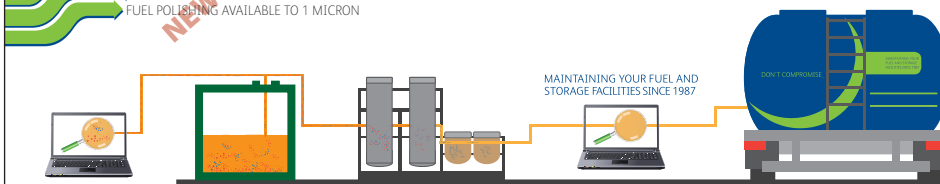
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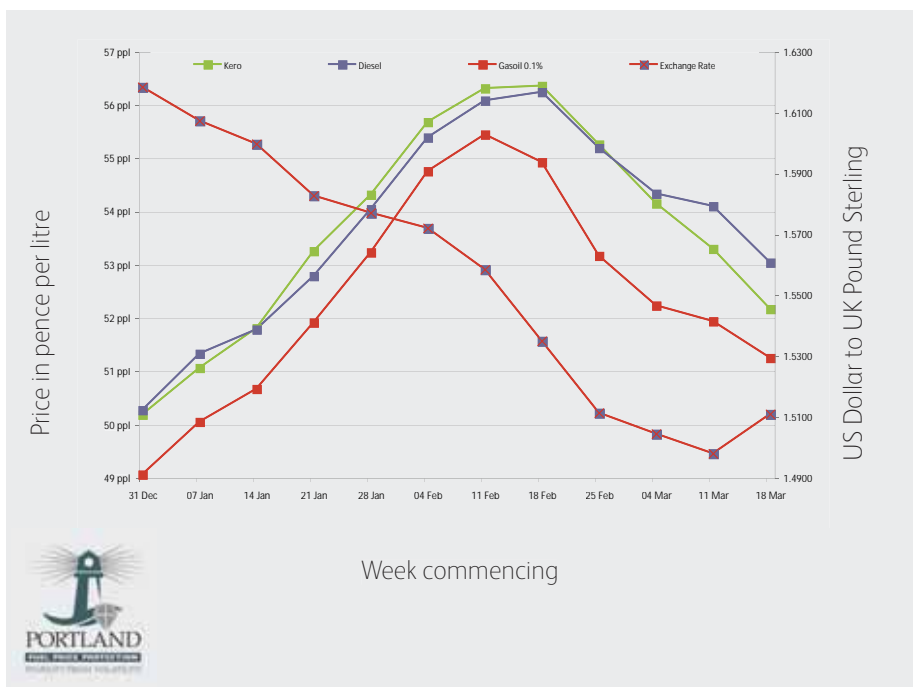
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## Wholesale Price Movements: 19th February 2013 – 18th March 2013

	Kerosene	Diesel	Gasoil 0.1%
Average price	54.64	54.87	52.98
Average daily change	0.37	0.38	0.40
Current duty	0.00	57.95	11.14
Total	54.64	112.82	64.12

All prices in pence per litre



Highest price  
**56.78 ppl**  
Mon 25 Feb 13

Biggest up day  
**+0.72 ppl**  
Mon 25 Feb 13

### Kerosene

Lowest price  
**52.17 ppl**  
Mon 18 Mar 13

Biggest down day  
**-1.13 ppl**  
Tue 26 Feb 13

Highest price  
**56.68 ppl**  
Mon 25 Feb 13

Biggest up day  
**+0.76 ppl**  
Mon 25 Feb 13

### Diesel

Lowest price  
**53.04 ppl**  
Mon 18 Mar 13

Biggest down day  
**-1.20 ppl**  
Tue 26 Feb 13

Highest price  
**55.26 ppl**  
Wed 20 Feb 13

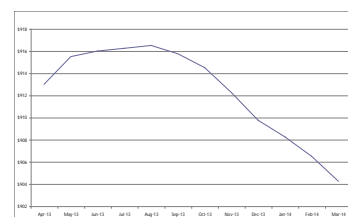
Biggest up day  
**+0.60 ppl**  
Mon 25 Feb 13

### Gasoil 0.1%

Lowest price  
**51.23 ppl**  
Thu 14 Mar 13

Biggest down day  
**-1.26 ppl**  
Tue 26 Feb 13

Gasoil forward price  
in US\$ per tonne



April 2013 – March 2014

## The Fuel Oil News Price Totem

	Trade average buying prices			Average selling prices		
	Kerosene	Gasoil	USLD	Kerosene	Gasoil	USLD
Platts	54.19	63.48	112.31			
Scotland	55.69	66.66	114.17	62.44	69.63	117.13
North East	56.10	66.27	113.75	61.50	69.88	116.66
North West	56.86	67.14	114.47	61.43	70.43	117.23
Midlands	56.62	67.39	115.14	64.50	70.25	116.75
South East	56.81	67.01	114.43	63.94	71.19	116.89
South West	56.35	67.14	114.69	62.76	69.76	117.94
Northern Ireland	56.95	68.13	116.47	60.49	71.33	118.50
Republic of Ireland	75.20	79.68	118.75	80.66	83.35	121.86

The price totem figures are compiled from the results of a telephone survey of distributors carried out on 06/03/2013. Buying prices are ex-rack. Selling prices are for 1000 litres of kero, 2500 litres of gas oil and 5000 litres of USLD (Derv in ROI). Prices in ROI are in €.

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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