

Independent Kettlewell Fuels celebrates 30

THE KETTLEWELL FAMILY ESTABLISHED KETTLEWELL FUELS IN 1987 AND, UNDER THE MANAGEMENT OF TREVOR AND JANET KETTLEWELL, THE BUSINESS HAS GONE FROM STRENGTH TO STRENGTH

In spite of the energy sector's complex market structure, changing consumer buying behaviours and the growth of new fuel options, the company has weathered two recessions robustly and is continuing to grow.

The secret to its resilience and development is the high level of service offered to customers as Janet Kettlewell confirms:

"We're so pleased to be celebrating our 30th year. The business is evolving constantly

with ongoing planned investment in the latest customer management systems and our versatile delivery fleet, which includes baby four-wheelers, making deliveries to our rural customers easy.

"Although the business has advanced, we still take a very personal approach to customer service. Committed to service improvement, our efficient, knowledgeable team ensures customers have all the advice

and information required at all times. Each and every team member is a valuable asset to our business and we're very proud to be a local employer. Furthermore, part of the business' development programme has involved reviewing and identifying opportunities to enhance the customer experience. This includes working with third parties to provide add-on services such as tank maintenance and installation.



What was happening in the fuel distribution industry in 1987 as Kettlewell Fuels opened its doors?

IN A RATHER 'FRAGILE' MARKET BESET WITH 'TUMBLING PROFITS', 'DECLINING OIL CONSUMPTION' AND 'GAS CUSTOMERS ON THE RISE', OIL MAJORS WERE STILL FIRMLY IN CONTROL.

- As the price of gas oil saw a 50% increase, the year got off to a chilly start (-8.5 C) with Oak Petroleum producing the best snowy shot for a *Fuel Oil News* front cover. Tramp Oil Countryside Fuels opened a depot at Glastonbury and Phillips Petroleum moved to Woking.
- Despite profitability in the oil & gas industry *being low and expected to worsen further*, a complete terminal automation system for rail tanker loading was installed at Coryton and it was estimated that £40-50m would be spent repairing the fire-damaged Grangemouth refinery.

successful years in business



“We understand the sectors in which we operate inside out and our local experience safeguards a sophisticated knowledge of our customers and locations, which, in this highly competitive environment, is imperative. As is providing a professional, reliable delivery service. Our on-site fuel storage facility ensures we’re in a position to respond to customer requests effectively and swiftly.”

An integral part of the community

As a local supplier, distributing oil to customers across North Yorkshire’s towns and rural areas, Kettlewell Fuels believes it is important to be an integral part of the community. The company is heavily involved with community initiatives and charities across the region, attending and supporting numerous local events.

To mark Kettlewell Fuels’ evolution and to celebrate its 30th year in business, the company has launched a new identity and website.

The new brand retains its familiar colours but with an updated logo, making it instantly recognisable and user friendly across different media; above all it reflects the company’s Yorkshire and rural roots with the introduction of new brand characters (shown below) to help communicate the company’s values. Alongside this the business’ website has been redesigned and updated and will host all the latest energy-related news as well as useful efficiency and maintenance advice for customers.

Always looking to fine tune its processes and operations, Kettlewell Fuels recognises that

by placing the customer at the centre of its business, the company will continue to evolve and grow in spite of these changing times and the challenges this extremely competitive market presents.

“We congratulate Kettlewell Fuels on reaching their 30-year anniversary,” said Mark Todd, wholesale business manager at Phillips 66, which owns the JET brand and the Humber Refinery.

“Janet and Trevor Kettlewell are well-respected within the UK fuel distribution industry, and Phillips 66 is proud to have them as part of the JET authorised distributor network.”



Outstanding levels of service

On-site fuel ready for swift dispatch

Working hard to deliver time after time

Supplying fuel to the domestic, agricultural and commercial sectors across North Yorkshire, Kettlewell Fuels is proud of its Yorkshire and rural roots

- The Institute of Petroleum published a 17-page document on bottom loading and HM Excise & Customs agreed that dyed kerosene could be mixed with diesel fuel during cold weather. The government announced its intention to sell off its BP shares and Ultramar sold its marketing arm to the Kuwait Petroleum Corporation.
- The Norbreck Castle Hotel in Blackpool saw a three-day TankCon event whilst profits at West Cumbrian Farmers, which acquired Gyne Fuels, were up 56%. Colwick Petroleum reopened the Colwick terminal on the River Trent and a merger of Cawoods with the British Fuel Company resulted in British Fuels.
- Tragically in late October 13 people died in a tanker crash on the M61 between Chorley and Preston in Lancashire.
- Backed by Floyd Oil Participants with Graham Lister as managing director, Floyd Oil became a *fresh force in Yorkshire*. In Wales Curran Oils backed the Cardiff Devils ice hockey team, and having acquired Bowlcliffe Hall near Wetherby, Bayford Energy looked forward to moving into its new group headquarters in 1988.
- In December 1987 average selling prices for kerosene, gas oil and derv were respectively – 11.54, 11.25 and 26.17 (GB).
- **And, of course, Kettlewell Fuels opened its doors – congratulations to the team!**