

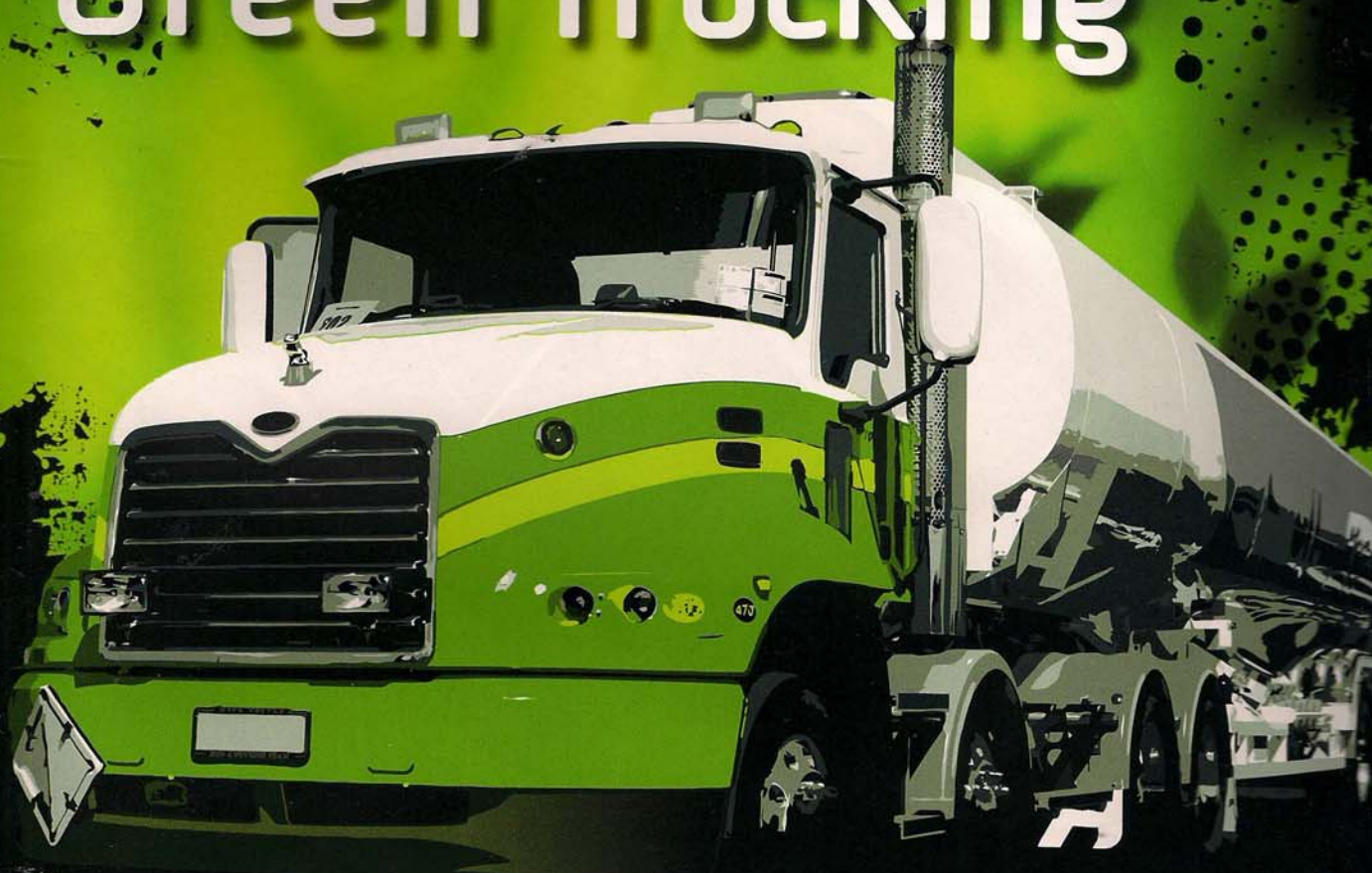
# WESTERN CANADA HIGHWAY NEWS

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## Green Trucking



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Ask the

Fuel Expert

# Is there room for Green in this economy?

Submitted by 4Refuel Inc.

**E**arth Day 2009 may be clouded by dark news about our struggling economy. With eroding revenues and shrinking operating budgets, businesses are shelving expensive green programs and leaving the environmental arena without many champions. But, one Canadian company has found a way to save its clients money and become greener at the same time. That company is 4Refuel Inc.

This year millions of kilograms of GHGs were eliminated by companies that took a greener approach to managing their fuel. The results are staggering. In fact, one trucking company in Southern Ontario saved an amazing 228,461 kg of greenhouse gases.

The company, Roff Logistics of Guelph, uses fuel management solutions to manage fuel consumption, reduce waste and even measure greenhouse gas emissions.

The fuel management solutions are from Canadian-based 4Refuel which serves over 6,000 clients across Canada and the US.

4Refuel Inc. says its clients' combined savings will exceed 17 million kg this year alone. Using automated tracking and online analysis, 4Refuel calculates its lifetime client savings to exceed 89.5 million kg of greenhouse gases not emitted.

How does 4Refuel do it? The solution is Total Fuel Management. 4Refuel combines powerful online technology with professional fuel delivery making each one of the company's over 6,000 clients a part of a green revolution. And each client enjoys reduced fuel costs and improved fuel efficiency too.

Other clients across Canada are seeing similar results. Miller Transport, which serves McDonald's Restaurants, has cut emissions by 599,373 kg, Coca-Cola by 242,892 kg of pollutants and Tim Hortons cut an astounding 866,355 kg in GHG emissions. In Western Canada, Orlick's Transport of Alberta has cut 48,965 kg.

Top of mind among fuel-reliant businesses is the apparent paradox of using less fuel to cut costs while staying as busy as possible. As more companies attempt to manage their fuel – control the costs and improve efficiency – they realize there is a lot of money to be saved, but it can be very difficult.

A green solution that saves money is a rare thing. But because the system works so well, 4Refuel has attracted leading organizations in many industries including transportation, construction, earth-moving, marine and rail – and each one is making a positive impact. How do they do it?

The easy answer is, when you cut your fuel consumption, you cut costs and emissions.

4Refuel has developed sophisticated data capture systems to track fuel consumption and measure engine performance. This enables clients to increase productivity and reduce waste – both of which lower fuel costs.



Jack Lee, President/CEO, 4Refuel Inc.

According to The Government of Canada's Department of Transport, 2.7 kg in greenhouse gases are released with each litre of diesel fuel burned. 4Refuel's sophisticated Closed Loop Technology measures all refuelling data from the pump to the tailpipe and gives clients the accurate data they need to better manage their fuel and operations. 4Refuel's President/CEO **Jack Lee** adds, "This year's Earth Day celebration will be marked by recognizing our thousands of clients who have made the right steps to eliminate waste and cut unnecessary toxic emissions."

This Earth Day, 4Refuel has good reasons to celebrate. Lee says, "When you add up the savings, you can see we are making a positive impact. Based on the statistics, our client's combined to help cut 17 million kg in GHGs."

There are factors that go into 4Refuel's calculations, said Lee: "On average we can cut our client's fuel consumption by 20% compared to last year, because we deliver fuel wheel to wheel. Our trucks travel to our client's vehicles and equipment, rather than them going to card-locks using fuel and sitting in traffic. Once we get there our Certified Refuelling Professionals refuel following our best practices policies, eliminating potential spills. We measure each drop of fuel pumped and can calculate fuel consumption based on hours of operation, time spent idling, revving etc. This data is delivered by e-mail to our clients, giving them the information to become effective fuel managers. The result is less fuel consumption and lowered toxic emissions. And when you use less fuel you spend less money, so there is a positive effect on operating costs, something we are all paying more attention to in the new economy. So, our client wins and so does the environment."

Lee concludes, "Our clients are trying to be good corporate citizens but mostly they want to make sure they survive in this economy and with our Total Fuel Management systems and our Closed Loop Technology we help them do both." ■