

Are you getting all the fuel you're paying for?

by Jack Lee, President/CEO, 4Refuel Inc.

How many invoices from suppliers come into your office each month? If you took the time to count them all, I am sure you'd be surprised. Chances are you don't even see them; it's likely someone in accounts payable who reconciles all the bills.

If you're the boss you might sign the cheques or review the monthly cash flow statements as a review of where all that money went. But if you're like most fuel-dependent companies, fuel is your highest expense after labour and when there's lots of money at stake, mistakes are costly.

Fuel storage tanks

If you fuel from your own storage tanks, then you're buying in bulk and paying for thousands of litres of fuel on a single invoice. But make sure you check them.

Are you receiving an exact detailed volume report or a monthly estimate of fuel delivered? What is your pricing arrangement – cents per volume or is there a delivery fee, too? How do you confirm the volume on the invoice matches the volume in your storage tank? How do you ensure that the fuel in your storage tanks goes into your vehicles and only yours?

And finally, how are you measuring the productivity versus fuel – that is, the return you're getting on your second highest operating cost?

Wheel to wheel refuelling

Wheel-to-wheel refuelling solves the issue of getting fuel into the right vehicles and it simplifies accounting by including deliveries on dockets and billing them together on a single invoice. But how accurate is it?

Many wheel-to-wheel providers use hand-written dockets, faxed records and paper invoices which leave room for human error in every step. In addition, clients often can't view a breakdown of deliveries or easily review dockets. In most cases, you're at the mercy of the invoice.

But what if you could see how much fuel went into each vehicle? What if you could access any transaction by date, price, volume, time or vehicle identification number equipment tag? What if the accuracy of every transaction was assured by automated data tracking and radio-frequency identification tags?

In that case, you'd be dealing with something called Total Fuel Management (TFM).

Total Fuel Management (TFM) represents a combination of fuel logistics and delivery with automated tracking and online reporting. It's an end to end solution that enables businesses to manage their fuel resources as accurately as human resources – and drive a higher return on investment.

TFM streamlines fuel logistics from the source with better purchasing direct from producers. Fuel is then distributed to your national operations – even international operations through a network of mobile delivery units. And no matter where the fuel is collected or where it is delivered, the data is all available in a single place – an online fuel management portal. Sound intriguing?

The best news is, Total Fuel Management already exists.

TFM uses closed loop technology to gather data from every point of fuelling and report it all to a central point of reporting. Whether fuel is dispensed wheel-to-wheel, from fuel islands, at card-locks or from company fuel trucks, the data can be captured and uploaded to a powerful web portal called Fuel Management Online.

In the case of wheel-to-wheel fuelling, the data capture process details every transaction where fuel is pumped into vehicles and equipment. A radio frequency identification chip



NRC Industries – Quebec	450 379 5796
Canadian Towing –Ayr,Ont.	416 740 9090
Canadian Towing –York,Ont	416 740 9090
Caytec - Calgary	780 453 7979
Caytec - Edmonton	780 453 7979
Kinecor - Regina	306 569 8878
Kinecor - Saskatoon	306 934 0700
RG Russell Truck - BC	604 523 3200
Russell Truck - Calgary	403 204 9709

about the size of a Loonie is attached to your equipment and registers it uniquely at time of fuelling. This information appears on your invoice so you can track fuel consumption, by unit.

With Positive ID you know where your fuel is going and with TFM operating data is recorded too. This feature gives you the ability to measure one piece of equipment against another so you can get the maximum productivity from your fuel investment.

With TFM there are no personal errors, no wasted time reconciling invoices, no time spent trying to track down who pumped what fuel or when. It is all there in a report delivered to your desktop via email. Reconciliation is easy...it takes the guess work out of tracking your fuel so you know exactly how much fuel you got, where it went and what you are paying for, to the penny.

Some fuel suppliers will give you a low price guarantee based on volume purchases, which may appear to save you money. When you look at the real cost of fuel, there are other factors to consider. Ask yourself these questions:

- How will the fuel be delivered to each piece of equipment?
- Will each refuelling occasion be time stamped, equipment identified and fuel measured?
- Is all invoicing accurate?
- Am I getting the data I need to calculate the best return on my fuel investment?

Fuel is a non-renewable resource so it is important to try to minimize consumption wherever possible. When you have consumption data available in addition to accurate invoicing you are prepared to make operating decisions that can cut the amount of fuel you use. Total Fuel Management uses state-of-the-art digital technology that will make your life easier and the benefits translate to your bottom line.

Jack Lee is CEO of 4Refuel – the largest onsite fuel management company in Canada and a global leader in technology designed to help businesses reduce their fuel expenses. Got a question about fuel? Ask the fuel expert by emailing Jack at AskTheFuelExpert@4Refuel.com ■



Proven Solutions

for the Toughest Hauling Needs

HIGH END FEATURES • ULTIMATE PROTECTION

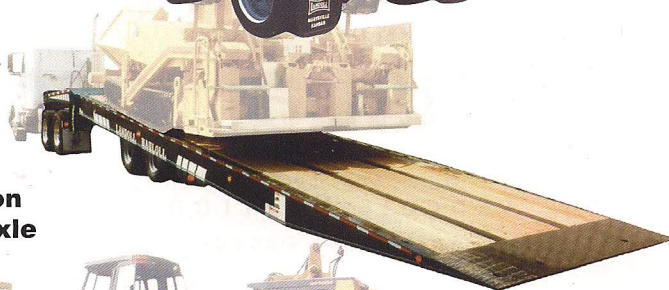
Steel Shot Blasted • Powder Coat Paint • 5 Year Structural Warranty
Grote Harness/LED Lights 7-10 Year Warranty • Central Grease System
Optional Hot Dip Galvanizing

**455 - 55 Ton
Traveling Axle**



**327 - 50 Ton
Non-Ground
Bearing
Detachable**

**440 - 40 Ton
Traveling Axle**



**950 - 50 Ton
Traveling Tail**



2010 Celebrates Landoll's 41st Trailer Model Year



800-428-5655
www.landoll.com

