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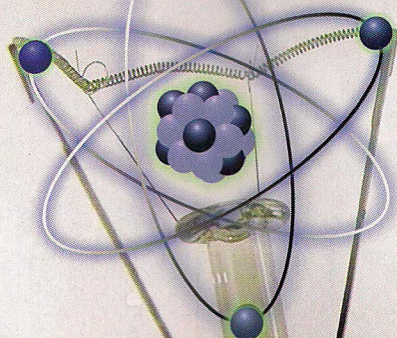
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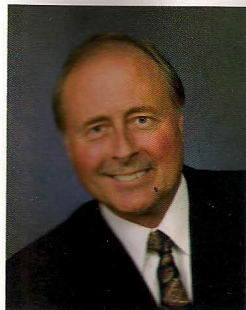
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## 4REFUEL Canada lowering fuel costs



Jack Lee, president  
of Langley, BC-based  
4REFUEL Canada Ltd

With the cost of fuel having risen about 250% since 2002, many companies need to monitor their fuel usage in an effort to achieve the maximum benefit for their fuel dollars and to minimize waste. For companies with operating equipment in various locations, this can be a daunting task.

Jack Lee, president of Langley, BC-based 4REFUEL Canada Ltd, with regional offices in Alberta, Ontario, Quebec and Atlantic Canada, is into his eleventh year of offering a fuel management service. Lee stated, "Our system was initially an on-site diesel refuelling service, and then we developed data warehouse technology where we track the client's fuel consumption and engine operating data."

It was client requests that inspired Lee to offer a total fuel management service. "Our tanker trucks have on-board computers linked to an electronic register," explains Lee, "so data on every litre of fuel that is pumped into the equipment goes into the on-board computer and is then downloaded to our data warehouse here in Langley. We pick up the information at the point of the refuelling. We are currently in discussions to establish an operation in the oil sands projects at Fort McMurray, Alberta. We deliver fuel directly to the job site and/or equipment location 24 hours a day, 365 days a year."

Through a sister company, U-CON Systems Corporation, fuel management was taken to a

"higher level." 4REFUEL is currently utilizing RFID technology to not only positively identify equipment being fuelled, but also to capture engine operating information (telematics). This operating data is downloaded to U-Con's data warehouse where client-specific reports, such as fuel economy, excessive idling, equipment productivity, etc., are generated and made available over the Internet. Intelligent exception reports are delivered automatically to the client via email.

4REFUEL is in the final stages of beta testing the system. Interestingly, the results indicate how some drivers are much more fuel efficient than others due to personal driving style. "In the trucking industry we have found that the difference between the least fuel-efficient driver and the most fuel-efficient driver can be as much a difference as 12 litres per 100 km, a significant amount of fuel," says Lee. "We figure that a 5% in fuel savings is very achievable. That might not appear to be a large number, but if there are many operating units involved, it can really add up."

Lee says 4REFUEL is well established in urban areas; however, it is becoming more involved in remote monitoring operations such as mine sites and forestry. Currently, the company has plans to expand into California and the United Kingdom. Some of 4REFUEL's clients include Dofasco, Stelco, CN Rail, Coca Cola, PCL Construction, Tim Horton's, The Brick and Federal Express. ■



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