

Fuel delivery firm reaches milestone

Langley-based 4Refuel, a diesel fuel delivery company has reached an "incredible milestone," says president and CEO Jack Lee.

"We have been in business for just over 12 years and this summer we delivered our one-billionth litre of diesel fuel," said Lee.

Roff Logistics, one of 4Refuel's long time clients was delivered the one billionth litre during a regular refuelling in Cornwall, Ontario. The company's delivery trucks takes the fuel to fleet owners and contractors on job sites, eliminating out-of-the-

way travel for a fill up. Lee says that federal government statistics indicate the delivery service eliminates 70 million kilograms of toxic emissions.

"That works out to removing 13,300 cars from the road. The real winner here is the environment!"

The "fuel-management company" in its first year of operation delivered less than one million litres of diesel fuel.

"This year we will deliver over 250 million," Lee said.

"Despite these huge quantities,

our goal is to minimize our clients fuel consumption.

Less fuel consumption means more efficiencies, better fuel economy and reduction in toxic emissions," he said.

Begun by Lee as a small regional company in Langley in 1995, 4Refuel Canada Inc. now serves more than 6,000 clients in Canada. The company was started in 1995 as a small regional diesel delivery company by Lee.

His idea was to help his customers save time, and wasted fuel in

trips to refueling stations.

"Next to labour, fuel is a company's largest expense, and if it is not managed daily, the result is wasted fuel, time and money.

Our clients realized the power of managing fuel consumption and how it impacts bottom line profitability, and our responsibility to the environment."

The company focus shifted "from being a fuel delivery company to a fuel management company, and demand for our services grew, including biodiesel fuels."