

# WESTERN CANADA **HIGHWAY NEWS**

FALL 2005



## **TRUXPO 2005** **Official Show Guide**

**Edmonton, September 23-24**

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# 10 years of growth leads to a new beginning

## Mini-Tankers becomes 4REFUEL

**Jack Lee**, President and CEO, recently announced that Mini-Tankers Canada Ltd has been re-branded as 4REFUEL as of August 1, 2005.

Having brought the concept from Australia, Lee established Mini-Tankers in Canada (MTC) in 1995 as a franchised on-site diesel refuelling service. In the last 10 years, Mini-Tankers has grown to become Canada's largest and only national on-site diesel refuelling service. To date, Mini-Tankers has delivered over 650 million litres of diesel to over 5,000 clients such as Coca Cola, Dofasco, Hydro 1, and CN Rail.

Responding to the needs of its customers, MTC formed a new company (U-CON Systems Corporation) that specialized in gathering refuelling data and make this information available to clients via the Internet. Fuel Management Online (FMO) was created, and Mini-Tankers Canada was in the Information Business.

Over the years, Mini-Tankers' clients demanded more diverse services in tandem with safety, low risk and protection of the environment, so MTC built specialty purpose tanker trucks that could refuel a wide range of equipment,

from bobcats and generators to boats, locomotives and planes. MTC initiated Best Practices policies to ensure risk-free job sites, and today maintains one of the lowest incident ratios in the Industry.

"We have evolved from an on-site diesel refuelling company to a true fuel management company. As a fuel manager, we deliver fuel products with purpose built equipment and report on key operating data to reduce the amount of fuel used in day-to-day operations. The 4REFUEL brand better describes our leadership as fuel managers," says Lee.







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Lee adds, “Next to the cost of labour, fuel is a company’s largest expense, and most companies do not have a full time fuel manager. 4Refuel fills that need. With a full-time fuel manager, clients save money and fuel, and improve productivity. This offering has global applications and 4Refuel will be expanding internationally.”


The company President and CEO sums up 4REFUEL’s offerings in this way: “No other company in the world can do what we do to help manage and reduce the consumption of a non-renewable resource. Our Fuel Management Online (FMO) has proven itself to thousands of

companies in Canada since 2002. FMO’s proprietary software gives clients instant access to data. This new technology was created in partnership with U-CON Systems. Our next step is to offer positive ID of client equipment using radio frequency tags. These are attached to equipment, eliminating the need for manual data input.”

“In coordination with the tagging process, the 4REFUEL management system will facilitate the automatic capture of telematics data from on-board computers at the time of refuelling. The system delivers the information directly to our

data warehouse via satellite. It is then merged with fuel consumption data to produce specific reports that are managed for greater efficiency.”

4REFUEL has regional offices in British Columbia, Alberta, Saskatchewan, Ontario, Quebec and the Atlantic Provinces. International expansion is planned for later this summer, with offices in the United Kingdom. It is dedicated to being the leader in fuel management, providing our clients with low risk fuel management solutions to minimize their fuel consumption and maximize the productivity of their equipment and personnel. ■

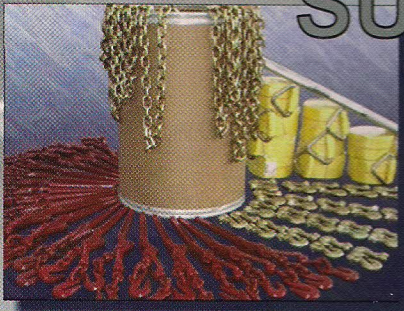



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