

# FROM OUR CLIENTS' PERSPECTIVE

4Refuel delivers customized Fuel Management Solutions guaranteed to meet our clients' needs. Since 1995 we have served thousands of clients in all industries including transport, construction, earthmoving, power generation, marine and rail. 4Refuel is The Leader in Fuel Management because of the continued support of our clients.

## HERE IS A SAMPLE OF WHAT OUR CLIENTS SAY ABOUT 4REFUEL:

Stel-Marr Concrete have been using 4Refuel formerly Mini-Tankers for over 4 years. You have provided us with steady on-site fuel delivery, allowing us to decrease our labour costs and increase our productivity. Your Fuel Management Online Program is a fantastic user-friendly tool. It stores our fuel consumption and allows us to manage our diesel usage by mixer truck-yearly, monthly and daily. I can easily print out reports on pricing history, consumption and even invoices.

**Joe Carter**, Safety and Operations,  
Stel-Marr Concrete Ltd, Edmonton, Alberta

For nine months now (we) have been using 4Refuel and (you) have provided us with prompt scheduled fuel deliveries allowing me to manage other work at hand. We have begun using your Fuel Management Online to monitor our fuel consumption and operating data for equipment. The service you provide has developed into more than just on site refuelling... it has become a complete fuel management service.

**Rene McKale/Tammy Hegeland**,  
Flint Energy Services Sherwood Park, Alberta

Past delays due to refuelling practices are no longer an issue. In addition, my ability to monitor fuel consumption by unit, by day/month was a time consuming and sometimes overlooked reporting procedure. Your Fuel Management On-line Program (FMO) is a great fleet management tool that I find extremely useful in my day-to-day reporting/monitoring procedures. Fuel audits will be a snap. Our accounting personnel love the system as well.

**Colin Reid**, Dispatch Manager,  
CCT Logistics, Brampton, Ontario

We have been using 4Refuel since November 2004. 4Refuel provides both on-site refuelling and fuel management services. (Your) prompt delivery of fuel directly to our equipment is improving our productivity and saving labour costs. With the rampant instability present in fuel pricing, accurate fuel management is becoming increasingly important to help us manage our costs associated to fuel. Fuel Management Online (FMO) is an incredibly important tool that allows us to manage all fuel consumption and operating data for our equipment and personnel in the field, all on line. 4Refuel's capabilities as a fuel manager are unique and truly "best in class".

**Hugh Cairney**, Fleet Supervisor,  
Coast Paper, Mississauga, Ontario

## WE HELP PUMP UP OUR CLIENTS' PROFITS

Grocery Gateway has used Mini-Tankers/4Refuel as our primary source of fuel for the past six months. Over this time (you) have proven to be flexible to our ever changing needs. (Your) ability to service our entire fleet throughout the GTA has set you apart from (your) competitors. I have recommended Mini-Tankers/4Refuel to other businesses and will continue to do so.

**Alan Barth**, Field Resource Coordinator, Grocery Gateway/Longos, Mississauga, Ontario

4Refuel (has) initiated and implemented procedures that have saved our company thousands of dollars. Mid Ontario Disposal is extremely happy with the invoicing procedure and the amount of information that these invoices provide to our fleet on a monthly basis. It is our pleasure to recommend 4Refuel.

**Sharon Lutes**, General Manager,  
Mid Ontario Disposal

We started using Mini-Tankers/4Refuel in June 2003. Since then the service and dependability has been outstanding. (You) are able to work around our schedule, which enabled us to save time on all our routes. In October 2004 we started on-site fuelling at the Debert NS location (where) our operation works on a five day week. (You) were able to work our refuelling... so all trucks are fuelled twice a week. This is a significant cost saving to us as we run a fleet of 8 trucks, which amount to almost 10 - 12 man hours saved a week... This also enables us to deliver more freight.

**Dwight Lynds**, Transportation Supervisor,  
The TDL Group Ltd, Atlantic Canada

# 4Refuel™

THE **LEADER** IN FUEL MANAGEMENT

## THE FUEL MANAGEMENT

# ADVANTAGE

PREMIERE EDITION 2006

## IN THIS ISSUE

President's Message . . . . .	cover
4Refuel... On The Grow! . . . . .	2
U-CON Systems Corporation... . . . .	3
4Refuel Profile . . . . .	3
Multi-Unit Franchises Available! ...	3
From Our Client's Perspective . . . . .	4
Contact Us . . . . .	4

## PRESIDENT'S MESSAGE

Happy New Year. Over the last few months our Company has undergone re-branding and today we are officially recognized as 4Refuel, The Leader in Fuel Management. We look toward the future with confidence and excitement, but we will never forget our roots.

Today 4Refuel serves over 6,000 clients across Canada and we are adding new Franchised Territories as we continue to grow. For the first time we are offering Multi-Unit Franchises to better serve our client base, and at the same time offer an improved business model for Franchisees. This strategy has worked well in Alberta and Ontario and we are confident this multi-unit approach will work as we grow. Many good opportunities still exist across the country.

Business is built on referrals. Who do you know? We have a new \$5,000 incentive for referrals that result in a new franchise. Do you know anyone that fits? For more see the article on page 3 of this newsletter.

### "4REFUEL IS GROWING FAST, BUT WE WILL NEVER FORGET OUR ROOTS"

4Refuel has a vested interest in your success. When we started, our client base was primarily small and medium sized businesses. Many used us on a seasonal basis. This is still an important part of our business, being there when needed 24/7, 365. We grew and enhanced our Fuel Management services and now we serve multi-national companies in addition to those clients who came on board back in 1995. Our services have greatly expanded and we will deliver Fuel Management solutions to any business looking to increase productivity and profitability, regardless of size. From single homes for home heating fuel to on-site equipment and large fleet, marine and rail, 4Refuel is proud of our service record and low client turnover.

We are dedicated to being The Leader in Fuel Management for all clients, big or small. When we created U-CON Systems Corp. and Fuel Management Online (FMO), it was because there was nothing like it available anywhere. Together we invented new technology, customized to fit your needs. With new technology and low risk environmental solutions to minimize fuel consumption and maximize the productivity of your personnel and your equipment, we are ready for the future.

Thanks to all of our clients. We appreciate the business and most importantly your feedback.

## CONTACT US:

**CEO:** Jack Lee (604) 513-0386  
jlee@4Refuel.com

**Executive Vice President:**  
Terry Thompson (604) 513-0386  
tthompson@4Refuel.com

**Finance & Administration:**  
Al Raffan (604) 513-0386  
araffan@4Refuel.com

**Vice President/Business Development:**  
Joe Valeriote (604) 513-0386  
jvaleriote@4Refuel.com

### FRANCHISE INFORMATION:

**Prairies, Ontario, Quebec and Atlantic Canada:**  
Dwight Smith (905) 501-0922  
dsmith@4Refuel.com

**Vancouver/Lower Mainland and BC Outside Lower Mainland:**  
Clark Winterton (604) 881-4445  
cwinterton@4Refuel.com

**U-CON & FMO:**  
James Lee (604) 513-0386 jlee@u-con.ca.

### REGIONAL OFFICES:

**Vancouver/Lower Mainland:**  
Clark Winterton (604) 607-0017  
cwinterton@4Refuel.com

**BC Outside Lower Mainland:**  
Joe Valeriote (604) 513-0386  
jvaleriote@4Refuel.com

**Prairies:** Dennis Fedak (403) 262-4945  
dfedak@4Refuel.com

**Eastern Canada:** Lou Berardicurti  
(905) 501-0922 lberardicurti@4Refuel.com



*Jack Lee*



# 4Refuel™

Visit our website: [www.4Refuel.com](http://www.4Refuel.com)

THE **LEADER** IN FUEL MANAGEMENT

## 4REFUEL... ON THE GROW!

4Refuel is The Leader in Fuel Management with a network of Franchised Operators serving over 6,000 clients coast to coast, 24/7. We are continually growing and have recently expanded our on-site diesel refuelling and Fuel Management Service in: HALIFAX, LONDON, OTTAWA, CORNWALL, GUELPH, BELLEVILLE/TRENTON and KAMLOOPS.

### THESE CITIES ARE IN ADDITION TO ON GOING SERVICE IN:

VANCOUVER/LOWER MAINLAND, VANCOUVER ISLAND, PRINCE GEORGE, EDMONTON, CALGARY, WINNIPEG, OTTAWA, GREATER TORONTO, MISSISSAUGA, KINGSTON, BRAMPTON, STONEY CREEK, SCARBOROUGH, MARKHAM, A.JAX, PICKERING, KITCHENER, CAMBRIDGE, HAMILTON, MONTREAL, MONCTON and HALIFAX.

### 4REFUEL IN THE MEDIA:

4Refuel is making news across Canada with recent articles appearing in the following:

**Magazines:** Motor Truck Magazine, L'Echo du Transport Transport Routier Magazine, Today's Trucking, Truck News, Truck West Magazines, Canadian Transportation and Logistics Magazine Western Canada Highway News.

**Newspapers:** The Standard Freeholder and The Seaway News (Cornwall), The London Free Press, The Star, Ottawa, The Belleville Intelligencer, Halifax Herald, The Langley Times, Orleans Community Weekly Journal, The Globe and Mail and The Toronto SUN.

**On Radio:** CKWX, Vancouver, CFTR Toronto, CKTB London and featured in "Canada's Business Report" on 10 radio stations in Ontario, Manitoba, Saskatchewan, Alberta and BC.

# U-CON SYSTEMS CORPORATION

## Measure it, then Manage it!

U-CON Systems Corporation was established to develop new technology to help our clients maximize profitability. Our proprietary software includes Fuel Management Online, and now Positive ID of client equipment and Radio Frequency Telematics data capture.

### AN IDLING SCENARIO...

Companies that run fleets of vehicles recognize that excessive idling of their equipment wastes fuel and money. Many clients have initiated anti-idling campaigns to help reduce fuel costs and cut greenhouse gas emissions. Unfortunately, many of these campaigns have had very limited success, because improvements are not easy to measure, UNTIL NOW! U-CON Systems Corporation can show companies how to reduce excessive idling and measure the direct improvements! Below is an example, and here is how it works:

1. Proprietary hardware is installed on the diagnostic ports of a client's equipment.
2. Hands-free, radio frequency data capture is initiated at the time of refuelling to gather operating parameters such as idling time.
3. Idling thresholds are set online by specific piece of equipment, by month.
4. Fleet managers are e-mailed desired reports at pre-defined intervals.
5. Fleet managers take responsive action on units that are not meeting company standards as identified by "Red Flags."
6. In dealing with "Red Flags" each month, the average idling time of the fleet is driven down.
7. Once all units are achieving the company standards, thresholds can be further adjusted online allowing aggressive reduction of idling time, resulting in more savings!

### HOW DOES THIS AFFECT THE BOTTOM LINE? A Direct Fuel Savings Scenario...

#### ASSUMPTIONS

Trucks in Fleet	16
Ave. Operating Hours/Day	6
Ave. Operating Days/Month	23
Ave. fuel Cost Per Litre	\$0.90
Litres Burned Per Hour of Idling	4

#### MONTH

	JAN	FEB	MAR	APR
Gross Monthly Operating Hours	2,208	2,208	2,208	2,208
Gross Monthly Idling Hours	978	830	751	710
Reduction in Idling Hours		148	227	268
Average	44.28%	37.59%	34.00%	32.14%

#### SUMMARY OF SAVINGS

Total Reduction in Idling Hours	643 (148 + 227 + 268)
Litres Saved	2,571 (643 Hrs. x 4L/Hr.)
Dollars Saved	\$2,314

**Monthly Savings At Month 4 \$965 (268 Hrs. x 4L/Hr. x \$0.90/L)**

U-CON has a complete suite of reports designed to help you better manage your fuel and equipment. For further information and a personal demonstration of how U-CON can help improve your productivity, please contact **James Lee** at 1-888-456-8896 or via e-mail at [jlee@u-con.ca](mailto:jlee@u-con.ca).

Visit our Website: [www.u-con.ca](http://www.u-con.ca)



### 4REFUEL PROFILE: Chris Almeida and Steve Sarkov, Mississauga, Ontario

4Refuel Franchised Operators Chris Almeida and Steve Sarkov have become one of the first multi-unit Franchisees in the 4Refuel System. The team serves the franchised territory of Mississauga East. Like Roy Comeau and Gord Legaire in Edmonton, Alberta, they can operate as many custom built 4Refuel tanker trucks as needed to serve clients in their territory.

"This new franchise model is perfect for operators who see potential in a growing industry, without limits", says Bill Robinson, 4Refuel's Director of Sales for Fuel Solutions. "As we expand our serviced territories across Canada, we are looking for operators who want to manage a business, with a vested interest in their clients' success. Almeida & Sarkov and Comeau & Legaire fit the bill."

Almeida and Sarkov are both long time Mississauga residents with backgrounds in the transport industry. They have been working together as partners for two and a half years. "We make a good team", says Almeida, "because we trust each other. When you operate a business that runs 24 hours a day, that's important."

The partners understand the economic climate of their territory and their clients' needs. "Mississauga is among the most industrialized regions in Canada and more transportation companies are coming into the area each year. We have just added The Brick as a client who is re-locating their distribution centre here. Their needs are huge. With them on board, we will deliver over 500,000 litres of diesel fuel each month."

"This Fall we added a second tanker truck." Both trucks hold thousands of litres of diesel fuel and are custom built for efficient delivery and safety. The newest truck holds 9,500 litres of diesel, and the

other carries 7,000 litres of fuel. "We have a part-time driver who works with us, and as we grow we can see adding more drivers and possibly another truck, whatever it takes to deliver on our service guarantees," says Almeida.

"We deliver diesel fuel, but that's just a small part of what we do. We improve productivity. One of our clients has 13 trucks in his fleet, and as an owner operator, he was personally taking them to a card lock for refuelling. That was adding up to be as much as one day's work. Now we refuel for him on location, giving him back that time to do more important things."

Thomas Christiansen is 4Refuel's Territory Manager in Mississauga. "I work with clients figuring out their service requirements, and then recommend the right solution for them. Once our Franchised Operator has pumped the fuel, our complete Fuel Management service is available. With the click of a mouse our clients receive all the operating data they need to make key management decisions to cut wasted fuel. No one can control the cost of fuel, but we can lower costs with better Fuel Management."

Some of Almeida and Sarkov's clients in Mississauga East are: Federal Express, Ace Cartage, Corporate Express, National Logistics, Murray Demolition and The Brick.

Robinson concludes, "Sarkov and Almeida have been successful because they have the experience and background to do it all. They can operate hands-on, as well as manage a growing business and can adapt to their clients' needs. Business is done at a fast pace and the two partners are long term thinkers who are ready for the future."

## NOW 4REFUEL OFFERS MULTI-UNIT FRANCHISES!

4Refuel Franchises are available for multi-unit operators. In the past, franchises were awarded on a single tanker truck, per territory basis. This is the best franchise opportunity with an excellent Return on Investment in a growing 23 Billion litre Industry! We offer a proven business model to successful operators interested in building their own company.

Franchises are awarded to successful hands-on entrepreneurs. New Franchisees must possess experience, skills and the desire to operate, manage and supervise their own business for long term growth.

Markets identified for growth include British Columbia, Alberta, Ontario, Quebec and Atlantic Canada. The vast majority of territories come with an existing client base. (ie; not a start up.)

#### 4Refuel Franchised Operators receive:

- Hands-on Training
- Powerful Sales and Marketing Tools
- Support with a Professional Sales Team
- Invoicing and Collection Services
- No Royalty Payments

#### For more information contact:

Dwight Smith,  
Director of Corporate Recruiting & Franchise:  
(905) 501-0922

## CLIENT REFERRAL CONTEST WINNER

Congratulations to Bob Van Norman at MacCosham in Edmonton, Alberta! Bob is our fourth winner in our Client Referral Contest and wins a \$2,000 Travel certificate from 4Refuel!

**You could be our next winner!** To enter refer a client lead to 4Refuel. For more information, contact your local 4Refuel Territory Manager or check our website. Our next winner will be announced in the summer. Good Luck!

## WHO DO YOU KNOW? YOU Could Earn \$5,000 Cash...

4Refuel is looking for the RIGHT PEOPLE to grow with us as new Franchised Operators. If you know of anyone who fits our 4Refuel Franchisee profile, let us know. If your referral becomes a new 4Refuel Franchisee, you will earn a \$5,000 cash reward. Contact: Dwight Smith: (905) 501-0922