



# FUELLED

NEWSLETTER

APRIL 2017

## MERGE WITH RURAL FUEL NEXT CHALLENGE



“As a family business which began in the farming sector and then moved on to earthworks, quarries, and road construction prior to fuel, we have never been afraid to keep adapting, so that we are able to remain relevant and highly successful in the market place. On April 1st we commenced working through a merge process with Rural Fuel, which is based in Palmerston North, with regional bases in Manawatu, Taranaki, Hawkes Bay and Wellington. Rural Fuels also has truck stops in Waverley, Marton, Ohakune, and Kimbolton along with their own branded service stations in Stratford, Egmont, Manaia, and Kapiti. The merge is a very positive step for McFall Fuel.”

“We will be a 51% shareholder in the new entity and I am really excited about what we will be able to put in place for generations to come. Our initial focus will be on our greatest asset, the people from both Rural Fuel and McFall Fuel, who have the expertise, knowledge, and capacity to help build a business with an even greater competitive advantage across the North Island. At the same time we will continue to work with you, our customers, and we can assure you that we will be continuing to meet your business needs efficiently,” said Allan McFall. “In particular, the merge will enable us to work more effectively with customers who work across a larger geographical spread.”

“However, it will be business as usual for the customers and the Team at McFall Fuel over the coming months. We will ensure that customers are kept informed, when needed, during the integration process which will be rolled out over the next six months with the focus very much on the internal mechanisms both Companies use to achieve success,” said Allan. “We are working hard to see that everything runs smoothly and will be as seamless as possible until the integration is complete.”



McFall Fuel are delighted with the customer response to the recent announcements about the expansion of McFall Loyal. The uptake on lubricants which has been the primary driver for loyalty has been positive and for a number of customers Stoney Creek has offered an ideal alternative with one customer outfitting their team with the high viz available. Travel is being used by customers to reward staff, help staff attend professional development opportunities, or company meetings as well as for personal use.

“It is great to be able to reward our customers with products which they use or value for their business,” said Management Accountant, Mandy Joe, who has overseen the implementation of a more effective in house system for the management of loyalty points.

**Take the time to discuss  
Loyalty with your Sales  
Representative.**

## FORESTRY INDUSTRY SAFETY SUMMIT A SUCCESS



Shaun Andrews, Rayonier Matariki Forests won a draw for a McFall Fuel Bush Breakfast. Tom Gregor, McFall Fuel Business Development Manager for Forestry is presenting the voucher.

The recent Forest Industry Safety Summit in Rotorua was a huge success with Forestry personnel drawn from all over New Zealand. The session that focused on People, Culture, and Improving Safety (Finding Our Way to Change), saw a first class line up of speakers who were open and honest about what they had encountered within their own work environments and how the necessary changes were being implemented. Steve Carden, the CEO of Landcorp, was brutally honest about what he had faced when he first took on the role. He congratulated the forestry industry on facing up to their health and safety issues and he was setting about to do the same within Landcorp. His message was a stark reminder to us all that we need to be constantly aware and that health and safety requires everyone taking responsibility.

# What's Happening @ 0800 623 255

## RAPID RESPONSE VEHICLE VERY MUCH VALUED



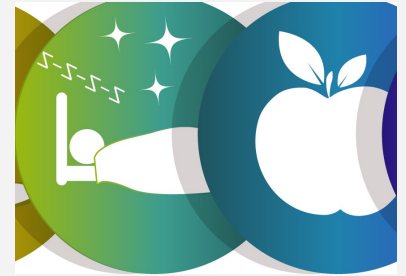
In August 2015 McFall Fuel handed over the keys to the McFall sponsored Rapid Response Vehicle. One of the team, Leigh Sefton dropped in to tell us just how much the vehicle has meant to those volunteers who down tools and get to the Trustpower TECT Rescue Helicopter hangar at the Tauranga Hospital when their pagers go off. "We are constantly involved in missions where time is of the essence and the vehicle which McFall Fuel supplied and continue to sponsor has made a significant difference," said Leigh who is also very involved in Surf Lifesaving. "We often forget to show appreciation for such help and that is why I decided to

pop in and say thanks for making a difference not only for our response rate when we are needed quickly but also for our community."

"It was so thoughtful of Leigh to do this," said CEO Sheryl Dawson. "The catch up gave us an insight into how amazing these people who volunteer their time to save the lives of those who have accidents or mishaps are. It was quite apparent that Leigh is passionate about the service that sees volunteers, like himself, on call and willing to down tools no matter what, when they are needed if they are rostered on. They are indeed a group of very special people."



## FOCUS ON HEALTH LIKE SAFETY



Focus on health like we do on safety has been a recent catch cry as businesses grapple with the often invisible health issues that can arise. A person's health has always been a private matter and so there is often a reluctance to discuss health with anyone at work. This approach has contributed to the long held belief that it is not the responsibility of the employer to concern themselves because of the age old taboo. The 'she'll be right mate it will go away' from the hearty souls or "take a concrete pill" from those who think it is about being soft, encourage these long held attitudes. The difficult conversations need to be had when it comes to health and well being. For many companies medicals, fatigue, nutrition, and fitness have become a higher priority in the workplace but we still have a way to go to ensure that health has the same priority as safety does as quickly as possible.

## FINAL MONTH FOR END OF SUMMER PROMOTION

McFall Fuel's *End of Summer Promotion* runs from February 1 to April 29, 2017. For every 100 litres of Fuchs Agrifarm UTTO MP or the Titan Cargo range purchased you go into the draw to win the *Beach Combo* which includes an easy carry blanket, a frisbee for fun plus other items. There are 10 prizes to be won.

*Agrifarm UTTO MP* is a Super high performance oil for use in transmission and hydraulic systems with integrated wet brakes, clutches, and differentials. Ideal for agricultural and construction

machinery it guarantees excellent wear protection, good viscosity, and temperature behaviour, and the best friction properties.

*Titan Cargo MAXX SAE 10W-40* has good cold starting properties and ageing stability for fuel economy. It exceeds conventional UHDP lubricants in versatility and performance due to its XTL Technology.



McFALL  
LOYAL

## The Complete Package



FUEL



FUEL CARD



FUEL TANKS



LUBRICANTS



SERVICE



TANK REPAIRS  
& MAINTENANCE