

**This is the copy for a full page advertorial for SpeedFuels Ltd. The copy was placed in a local Carrickfergus newspaper in January 2012**

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### **Does Your Domestic Fuel Supply Company Really Measure Up?**

With the Christmas holidays now over and a new but uncertain year ahead, it's comforting to know that the spirit of Christmas is still very much alive and well within certain parts of our community. The good will message is extending into 2012, mainly due to the economic climate, and the call is for local people to support local businesses and for local businesses to deliver quality products and services, as might be expected by the people who support them.

One small business that appears to have warmly embraced the season of good will, and really taken the customer service message to heart is Speed Fuels Limited, a local heating oil supplier based in Carrickfergus, County Antrim. The company's customer service policy is to meet and even exceed customer's expectations in terms of price and reliability, but over the festive period they not only raised the bar by literally going the extra mile, they have set a completely new standard, which many rival companies will find very difficult to meet.

**Insert image of tanker here**

In the extremely busy weeks running up to Christmas, Speed Fuels delivered hundreds of thousands of litres of heating oil to its many loyal customers ensuring no one got left out in the cold. Nothing too unusual about that you might think, except they delivered from 6am to 10pm, 7 days a week. They even responded to a desperate call from an elderly customer on Christmas day and made an emergency delivery at 7am on New Year's Day. Would your current heating oil supplier go that far?

### **Service Above And Beyond The Call Of Duty**

In a further good will gesture, above and beyond the call of duty, they waived the usual standard fee, which is normally charged for bleeding an oil boiler that had run dry and developed an air lock. In a recent statement Speed Fuels' business owner, Johnathan Hewitt said, "We recognise that the success of our business is down to the loyalty of our many satisfied customers, and so we are committed to delivering a quality and reliable service at all costs. Christmas is an expensive time for everyone so we were happy to help out in any way we could"

He went on to say, "We are probably the cheapest heating oil supplier in the area but it's not always just about price. A friendly and reliable service is what many of our customers expect and enjoy, and that comes at no additional cost to them"

There appears to be no limits to Mr Hewitt's caring nature, as would be confirmed by Ben, a beloved family pet of one of Speed Fuels' customers. Mr Hewitt recognised the dog, which was in a very distressed state and found him wandering alongside a busy main road more than 3 miles from his home. Mr Hewitt coaxed the frightened animal into the cab of his truck and ensured he was reunited with his grateful owner. It should be pointed out that there are no plans to add a pet rescue service to the business any time soon.

Insert image of Ben here

Speed Fuels was established in 2008 by Johnathan Hewitt after spending more than 15 years with two of the largest oil supply companies in Northern Ireland. He could see a niche in the market when he realised that the industry was more focused on making profits at the expense of offering a personal customer service. His small family business has grown steadily year on year simply because he has been able to offer his customers a cheaper, personal and more reliable service than his competition, something which larger companies would find very difficult to match.

### **Fuel For Thought**

Mr Hewitt says, "Getting to know our customers personally is what makes our company different. We are able to better understand their individual needs and circumstances, and are always willing to respond to their requests. To put it in simple terms, I think of my customers as my friends and I would like to think that they see me as a friend too. For that reason I personally try to make as many deliveries as I can, so I can personally meet them and put a face to the name."

He added, "I recently ran a radio ad on Local CarrickFM with the catch phrases, *Why Shiver When We Can Deliver?* And *Special Offer 100 Litres Delivered For £75... Who's Your Daddy?* Now amusingly, people come up to me in the street and say *Who's Your Daddy?* Now that's the kind of friendly feedback that makes running my business, which involves putting in long and often very unsociable hours, all the more worthwhile."

Insert image of happy customer here

As well as supplying the cheapest heating oil to the Carrickfergus area, Speed Fuels also supply environmentally friendly fuel additives. These additives have been designed to increase system efficiency, lower carbon build up and help reduce sludge in oil tanks. Speed Fuels can also replace oil tank components and install completely new tanks if required.

Just recently and due to customer demand, Speed Fuels has begun stocking coal, logs, kindling, firelighters and 20 litre drums of red diesel and kerosene for emergency use, or for those on a tight budget. These additional products have been very well received by existing customers.

### **Overcoming Adversity**

It wasn't all plain sailing for Speed Fuels. In the beginning the fledgling company was shunned by the larger and well known oil suppliers, who appeared to close ranks and point blank refused to supply Speed Fuels with heating oil. Undeterred Mr Hewitt managed to source an alternative and much more supportive supplier.

His dogged determination to make his new business a success was equally matched by the enthusiasm of his young manager Claire Gilmore, who also set up and managed the company's office in Albert Road. Mr Hewitt said, "Claire was with me from the start and proved to be an effective driving force in those early years. I will always be eternally grateful for her invaluable input and unquestionable loyalty."

Image of Claire here (if you have one)

Claire has recently taken a part time position with the company, allowing her to study for a degree. She has obviously made quite an impact on many of Speed Fuel's customers as they continue to enquire about her and her progress.

### **No Holds Barred Customer Service**

Assistant manager Sophie Maginnis, who also looks after reception at the Albert Road office and depot announced, "We would like our customers to know that they can now call in at their convenience and collect coal, logs and other products during our normal opening hours, which are 9am to 5pm Monday to Saturday. They'll find the same friendly and helpful service as expected, and of course prices on all our products are very competitive."

She added, "Customers who want to order heating oil can either just pop into reception, give me a call or order directly from our website. We also offer customers the option of a weekly budget payment plan to help spread the cost of purchasing their heating oil. Customers who want same day delivery need only call me and place their order before 10am on that day."

Insert image of Sophie here

These days many people prefer to order goods and services online and Speed Fuels are certainly up to speed on this option. Customers can conveniently visit the company website, place an order, pay by credit or debit card and rest assured that their order will be processed and delivered in a timely manner. You are also able to get an instant online quote for a 500 litre and a 900 litre order. Smaller or larger quantities can also be ordered online. Their website, which contains more information about the company and its range of services, can be found at: [www.speedfuels.co.uk](http://www.speedfuels.co.uk)

The company services mainly the BT37 and BT38 post code areas at present but have plans to expand its operations into other areas as the company grows. All enquiries should be directed to their reception and depot telephone number, which is 028 9332

9335 or you can contact them by email if your enquiry is not quite so urgent:  
[info@speedfuels.co.uk](mailto:info@speedfuels.co.uk)

Insert image of reception front/office here

### **Local Hero Keeps The Neighbourhood Warm Over The Holidays**

The above statement says it all. On a final note it should be pointed out that Mr Hewitt is himself a local man and takes pride in being able to provide a cost effective and much needed service to the local community, in which he resides. Also, in this day and age it's almost unheard of for the owner of any business to be willing to go out and personally meet his customers face to face. Subsequently some of Speed Fuels' customers refer to him as their local hero.

In a closing statement Johnathan Hewitt announced, "It's very satisfying to know that we managed to pull out all the stops over the Christmas period ensuring, everyone got their heating oil. I just couldn't bear the thought of any of my customers sitting in a cold house during this special and festive time of year. I'm very happy that we achieved our mission and we obviously left other heating oil suppliers in our wake. I hope our dedication now proves that we are very serious about our customer's needs."

Summing up he added, "Our New Year's message is that Speed Fuels' existing customers can rest assured that the outstanding service provided to them in the past will remain unrivalled throughout 2012."

### **A Warm Welcome For All New Customers**

Speed Fuels would like to extend a special warm welcome to new customers and has announced that all new customers who place an order during February will be entered into a prize draw. The draw will take place in March and the lucky winner will receive 500 litres of quality heating oil worth over £300.

For all enquiries telephone 028 9332 9335 or visit the company's website at  
[www.speedfuels.co.uk](http://www.speedfuels.co.uk)

Alternatively, call into their designated customer reception area situated at 59 Albert Road, Carrickfergus, BT38 8AD between 9am and 5pm, Monday to Saturday.

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Here is how it looked in the paper:



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He went on to say, "We are probably the cheapest heating oil supplier in the area but it's not always just about price. A friendly and reliable service is what many of our customers expect and enjoy, and that comes at no additional cost to them".

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Mr Hewitt says, "Getting to know our customers personally is what makes our company different. We are able to better understand their individual needs and circumstances, and are always willing to respond to their requests. To put it in simple terms, I think of my customers as my friends and I would like to think that they see me as a friend too. For that reason I personally try to make as many deliveries as I can, so I can personally meet them and put a face to the name."

He added, "I recently ran a radio ad on Local CarrickFM with the catch phrases, *Why Shiver When We Can Deliver? And Special Offer 100 Litres Delivered For £75... Who's Your Daddy? Now* amusingly, people come up to me in the street and say *Who's Your Daddy? Now* that's the kind of friendly feedback that makes running my business, which involves putting in long and often very unsociable hours, all the more worthwhile."



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