



## Optimum stability

WHEN THE NEED AROSE TO REPLACE AN EXISTING TANKER WITH ONE THAT WOULD DELIVER GREATER PAYLOAD AND FLEXIBILITY, **ADELAIDE FUEL DISTRIBUTORS** RELEASED A TENDER. WITH OPERATOR SAFETY A KEY FACTOR IN THE COMPANY'S DECISION, **TIEMAN'S XTO TAPERED LOW CENTRE OF GRAVITY TANKER** WAS A PERFECT FIT.

Adelaide Fuel Distributors has had a long association with Tieman, asserting that each and every Tieman tanker that has entered its fleet has been built to the highest quality standard. This has been coupled with optimum durability and a high resale value. As an independent Caltex distributor, the core business of Adelaide Fuel Distributors is to market and transport fuel and lubricants throughout metropolitan Adelaide, as well as regional areas of South Australia from Blanchetown in the state's north to Cape Jervis in the south.

Adelaide Fuel Distributors was started in a paddock at Seaford by Bryson Fredericks with a capital of only \$6000. Bryson was working in the transport industry and had always wanted to start his own business, so when the opportunity came about, he seized it with both hands. To this day, Bryson recalls the hard work involved in

delivering fuel in 44 gallon drums in an attempt to build his business from scratch. Today however, the business is a far cry from these humble beginnings. Adelaide Fuel Distributors has grown to become the largest privately owned Caltex fuel and lubricant distributor in South Australia, with a customer base that includes farmers, transport companies, local government, industry, marine and service stations – and 2011 will mark Adelaide Fuel Distributors' 40th year of operation.

Bryson attributes his success largely to the hard working and loyal staff that have become such an integral part of the business. There are now over 50 staff employed in various fields across the company, including his three children Jason, Sarah and Katherine who hold key areas of responsibility in administration, customer service, projects and maintenance.

To ensure peak operational efficiency, Adelaide Fuel Distributors is constantly reviewing its equipment and vehicle needs. In July 2010, the company released a tender for a new 45,000 litre, six compartment tanker that would replace an existing five compartment tanker with a lower capacity. "We required a six compartment unit for increased flexibility to deal with a new range of fuels coming onto the market. It is no longer just Unleaded, Diesel and ULP. Premium Unleaded, Vortex 95, Vortex 98, Unleaded, E10 Unleaded, Diesel, Vortex Diesel, E85, etc, have all come into the mix," explains General Manager of Adelaide Fuel Distributors, Trevor Bayliss. Adelaide Fuel Distributors had a comprehensive set of specifications that needed to be met by the new tanker, including a low centre of gravity for added safety and such equipment as Diptronic,



L-R: Adelaide Fuels Operations Manager, Mr Jason Fredericks; and General Manager Mr Trevor Bayliss outside their Seaford Depot in Adelaide.

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as well as having the added advantage of being available for a timely delivery. The new XTO tanker was picked up by Bryson's son Jason in mid September. Jason drove the company's new Mack prime mover from Adelaide to Melbourne for the handover of the tanker which took place at Tieman's Keon Park facility. Upon returning to Adelaide, Jason praised how well the combination had handled. The XTO name given to this new tanker that was released into the market by Tieman earlier this year, stems from the Latin word 'exsto' meaning 'to stand out'. A lower overall centroid height of 100mm when compared to a conventional tanker results in a 10 percent reduction in the risk of rollover – and this was a major consideration for Adelaide Fuel Distributors.

The slimmer and more compact design provides easier access into narrow farms and service stations, while an aerodynamic shape results in less wind drag, thus boosting fuel efficiency. Trevor comments, "Our drivers are full of praise for the tanker saying it sits well on the road, is easy to unload, the design enables easy and full drain off and there is added flexibility of loading due to the six compartment configuration. Stability is also great. The tanker's design provides improved visibility, while enlarged sight glasses enable improved product identification, and air bag suspension gives a smoother ride." Like Tieman, Adelaide Fuel Distributors has remained an Australian family owned and operated business, sharing similar values,

including personal service and pride in business. Based on the service, product quality and competitive pricing, Trevor says that there are likely to be more orders from Tieman in the future. He comments, "We always act on opportunities and incorporate planning processes for future diversification and expansion of our business, but with a special emphasis on retaining our core business and values, which is the safe and efficient storage, distribution and sale of fuel and associated products within South Australia. "Tieman deal on a very personal basis," adds Trevor, "from Ron Edmonds who follows through on every detail and request, not to mention his genuine personal interest in clients, their business and family, through to Colin Tieman who did everything possible to ensure that our expectations were being met."

**Contact**  
Tieman Industries Pty Ltd  
4-10 Keon Parade  
Keon Park VIC 3073  
Ph: 03 9469 6700  
Fax: 03 9462 1814  
Web: www.tieman.com.au