

Fuel independent determined to bridge the gulf

Having surpassed the one billion litres of fuel milestone and delivering an average of a million litres daily, independent fuel company Gulfstream continues to chip away at a sector traditionally dominated by global players

INDEPENDENT fuel company Gulfstream Energy, which has racked up steady year-on-year growth since its inception in 2009, had distributed one billion litres of fuel by January. The company has also staked its claim as the fastest growing commercial fuel supplier in South Africa (percentage-wise, including all the majors).

The achievement is of particular significance in light of government's mandate to transform the local petroleum sector, says CEO Shane Jegels. "Recent years have seen substantial changes in the local fuel industry. The opening up of industry to independent players, together with the rise of black industrialists, has a critical role to play in the transformation of our industry and greater economy."

A 100% South African owned company, in an industry traditionally dominated by global players, Gulfstream's milestones include the 2013 collective award of Transnet's largest tender to date for goods and services (valued at R15,5-billion). In addition, in 2014 it was one of a select number of independent fuel suppliers awarded a contract for the supply

of fuel products and services across several government departments, responsible for the delivery of millions of litres of fuel a year to more than 100 sites nationwide.

"We deliver, on average, over one million litres of fuel daily to every corner of South Africa," says Jegels. Gulfstream supplies more than 1% of the country's fuel demand across the public sector, various commercial sectors (including mining, retail and aviation) together with a significant portion of the country's largest transport companies and three of South Africa's four major truck stops.

The company focuses on innovation and is driven by an ethos of making business easy. It recently partnered with Borgan Cape Terminals, which positions it as the first independent supplier in the country to have access to its own bulk fuel storage facility.

Gulfstream's involvement with Borgan Cape Terminals will see it with an increased storage capacity of approximately 120 million litres of fuel a year. Together with its independently owned logistics capability, this storage facility will enable Gulfstream to ensure quicker and greater availability to the



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Western Cape marketplace. Jegels says a natural follow on will also see Gulfstream as the only independent participant of the Electronic Data Interchange (EDI) Forum, traditionally the transactional domain of South Africa's oil majors.

"We founded Gulfstream to make a difference," continues Jegels. "It's about interacting with each customer, based on its unique requirements, and doing what we can to ensure the smooth operation and sustainability of its business."

To this end, Jegels stresses the importance of compliance and solid internal processes: the company is striving to achieve ISO accreditation by 2017.

"It is this commitment across all spheres that has seen Gulfstream achieve its position of fastest growing commercial fuel supplier in South Africa. We are positive about the future of South Africa's fuel industry and are energised by the enormous potential it holds to empower the lives of countless South Africans, as our country's independent fuel companies continue to grow and take their place within this transforming industry."

Gulfstream's customer portfolio includes, among others, National Treasury, Unitrans, Imperial, Eskom, Transnet, Plasser South Africa, Jodan Construction and Central Rand Gold.

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