

Belfast Officially Welcomes New Domestic Heating Oil Supplier

It's been a long time coming but at last we can announce the welcome arrival of domestic heating fuel supplier, Speed Fuels, to the Belfast area. For years the discount heating oil supplier has restricted its delivery service to the neighbouring county of Antrim, operating out of a busy depot based in Carrickfergus. Very occasionally, the company would tantalisingly extend beyond its normal service area and venture across the county border to the delight of a privileged few.

However, it can now be confirmed that Speed Fuels has set up a new depot on the outskirts of the city of Belfast and is poised to deliver low cost heating oil to the whole of the area. Speed Fuels has developed a huge local reputation for its quality service including same day delivery and for its dedication to customer's individual needs. Their friendly personal service has on many occasions been vocally highlighted by many of its contented and loyal customers.

Insert image of new reception front/office here (if you have one) or delivery tanker

The company is headed by Johnathan Hewitt, founder and director who previously spent many years working with two of the largest domestic heating oil suppliers in Northern Ireland. His personal enthusiasm and devotion together with that of his hand-picked team, has been a driving force behind this small but highly successful and very efficient company. Low prices, reliability of service and same day delivery can now be enjoyed by even more people, this side of the county line.

Respected local businessman Eamonn Murray, owner of Colin Glen Fuels, which is situated here in Belfast has recently joined the Speed Fuels management team as a consultant, bringing with him many years of valuable hands-on experience in the retail fuel industry. Colin Glen Fuels sells handy 20 litre drums of heating oil and diesel for collection, and was the victim of an unsolved arson attack back in 2005. The two men plan to consolidate and diversify their combined and respective business interests, which is likely to bring more, much needed employment to the local area.

Meeting Demand For Cheaper Heating Oil

Residents of Carrickfergus have been benefiting from cheaper heating oil, supplied by Speed Fuels, for years but inevitably it became impossible to keep the secret from hundreds of householders in neighbouring towns and villages. Word soon spread and for many months Speed Fuels had been inundated with numerous phone calls from people in the Belfast area all wanting a similar service.

In a recent interview Speed Fuels' founder and owner, Johnathan Hewitt explained, "For many people heating oil is absolutely essential and the bigger oil suppliers take advantage of this. We're able to compete with the bigger companies because we don't have the financial overheads they have and we don't pay ourselves excessive salaries."

Insert image no. 009 here with reference to Johnathan Hewitt with admin staff.

He added, “The demand for heating oil will always be there but we’re more than happy to meet the demand for a cheaper supply and a better all-round service. I guess the word is spreading fast because our phones never seem to stop ringing, and it’s been the Belfast residents who have been shouting the loudest. I’m more than happy to be able to supply them with the same quality service we have been providing our loyal Carrickfergus customers with over the past few years.”

Fun Day Event Coincides With Opening Of New Depot

To underline Speed Fuels’ commitment to the Belfast community, they recently staged an open day event and invited everyone in the area to join them for free food, drinks, family fun and some general banter. The event coincided with the opening of their new depot in Colinglen Road, and was a great opportunity to meet the Speed Fuels team and enquire about the company’s products and services.

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All directors and staff were on hand to personally meet residents and new customers alike, plus answer any questions and to encourage people to enjoy the day’s activities. Children were particularly catered for with face painting and a variety of fun equipment to try out including stilts, unicycles and off-string yoyos. Children’s entertainers were also on hand to ensure they all had a good time. Fortunately, the weather happened to play a big part too, providing some welcome early spring sunshine with acres of deep blue sky in evidence.

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Many local people took advantage of Speed Fuels’ generosity and also made certain their names were added to the ever-growing list of eager new customers. Mr Hewitt remarked that many people had shown their appreciation of the event by thanking him and his staff personally. He also added that the local support had been overwhelming and he looked forward to supplying them with their orders in the very near future.

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The company has asked that we thank on their behalf, all those who came along and made the day a resounding success. They would also like to thank all those involved in supplying the food, drink, amusements and entertainment.

Heating Oil Company Delivers Much More Than Fuel

It has become well known in the wider area that Speed Fuels is much more than just a heating oil delivery company. Subsequently, company drivers and admin staff have made many new friends amongst their loyal customers, mainly due to their overwhelming

helpfulness and genuinely friendly nature. Many customers have made a point of recording their opinions by writing glowing testimonials on the company's website.

The company prides itself on delivering a personal customer service and states it will never let anyone down, which has certainly proved to be the case during the recent Christmas and New Year period. Recent reports about Speed Fuels, over the festive season, included responding to calls on Christmas Day and making an emergency delivery on New Year's Day, along with rescuing and returning a customer's dog, which was found wandering around in a confused state many miles from its home.

Insert image of Ben here (it's a great photo/story and still worth many more bucks) or image no. 021

It's this caring mind-set that has become synonymous with Speed Fuels, and which has in many ways accounted for its recent and rapid success. People obviously recognise and appreciate genuine and warm-hearted friendliness and have demonstrated this by signing up for Speed Fuels' heating oil delivery service in great numbers. You could say it's a classic case of 'what goes around comes around.'

A Pledge To Belfast Customers

Speed Fuels' reputation precedes them but can they live up to all the expectations? When questioned on this issue Mr Hewitt said, "We are serious about delivering on customer service in Belfast just as we have proved in Carrickfergus. Belfast customers can expect the same unrivalled same day deliveries and I personally guarantee they will not be disappointed."

He also added, "Opening a new depot here in Belfast will prove vital to our operation and will also allow for local customers to call in and place orders face to face if they wish. Our mission is to exceed all our customer's expectations, as they will undoubtedly discover over the coming weeks and months." The company announced that new delivery vehicles have been purchased, and it seems they are already becoming a common sight on many Belfast roads.

Insert image no. 002 here

With new delivery tankers comes the need for new drivers, so Speed Fuels is also busy recruiting and training drivers to ensure they are fully conversant with stringent company policy, health and safety awareness and are well able to meet the very high standards expected by customers. Trainee drivers were also present at the company's open day event, as part of the training process invariably involves meeting and communicating with local people on a one-to-one level.

What Next For Speed Fuels?

The company wouldn't be drawn on any long-term plans for further expansion into other counties within Northern Ireland, but indicated that their mid-term goal is to continue to increase their loyal customer base. It seems the company is content to grow exponentially, through word of mouth and personal recommendation, rather than launching a full scale proactive marketing campaign.

On the question of marketing Johnathan Hewitt said, "Our policy is not to try and force people to change their heating oil supplier, as this would very likely have the opposite effect. We think it's better to just let people know about our services and then let them decide for themselves whether they want to pay more or pay less. It's a simple formula and it seems to work very well. Of course our dedication to customer service speaks for itself, and our customers do the rest by telling all their friends and family. So, I would say our marketing plan is likened to that of common courtesy and politeness, in that it doesn't cost anything but it does go a long way."

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Speed Fuels is a glowing example of how a successful business should be set up and run, and especially in these uncertain economic conditions. It goes without saying that if more companies adopted a similar attitude to customer service, price fairness and paid less attention to personal financial gain then the country would be in a much better position today. Belfast will undoubtedly be a much better place in the future thanks to the ethics and sincerity of companies like Speed Fuels.

A Warm Welcome For All New Customers

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

A similar prize draw was announced in February for residents in the Carrickfergus area and the actual draw took place in March. The winner, pictured below centre, was Carol Boyce from Whitehead who won 500 litres of home heating oil. Congratulations to Carol.

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Heating oil orders can be made over the phone on 028 9332 9335. If you require a same day delivery the company recommends you call before 10am on the day required. To order a scheduled delivery calls can be made at any time during office hours.

Alternatively, you can place an order at anytime directly from the company's website. Simply visit www.speedfuels.com and follow the step by step instructions.

If you would prefer to speak to someone in person then why not call into their new designated customer reception area situated at 29 Colinglen Road, Belfast, BT17 0LR between 9am and 5pm, Monday to Saturday. A warm and friendly welcome awaits all.