

# FUEL QUALITY MONITORING PROGRAMS

WHEN YOU NEED TO BE SURE



- Consumer market study on the functioning of the market for vehicle fuels from a consumer perspective
- Prepared by Civic Consulting in 2014 for the Executive Agency for Health and Consumers based on data collected from September 2012 to April 2013
- 27 000 respondents in 29 countries (EU, Norway and Iceland)

- Results of this study indicate that most consumers are *not loyal to a particular fuel brand or individual petrol station*. Only 13% and 10% of consumer survey respondents, respectively, indicated *'sells my preferred brand'*.
- Price is the critical factor in consumers' decision-making in terms of retailer selection: 68% of consumer survey respondents indicated 'offers the lowest price' as an important consideration in their choice of a petrol station.
  - 56 % Romania
- Factors other than price that play a role in fuel type preferences
  - Previous good experience with a given type of fuel (27%) 40% Romania,
  - Perceived benefits for engine or vehicle performance (22%) 29% Romania
  - Fuel quality (18%) 39% Romania

- Main sources of information about vehicle fuels were
  - Information at the pump (fuel labels or other signs) (50%);
  - Family / friends / colleagues (29%);
  - Information on or next to the vehicle's filling cap (22%);
  - Price comparison websites for fuel (22%); and
  - Staff working at the petrol station (21%).
- Use of 'personal advice, is higher in EU12 countries (68%), Romania (74%)
  - Labeling 61%
  - Internet 44%
- Only a minority finds it easy to get clear information: fuel quality (28%) and on the effects of particular fuel types on engine or vehicle performance (26%).

- According to the stakeholder organizations consulted for this study, the highest number of complaints received during the previous five years concerned fuel prices (51%), followed by fuel quality (31%) and unfair commercial practices (11%).
- 43% survey respondents say that they have experienced a problem during the previous 12 months
  - 9% said that low quality fuel led to engine or vehicle performance problems
  - 7% received less fuel in the tank than they paid for
- Fuel quality problems experienced by respondents are notable for their disparity between EU15 and EU12 countries: rather the exception in the EU15 (4% of respondents reported having experienced such a problem), this was less the case among EU12 respondents, 17% of whom reported experiencing such a problem.
  - Countries with the highest incidence of reported problems of this type were Bulgaria and Greece (27% each), Romania (25%) and the Czech Republic (18%).

- Dedicated quality monitoring programs were designed by SGS
  - Addressing specific issues and mitigating risks in each part of the fuel distribution and retail segment.
  - Supporting quality awareness and importance for consumers
  - Building confidence and promoting companies selling quality
  - Utilization of the programs in fuel retail and wholesale marketing communication
- Technical tool used to keep quality and related operations under control
- Marketing tool confirming care of quality to business partners



- 2003 – 1<sup>st</sup> generation of the Seal of Quality program (SoQ)
  - Basic tool for quality monitoring
  - Introduced by Institute of Fuels and Lubricants
- 2006 – 1<sup>st</sup> generation of the Terminal Monitoring program (TM)
- 2007 – SGS introduced fuel testing mobile laboratory
- 2009 – Institute of Fuels and Lubricants acquired by SGS
- 2010 – SoQ and TM upgrade
  - Visual redesign
  - Introduction of audits and risk analysis
  - Complex technical and marketing tool
- 2012 – Implementation of bio components and bio fuels into SoQ
- 2013 – Development of tanker sampling device
- 2014 – Development of FTIR screening technique for fuels properties
- 2014 – Utilization of mobile devices for on-site audits data collection
- 2015 – Introduction of Transport Guarantee program (TG)

- OMV Czech Republic (July 1st 2015)
  - SoQ
  - HSE, Fire protection, Environmental protection
  - MaxxMotion introduction – testing and consultancy
- SHELL Czech Republic and Bulgaria (September 1st 2015)
  - SoQ
  - Premium fuels testing according to CEC test methods
- BENZINA (PKN Orlen Group)
  - SoQ
  - Technical support
- UNIPETROL
  - SoQ, TM, turnkey project for wholesale
- ČEPRO (Czech state owned storage, pipeline and gas stations operator)
  - SoQ, TM, TG
- GLOBUS, TESCO
  - SoQ
  - Technical audits



### ■ Initial period

- System audit and risk analysis
  - Involving all processes influencing quality of fuels
- 1st round of fuel sampling and testing
- Additional requirements
  - Sales of premium fuels
  - Claim management rules
  - Mandatory requirements
  - Market specific requirements

### ■ Awarding the Seal of Quality mark to compliant networks

### ■ Continuation

- Random and partial audits of gas stations
  - Adherence to procedures
  - Based on audit findings and risk analysis
- Fuel sampling and testing
  - Scope of tests defined by the SoQ Programme Conditions
  - Adjusted based on the initial period findings
  - Unannounced sampling per SGS decision

### ■ Evaluation of results by SGS Inspection Body

### ■ Support by independent industry experts



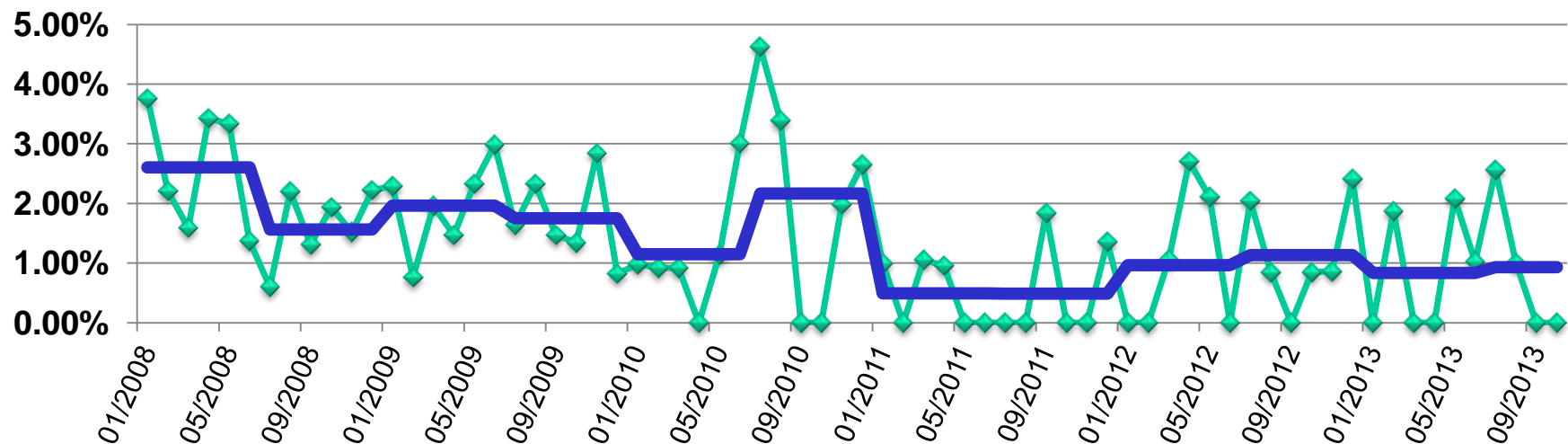
## ■ Seal of Quality

• Number of participating gas stations	1.020
• Market coverage	28%
• Number of fuel samples	6.413
• Number of tested parameters	51.300
• Share of quality discrepancies	0,6%

## ■ Terminal Monitoring

• Number of participating terminals	19
• Market coverage	50%
• Number of samples	3.800
• Number of tested parameters	30.400
• Share of quality discrepancies	0,3%

- **2008** beginning of participation in the Seal of Quality program
  - Level of non conformities exceeding 3,5%, reduced progressively to 1% in Q1 2010
- **2010 mid year** change of organization structure
  - Instant growth of non conformities level above 4,5%
  - Critical situation was immediately addressed and solved in close cooperation
- **2013** 1212 samples, 9 off specification (0,74%)
  - 3x flash point, 3x sulphur, 3x vapour pressure
- **2014** 933 samples, 3 off specification (0,32%)
  - 2x flash point, 1x vapour pressure



- Distinguish the best from the others
- Improve awareness of fuel quality importance, educate
  - Fuel consumption
  - Reliability and performance of vehicle
  - Environment protection
- Accurate information and simplified orientation for motorists
- Marketing
  - Sticker at every filling station, at every dispenser
  - SGS
    - Press conference
    - Press relations
    - Infotainment
  - Client
    - Flags, banners, shop window stickers, leaflets
    - Web pages, Facebook, on-line marketing
    - Advertising and marketing campaigns
  - [www.dobrapumpa.cz](http://www.dobrapumpa.cz) /PompaSigura



- Web page dedicated to the Seal of Quality program
- Education of motorists and journalists
- Sections addressed to
  - Motorists
  - Participants
  - Press
- Information about the Program conditions
- Frequently asked Questions
- News – SGS
- List of participants and gas stations locator
- Media section listing all PR activities related
  - TV and radio broadcasting three times per year in average, main news, investigative programs
  - Almost 40 web and print articles since 2010, related to quality of fuels and referring to the Seal of Quality program

## ■ What does it mean for the gas stations?

- Promote the brand and enhance consumers' confidence in the quality of fuels
- Support marketing campaigns using the Seal of Quality
- Improve the control over the whole distribution chain (facilities, staff and distributors/suppliers, franchise)
- Provide technical support to solve fuel quality related issues
- Assistance for claims and disputes resolutions

## ■ What does it mean for the motorists?

- Simplify the selection of gas station and ensure purchase of quality fuels only
- Prevent damage to engines and avoid costs related to unnecessary repairs
- Independent patronage in case of problems, professional and objective findings during potential warranty cases
- But especially...

**Guarantee to purchase only quality fuels**

## ■ Initial period

- 1st round of fuel sampling and testing
- System audit and risk analysis
  - Fuels, bio fuels, bio components, additivation
  - Documentation of supplies and operations
  - Staff training and management
  - Equipment maintenance and repair
  - Receiving & Loading
  - Intermediate operations
  - Internal quality procedures
  - Quality certificates

## ■ Awarding the Terminal Monitoring mark to compliant terminals

## ■ Continuation

- Random and partial audits of processes
  - Adherence to procedures
  - Based on audit findings and risk analysis
- Fuel sampling and testing
  - Scope of tests defined by the TM Programme Conditions
  - Adjusted based on the initial period findings
  - Unannounced sampling per SGS decision



## ■ Evaluation of results by SGS Inspection Body

## ■ Initial period

- Fuel sampling – direct sampling during discharge at gas station
- Additional requirements
  - GPS and camera surveillance
- System audit and risk analysis
  - Tankers – documentation and technology
  - Tankers – maintenance and metrology
  - Logistics – scheduling and surveillance
  - Loading and discharge procedures
  - Sealing of tankers and storage tanks
  - Staff training and management
  - Exceptional and emergency situations

## ■ Awarding the Transport Guarantee mark to compliant logistic companies

## ■ Continuation

- Random and partial audits of processes
  - Adherence to procedures
  - Based on audit findings and risk analysis
- Fuel sampling and testing
  - Scope of tests defined by the TG Programme Conditions
  - Adjusted based on the initial period findings
  - Unannounced sampling per SGS decision

## ■ Evaluation of results by SGS Inspection Body





# TERMINAL MONITORING & TRANSPORT GUARANTEE – MARKETING TOOL

- B2B sales tool with B2C positive side effect
- Marketing
  - Billboard at every terminal gate
  - Extra large paintings of quality marks on tankers
  - Programs quality marks on delivery notes and invoices
- PR and marketing investment by SGS
  - PR activities
  - Press conference
- PR and marketing campaigns by client
  - Flags, billboards, stickers
  - Web pages
  - Advertising
- ČEPRO example
  - Adopted wholesale strategy covering full distribution chain from terminals to gas stations
  - In exchange for exclusivity of supplies, ČEPRO guarantees quality of fuels and accepts full responsibility
  - First bearer of the Quality Guarantee of Motor Fuel Distribution – combined quality mark






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*Každodenní porce energie*

*Přeprava, skladování a prodej ropných produktů  
Ochraňování zásob státních hmotných rezerv  
Provoz sítě čerpacích stanic*

- Velkoobchodní prodej, přeprava PHL
- Certifikovaný velkoobchod Čepro**
- Měření a evidence zboží
- Nabídka služby - Vystavování dokladů o prodeji
- Ochraňování zásob SSHR
- Defektoskopie - kontrola technického stavu nádrží
- Kvalita pohonných hmot
- Biopaliva
- Aditivace motorových paliv
- Projekt Prémiová čerpací stanice
- Služby laboratoří
- Síť čerpacích stanic EuroOil
- Karta EuroOil
- Bezpečnostní listy

[Úvod](#) > [Produkty a služby](#) > Certifikovaný...

## Certifikovaný velkoobchod Čepro

Certifikovaný velkoobchod Čepro je vhodný program pro ty provozovatele čerpacích stanic, kteří chtějí mít dodávky PHM pod kontrolou, prodávat PHM s garantovanou kvalitou či obdržet Pečeť kvality za výhodnou cenu, a získat tak nové zákazníky. Zapojení do programu je vhodné také pro ty provozovatele čerpacích stanic, kteří nechtějí platit drahé pojištění pro případy, že u nich zákazník natankuje nekvalitní palivo a zničí si motor nebo u nich ČOI nalezne nejakostní PHM.

### Certifikovaný velkoobchod Čepro

- první program na trhu určený pro majitele čerpacích stanic, který zahrnuje sledování kvality a kvantity PHM od jejich příjmu a výdeje na terminálu Čepa přes přepravu cisternami až po jejich prodej na čerpací stanici
- doplňuje už fungující monitoring terminálů Čepa a Pečeť kvality čerpací stanice o monitoring přepravy PHM, při které dochází k nejčastějším pochybením ovlivňujícím kvalitu PHM, a uzavírá tak řetězec distribuce PHM
- znamená dodávky kvalitních PHM, které garantuje nezávislá mezinárodní certifikační společnost SGS a jež může sledovat v celém jejich průběhu samotný provozovatel čerpací stanice



**Certifikovaný velkoobchod ČEPRO**

### Výhody, které získáte zapojením do programu

- garantované dodávky kvalitních PHM s prokázaným původem
- veškeré reklamace zákazníků a nálezy ČOI a jiných kontrolních orgánů státní správy týkající se



## SGS FUEL RETAIL SERVICES

- Mystery Shopping
- Food and Hygiene
- Health, Safety & Environmental Services
- Fuel Quality & Integrity Programs
- Additivation Services
- Calibration & Metrology
- Tank Leak Detection
- Microbiological Contamination
- Fuel Quantity Inspections & Audits
- Engineering, Procurement & Construction Management

**WWW.SGS.COM**

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