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Your Inside Connection

Centeron®

Robertshaw®
Industrial Products

thousands in the first year

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Centeron®

Boosts Delivery Efficiency by 40%

Winters in Quebec can at best, be an excruciating experience. The minus 40°C temperatures, the blizzards and the slippery road conditions all effect a propane marketer's ability to deliver product to a diversified clientele in a timely manner. Many times, residential customers run completely out of product and call their propane marketer only to find that the company is so busy, that it may take up to three days to fill their tank. As you can imagine, a customer weathering a typical winter in Montreal without a supply of propane to heat his home, could put a strain on the relationship between the customer and the propane marketer.

For years, Joe Letizia, President of Propane Plus Inc. searched for a remote tank monitoring system so that he could provide better customer service to his residential customer base and alleviate the run outs that often put a strain on client relationships. After talking with his propane equipment distributor, about the Centeron Wireless Tank Monitoring System, he

knew that he had found the product that he had been searching for.

Letizia purchased 30 Centeron units to test among his customer base and began to offer the system to his residential customers at a fee of \$6.00 per month (in addition to the fee for leasing the tank). His initial product trial and direct mail inquiry to his customer base received such an enthusiastic response that Letizia quickly decided to order an additional 100 systems. Customers were excited about the proposal that Propane Plus promised with the addition of the Centeron System. In exchange for adding Centeron, the responsibility of monitoring the propane tank level shifted from the customer to Propane Plus. Propane Plus guaranteed customers they would never have to track

tank levels, wait for a delivery or experience a run out again.

To date, Propane Plus has seen great success with the addition of the Centeron System and

"My customers think Centeron is great. They never run out and they never have to wait for a delivery. But what they don't know is Centeron helps me more than it helps them. Centeron saves me money and helps my business to run more efficiently."

*Joe Letizia, President
Propane Plus*

estimates that drivers who deliver to Centeron customers are up to 40% more efficient than those who are scheduled for route fill or typical will-call customers. Propane Plus drivers are excited about Centeron because they are paid by the liter delivered, and with Centeron customers, they are virtually guaranteed larger drops. Propane Plus calculates that drivers servicing only Centeron customers can deliver up to twice as much propane in an eight hour work day than a driver who fills tanks on a route fill system. This incredible success, paired with that fact that most Centeron customers require far fewer drops per year than the typical residential customer, adds up to thousands of dollars per year in savings for Propane Plus.

Over the past year, Propane Plus has partnered with Robertshaw Industrial Products (the inventor and manufacturer of the Centeron Wireless Tank Monitoring System) to integrate the valuable tank level information that the Centeron Data Center provides with the company's back office routing and scheduling system. The seamless integration of the up-to-date, accurate tank level information provided by the Centeron Data Center and the company's current routing, scheduling and accounting software, make Propane Plus run more smoothly and efficiently than ever before. Plus, the company's residential customer base is happier and better serviced, paving the road for further success in the future.





PROPANE
Plus inc.

9700



MAJESTIC.
Fireplaces



**CENTRE DE
REMPLISSAGE
POUR RÉSERVOIR
DE B.B.Q.**

Centeron is helping users save thousands of dollars every year. Centeron proves that tank monitoring saves on deliveries, eliminates run outs and emergency runs and provides customers with the peace of mind needed to create a lasting business relationship. Centeron is producing real results for real people like you.

For more information about the Centeron System, please call **1-800-237-7429** to speak with a Centeron applications engineer or visit our website at **www.centeron.net**.