

# *Newfoundland Petroleum Newfoundland Limited*

## The largest owned independent supplier of heating oil and gasoline products in the province

Western Petroleum is a 100% Newfoundland owned and operated company.

The company was founded in 1990 on the west coast of Newfoundland by Ivan Cassell. It began as a heating oil distributor with a major oil company and evolved over its first six years into a gasoline marketer under the Western Petroleum Brand.

In 1997, an east coast connection was formed by Luke Reynolds with a mandate to spread the Western Petroleum brand Island-wide.

In the late 90's, the major oil companies were changing direction and the two owners saw an opportunity to grow. They have been doing that ever since.

Western Petroleum currently sells furnace/stove oil in numerous communities throughout the province from seven locations they operate and two with affiliates.

Western Petroleum operates a service station network of some 70 stations – all located in rural Newfoundland.

Western Petroleum is also the partner for Shell Canada Lubricants. They are the delivery agents for Pennzoil/Quaker State

and as well are a distributor for Perma Automatic Lubricators. Western Petroleum offers a complete line of Marine and Domestic lubricants.

The Company employs some 29 people directly and approximately 200 more through its network of associates.

Rural Newfoundlanders and Labradorians have shown resilient attitudes throughout our history and we have no reason to expect anything less in the future. The province's rural history is one built on a fishing resource. As these resources are under pressure from a stock perspective, the rural communities have been required to adapt to these changes. The **“challenge of change”** will continue to be a constant and we must always take up this challenge.

Whether it's a fishing town, paper mill town or mining town, we always have to be vigilant and forward looking. We, at Western Petroleum, have this attitude and with this mindset we also face the challenges with an unwavering support for our province and its people.

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### NEWFOUNDLAND LIMITED

**The Largest Locally Owned Independent Supplier of Heating Oil and Gasoline Products in the Province**

### HEATING OIL

- Automatic Heating Oil Delivery
- 24 Hr. Emergency Service (In Most Areas)
- Furnace, Stove and Diesel Fuel Sales
- Sales/Installation DeVille Oil Stoves
- Sales Installation Warm Air/Hot Water Furnaces
- Budget Plan & Financing Available
- Government Certified Tank Installer/Inspector (In Most Areas)

### GASOLINE

- Supplier to Branded Accounts with complete marketing package, signage, etc.
- Supplier to Unbranded Accounts

**For further information call:**

**1-866-596-4181 • 1-877-643-4552**

#### OFFICE LOCATIONS:

<b>Baie Verte</b>	<b>Burgeo</b>	<b>Conception &amp; Trinity Bays</b>	<b>Jackson's Arm</b>	<b>Springdale</b>	<b>Stephenville</b>	<b>Port Aux Basques</b>	<b>Woody Point</b>
<b>532-4639</b>	<b>866-2124</b>	<b>596-4181 • 786-4186 • 588-2826</b>	<b>482-2104</b>	<b>673-4779</b>	<b>643-4552</b>	<b>695-2191</b>	<b>453-2107</b>

