

Press Release:

Sokolis Group presents at 2nd Effective Fuel Management & Environmental Strategies for Commercial Fleets Conference in Orlando produced by Eye for Transport. President Glen Sokolis spoke about the methods to evaluate the costs of mobile refueling and importance of including operational costs into the price of fuel. Senior Account Manager McKenzie Egender delivered a presentation on fuel reduction technologies and operational strategies to reduce total fuel consumption. The event was widely attended and included executives representing large fleet such as FedEx, USPS, CR England and Conway. Reducing fuel costs by reducing fuel consumption proved to be the most popular topic. McKenzie explained how Sokolis Group implements programs to capitalize on carbon credits and the impact of cap and trade programs. Sokolis Group is expanding operations and devoting resources to help fleets become active and successful members of SmartWay, the EPA's transportation program. SmartWay members receive immensely positive publicity based on their commitment to utilize sustainable and environmentally responsible strategies and lead the industry to more innovative solutions without legislative regulation. Since marketing and distribution contributes to only approximately 7% of the price of fuel, it is important for fleets to focus on the more financially lucrative, and environmentally friendly, position of fuel reduction which removes the entire per gallon cost of fuel from the bottom line. Sokolis Group is a fuel management and consulting company headquartered in Warrington PA with a satellite office in Denver, CO servicing customers throughout North America.