

Customer testimonial

Lubricants in action

THE CLIENT



DIESEL • ESSENCE • MAZOUT • LUBRIFIANTS • DEF

Mazout Bélanger offers energy solutions for residential, commercial and agricultural customers.

The company started in 1959, with Léo Bélanger delivering heating oil. Over the years, the company grew and was acquired in 1990 by Léo's son, Guy Bélanger.

Today, along with his three sons, Robin, Benjamin and Jean-Lou, Guy Bélanger's solid team is charting a promising future for the company.

Mazout Bélanger is a client of Crevier Lubricants, a division of the Crevier Group.

"Our sales have been constantly increasing. Crevier provides us with great support and we hope to maintain this relationship."

— Mathieu Bibeau, Mazout Bélanger

The Mirabel-based family business has been expanding its delivery and increasing its customer base every year for over 50 years. With its mission of availability, honesty and courtesy, Mazout Bélanger is customer-focused and strives to offer environmentally friendly quality products.

Mathieu Bibeau, sales manager at Mazout Bélanger, shares his experience with Crevier.

MAINTENANCE CHALLENGES

Mr. Bibeau was hired by Mazout Bélanger in 2014. His mandate was to promote petroleum products, develop certain territories for diesel and increase lubricant sales.

When it came to the latter, Mazout Bélanger faced some challenges:

- Establish a structure for lubricant sales;
- Find products that satisfied customer needs;



Mr. Bibeau with his Crevier representative, Aristos Karafotis.

- Develop expertise that would make Mazout Bélanger a leader in lubricant sales.

The company needed to find a partner that would help them get there.



“My first meeting with Aristos gave me confidence. He trained me on the different products and services offered by Crevier.”

— Mathieu Bibeau, Mazout Bélanger sales manager.

THE CREVIER SOLUTION

Several suppliers approached the sales manager, but it was Crevier representative Aristos Karafotis who convinced him. The two formed a working partnership.

Our representative provided Mr. Bibeau with complete training on our products and services. The variety and high quality of products were the catalyst in the decision to partner with Crevier Lubricants.

Thanks to Crevier, Mr. Bibeau was able to assess the lubricant requirements of Mazout Bélanger’s existing customers in order **“to offer better solutions so they could benefit from superior products and maximize fleet maintenance.”**

With continued support from Crevier, Mazout Bélanger has developed the expertise to guide customers in choosing the ideal products.

MISSION ACCOMPLISHED

Since January 2015, Mazout Bélanger’s lubricant sales have increased exponentially with the company adding forty new accounts. The partnership with Crevier is a success and Mr. Bibeau admits that, along with increased sales, the company has strengthened ties with its existing customers.



Jean-Lou Bélanger, Robin Bélanger, Aristos Karafotis and Benjamin Bélanger.

CONTACT US

For more information on what CREVIER GROUP can do to increase the profitability of your company or to receive a visit from one of our representatives, please contact our division nearest you.

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