

INDUSTRY NEWS UPDATES | MEMBER BENEFITS | UPCOMING EVENTS | AND MORE

NOVEMBER 2023

# connection

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## MESSAGE FROM THE PRESIDENT

JENNIFER STEWART

## GOVERNMENT POLICY AND INDUSTRY UPDATES

## ADVOCACY CORNER

## SECTOR NEWS UPDATES



FULL MEMBERS



ASSOCIATE MEMBERS



PetroValue Group of Companies



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## MISSION

CEMA's mission is to support and elevate Canada's small and medium-sized energy marketers, who are responsible for nearly 100,000 direct and indirect jobs across the country and are deeply committed to ensuring that innovative energy products, including low-carbon transportation solutions, are readily available to Canadian consumers.

CEMA ensures the voices of its membership are heard at all three levels of government in a fair, consistent and advocacy-first manner – members who include progressive leaders responsible for the distribution of diverse products like gasoline, diesel, heating oil, propane and aviation fuel, as well as low-carbon transportation energy solutions including renewable fuels and electric vehicle charging stations across a vast geography, to diverse industries, and to millions of Canadian consumers.

# MESSAGE FROM THE PRESIDENT



JENNIFER STEWART | **PRESIDENT & CEO**

**Dear Members,**

It was a pleasure to see so many of you at the Atlantic meeting in Halifax in October, where we enjoyed remarks from guest speaker the Hon. Tory Rushton, Minister of Natural Resources and Renewables for the Province of Nova Scotia.

As we approach the end of the year, the CEMA team is already looking forward to the opportunity to see you all again during next year's CEMA conference, taking place in Montreal from April 8-10. Registration details are coming soon.

The CEMA team is proud to continue partnering with industry allies such as the Convenience Industry Council of Canada (CICC) and the Canadian Transportation Alliance (CTA) to advance our Members' advocacy objectives and to increase the reputation of our industry as a whole.

CEMA has partnered with CICC on several advocacy initiatives and consultations on behalf of Members throughout the year. Most recently, CEMA has partnered with CICC as intervenors on the New Brunswick Energy and Utility Board's review of the regulated price spread between premium and regular gasoline.

CEMA has also supported the CTA in the rollout of its #NetZeroNetPossible campaign to raise awareness regarding biofuels and the importance of an energy-agnostic approach to reaching net zero. I encourage you all to engage with and share their content on [LinkedIn](#).

As always, CEMA is here to support you. If you have any questions, don't hesitate to reach out. We're always happy to hear from Members.

Sincerely,



**Jennifer Stewart**

*President and CEO*

**Canadian Energy Marketers Association**

# STAYING CONNECTED

CEMA CONNECTION  
2023 EVENTS, PODCASTS, WEBINARS

## PODCAST: ROAD CHATS SEASON 3, EPISODE 12 NOW AVAILABLE

In this episode of Road Chats, Part 3 of our special Net Zero, Net Possible series, we talk to Michael Wolinetz of Navius Research about his organization's Biofuels in Canada report and how legislation impacts where we're heading regarding transportation energy consumption and GHG emissions.

Listen [here](#).

## 2024 CANADIAN ENERGY MARKETING CONFERENCE - SAVE THE DATE

The next Canadian Energy Marketing Conference takes place April 8-10, 2024 at Le Westin Montreal. Registration is coming soon! In the meantime, be sure to add the dates to your calendar to ensure you don't miss out on this worthwhile and enjoyable event.

## CEMA ON SOCIAL MEDIA

Follow CEMA on [LinkedIn](#) and [Twitter](#) for the latest in energy policy, thought leadership, and content and event updates from membership and stakeholders.

# GOVERNMENT POLICY AND INDUSTRY HIGHLIGHTS

This update serves as a recap and reference point for our Members regarding the latest policy impacts on the energy market as well as industry trends. We will continue to monitor and communicate any policy changes directly to Members as they happen.

## NATIONAL POLICY & RESEARCH UPDATES

### Feds set aside \$7B from Canada Growth Fund for carbon-price contract guarantees

Almost half of the Canada Growth Fund for clean technology investments **will be allocated** to special contracts intended to give companies the

confidence they need to make major investments to lower their greenhouse gas emissions. Finance Minister Chrystia Freeland used her fall economic update November 21 to confirm that the fund — which she launched a year ago in the 2022 fall economic statement — would be the principal vehicle to deliver carbon contracts for difference.

### Ammonia shows promise as fuel for hard-to-decarbonize sectors

Researchers at the National Research Council of Canada have developed strategies for using ammonia to reduce greenhouse gas emissions from heavy-duty diesel engines, **achieving overall reductions** of up to 50-60 per cent in lab tests. These advances are critically important for hard-to-decarbonize applications such as heavy-duty mining vehicles, long-haul locomotives, and marine transport.

### E-fuels can play a huge role in Canada's journey toward a net-zero future

According to **recent research**, as countries around the world face the challenges of moving away from oil to stave off the worst effects of climate change, Canada has everything that's needed to transition to a renewable energy system. All we need is the will to act. Keena Trowell and Jeffrey

Bergthorson of McMaster University and McGill University, respectively, **say the most frequently cited impediments** to adopting renewable power — specifically consistency of supply, land requirements, and the scarcity of renewable energy sources — are not true barriers.

### **Advanced Biofuels Canada releases policy brief, recommendations to grow sector**

Advanced Biofuels Canada (ABFC) **has released its fiscal recommendations** to attract \$10-15 billion in new clean fuel capital investments to build new Canadian clean fuel production capacity and infrastructure by 2030. ABFC's **Clean Fuels Strategy** report profiles fiscal measures that will assure that Canadian-based clean fuel production remains competitive in the global market and, specifically, position the sector to compete against U.S.-based producers subsidized by the measures in the U.S. Inflation Reduction Act.

## **PROVINCIAL & TERRITORIAL POLICY TRENDS**

### **WESTERN REGION**

#### **B.C. to spend \$16.5M to get 6 hydrogen-powered transport trucks on the road**

The province has **announced a pilot project** that could pave the way for a reduction in emissions from a sector that contributes 25 per cent of British Columbia's greenhouse gas emissions. Politicians and industry leaders announced on November 16 the launch of the B.C. Pilot Hydrogen Truck Project. It will have B.C.-based hydrogen energy company HTEC acquire six different heavy-duty fuel-cell trucks and upgrade a B.C. hydrogen-fuelling station in Tsawwassen along with a maintenance facility in Abbotsford.

#### **Fuel tax likely to return to Alberta in January**

Alberta's Minister of Finance Nate Horner spoke to Calgary's business community on the morning of November 17, addressing what he said are some of the biggest challenges the government faces and how those are to be addressed

financially. **According to LiveWire** Calgary, Minister Horner said that the fuel tax pause would remain until the end of 2023, but that the tax would likely have to return in January.

### **Alberta energy firms 'encouraged' by new federal incentives for carbon capture and storage**

Alberta businesses seeking to decarbonize their operations through billion-dollar carbon capture and storage projects are **finally seeing a payoff** for their patience. More than two years after Ottawa first unveiled its plans for a federal investment tax credit for carbon capture, utilization, and storage developments, the Liberal government announced November 21 it's moving ahead with legislation for its incentive program — and measures designed to backstop the future price of carbon.

### **PRAIRIE REGION**

#### **Sask. government facing renewed calls to pause provincial gas tax**

The Government of Saskatchewan is yet again **facing calls to suspend the provincial gas tax**. The official opposition says the move would save drivers 15 cents per litre. The Saskatchewan NDP officially filed its motion November 14, demanding the province pause the tax for a period of six months. The opposition says the move would lead to \$350 in savings for the average driver over that period. Premier Scott Moe defended the government's position, citing low utility costs in Saskatchewan and saying funding to repair highways "has to come from somewhere."

### **ONTARIO/QUEBEC REGION**

#### **Line 5 shutdown would barely increase fuel price, analysts say**

**A new analysis**, paid for by the nonprofit National Wildlife Federation, shows a shutdown of the Line 5 oil and gas pipeline would not be an economic disaster. According to the report, all but 13 per cent of Line 5's supply of crude oil can be offset with existing infrastructure — fully using the capacity of a different pipeline between Illinois and Sarnia, plus increasing shipping deliveries to Montreal and Quebec City and rail deliveries to already-connected refineries, could backstop most of Line 5's daily 450,000 barrels of crude oil.

## Ontario grain farmers gain legislative recognition for clean fuel regulations

Grain Farmers of Ontario is celebrating the **legislative recognition of Canadian agricultural feedstocks** in the Clean Fuel Regulations. This recognition simplifies compliance for farmers and supports sustainability in the biofuel market. Previously, farmers selling crops into the biofuel market had to prove compliance with the land use and biodiversity (LUB) criteria individually. However, now crops grown in Canada for biofuels will be pre-determined to be compliant with the regulations' LUB criteria.

### ATLANTIC REGION

#### Feds offer EverWind Fuels \$125M despite many unanswered questions about project

On November 17, Canada's Minister of Housing, Infrastructure and Communities and MP for Central Nova, Sean Fraser, **announced a \$125-million federal investment** in EverWind Fuels. EverWind plans to build massive wind farms in Nova Scotia and use the green energy to produce green hydrogen and ammonia in a plant it wants to build in Point Tupper. The ammonia will mostly be shipped to Europe.

#### Ottawa suspends offshore petroleum exploration licence off Sable Island

The federal government has pressed pause on a licence to explore for oil and gas off Nova Scotia. In October, a company called Inceptio was awarded rights to a parcel of seabed in shallow water near Sable Island. The exploration licence was issued by the Canada-Nova Scotia Offshore Petroleum Board, which regulates offshore energy development on behalf of both levels of government. On November 2, federal Energy and Natural Resources Minister Jonathan Wilkinson **suspended the licence for 60 days.**

## GLOBAL RESEARCH TRENDS

#### Global fossil fuel production plans far exceed climate targets, UN says

Global fossil fuel production in 2030 is set to be more than double the level deemed consistent with

meeting climate goals set under the 2015 Paris Agreement, the United Nations and researchers **said on November 9.** The UN Environment Programme's (UNEP) report, assessing the gap in fossil fuel production cuts and what's needed to meet climate goals, comes ahead of the global COP28 climate meeting which starts on November 30 in the oil-rich United Arab Emirates.

#### Climate on track to warm by nearly 3C without aggressive actions, UN report finds

Countries' current emissions pledges to limit climate change would still put the world on track to warm by nearly three degrees Celsius this century, **according to a United Nations analysis** released November 20. The annual **Emissions Gap Report**, which assesses countries' promises to tackle climate change compared with what is needed, finds the world faces between 2.5C and 2.9C of warming above preindustrial levels if governments do not boost climate action.

#### The Renewable Fuel Standard shattered the 'blend wall' for ethanol

Not so long ago, renewable fuel critics claimed that due to purported infrastructure and vehicle constraints, the ethanol content in gasoline simply could not exceed 10 per cent. They referred to this supposed limitation as the "blend wall." However, **ethanol's blend rate** has exceeded 10.0 per cent every year since 2016 and hit a record 10.38 per cent in 2022, according to data from the U.S. Energy Information Administration. The experience of the past several years shows that the "blend wall" was nothing more than a fictional barricade.

#### E-fuels market set for remarkable growth, poised to reach \$49.4B by 2030

In a shift towards sustainable energy, the global e-fuels market is **poised for a significant surge**, projected to grow from \$6.2 billion in 2023 to a staggering \$49.4 billion by 2030. This remarkable expansion, calculated at a compound annual growth rate (CAGR) of 34.5 per cent, reflects an urgent and growing commitment to reducing carbon emissions across various industries, particularly in transportation and energy.





# CEMA

CANADIAN ENERGY MARKETERS ASSOCIATION

# 2024

# CANADIAN ENERGY MARKETING CONFERENCE

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THE  
DATE

## APRIL 8-10, 2024

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REGISTRATION COMING SOON

# ADVOCACY CORNER

Featured in the newsletter on a monthly basis, Advocacy Corner provides insight into federal and provincial political activity of importance to our Members. Read on to find out what decisions are being made, what's on the horizon, and what it all means for our sector.

## The Green Shift

We start in Atlantic Canada, where Prime Minister Trudeau announced a baffling walk back of the carbon tax, offering a carve-out for home heating fuel.

For Conservatives, this amounted to Trudeau doubling down on his divisive policies and offering help only to *the three per cent* (referencing Atlantic Canada's percentage of the population). For the NDP, it wasn't far enough — they've been calling for the carbon tax to be waived for all forms of home heating for some time now to address affordability concerns.

So perhaps it wasn't a shock that the NDP supported a Conservative Opposition Motion in the House of Commons calling on the government to remove the carbon tax for all forms of home heating, while the Bloc Québécois sided with the government Liberals.

No matter what way you look at it, it would appear the ship has sailed on the Liberals' signature climate policy. This single, targeted break in the dam has allowed opposition parties and premiers alike, with or without a climate plan, to call for an end to the carbon tax.

## Trouble in Paradise

To make matters worse than the polling would suggest, it appears that the fallout of the carbon

tax carve-out could be creating trouble inside the Trudeau government.

In the wake of the announcement, Environment Minister Steven Guilbeault was asked how this would impact his own electoral future, and whether he would continue to re-offer as a Liberal candidate. Guilbeault shrugged the line of questioning off, reiterating that the Prime Minister has promised no further carbon tax carve-outs.

It's no secret that the Prime Minister sees Guilbeault as critical to the Liberals' environmental credentials in Quebec, and he will do what it takes to keep Guilbeault in the fold. But it is also increasingly clear that Liberal fortunes would be helped by succumbing to the calls to offer a wider carbon tax carve-out to demonstrate they are serious on cost-of-living issues. For Trudeau, that puts him between a rock and a hard place, having to back the carbon tax to hold together his front bench but risking electoral success if he does so.

Meanwhile, the pressure on Guilbeault is mounting. The carbon tax carve-out came within weeks of the Supreme Court ruling against another signature climate policy of the federal government, the Impact Assessment Act — a challenge that was compounded when a federal court justice ruled that Guilbeault's own ban of certain single-use plastics was not reasonable because the category is too broad.

While Guilbeault has stated he is strongly considering an appeal of that decision, this is yet another knock on the Liberal Party's climate credentials and a personal one on Guilbeault, who ushered in the single-use plastics ban on items like straws, grocery bags, and takeout containers.

## **Piling On**

If the carbon tax carve-out and successive legal challenges to significant climate and environmental programs of the government weren't enough, Canada's Commissioner of the Environment and Sustainable Development piled on to Liberal woes when he tabled five new reports relating to Canada's net-zero ambitions.

Most notably, the Commissioner's reports on the **2030 Emissions Reduction Plan, Departmental Progress in Implementing Sustainable Development Strategies – Zero-Emission Vehicles, and The Zero Emission Vehicle Infrastructure Program** found that the government is not on track to meet its 2030 emissions reduction targets or its zero-emission vehicle fleet turnover objectives. The reports also found that there were significant flaws in the government's plans to install publicly accessible zero-emission vehicle chargers.

If you're getting the sense that this was a tough month for the governing Liberals, that's because it was. It seems that these external defeats are starting to have a real effect on the morale of some staffers. It would be unwise to read too much into this or into the public bluster the NDP have begun to exhibit, however.

While you are likely to see early election speculation ramp up over the coming months, our money remains steadfastly on 2025 as the year of the next federal election. Neither the Liberals, the Bloc Québécois, nor the NDP are in a position to want to trigger an election any time soon, whether it be due to financial and fundraising realities or because they do not want to allow the Conservatives to capitalize on surging popularity.



# NEWS UPDATES

The following section is a summary of the top media headlines and coverage of key policy and issues impacting the transportation fuel marketing space. Please note that all orange text in the following section is hyperlinked. If viewing electronically, you can click to read full articles directly from the publication source.

## GLOBAL

### [IEA SEES SURPLUS OIL SUPPLY IN 2024 EVEN IF OPEC+ EXTENDS CURRENT CUTS](#)

The global oil market will see a slight surplus of supply in 2024 even if the OPEC+ nations extend their cuts into next year, the head of the International Energy Agency's oil markets and industry division told Reuters on November 21.

### [EU TO FOLLOW U.S. IN TIGHTENING RUSSIAN OIL PRICE CAP](#)

European Union foreign policy chief Josep Borrell Fontelles has promised new strong sanctions against Russia will be approved as the bloc steps up pressure in response to Russia's continued invasion of Ukraine. This includes a crackdown on Russian price cap evaders.

### [EU AGREES TO LAW TO HIT FOSSIL FUEL IMPORTS WITH METHANE EMISSIONS LIMIT](#)

The European Union reached a deal on November 15 on a law to place methane emissions limits on Europe's oil and gas imports beginning in 2030, pressuring international suppliers to clamp down on leaks of the potent greenhouse gas.

### [EUROPE'S FIRST CCU PROJECT ACHIEVES FIRST INDUSTRIAL PRODUCTION OF ETHANOL](#)

ArcelorMittal announced the first industrial production of ethanol at its Steelanol plant, Europe's first carbon capture and utilization (CCU) project. This historic milestone was achieved on November 7 at ArcelorMittal Belgium's Gent plant.

## U.K. COMPANY TRANSITIONING FUEL STATIONS FROM DIESEL TO HVO

DHL Supply Chain has announced the acceleration of its U.K. road transport decarbonization strategy for its customers. By the end of the year, all of its on-site fuelling stations will have transitioned from diesel to hydrotreated vegetable oil (HVO) fuel.

## CHINA PLANS PILOT PROJECTS TO BOOST USE OF BIODIESEL

China will launch a series of pilot projects to spur domestic production and consumption of biodiesel, the National Energy Administration has said, beefing up environmental efforts in an area where the country lags other big economies.

## HYBRID VEHICLE SALES SURGE IN CHINA, POSING FRESH THREAT TO FOREIGN AUTOMAKERS

As EV makers in China wage an intense price war to prop up slowing demand, Chinese brands with strong hybrid lineups are emerging as winners, attracting consumers with vehicles with long range that can cost less than gasoline cars.

## BMW ENDS ICE PRODUCTION IN GERMANY BUT WON'T GIVE UP ON COMBUSTION POWER

BMW has concluded the production of internal combustion engines (ICE) at its Munich factory, signifying the end of an era. However, unlike most of its rivals, the company has refrained from setting specific dates for discontinuing its ICE vehicles, which will continue to be built in the U.K. and Austria.

### UNITED STATES

## U.S. PLANS TO BUY 1.2M BARRELS OF OIL FOR STRATEGIC PETROLEUM RESERVE

The U.S. plans to buy 1.2 million barrels of oil to help replenish the Strategic Petroleum Reserve after it sold off the largest amount ever last year, the Energy Department said on November 20.

## RANGE ENERGY TECHNOLOGY ACHIEVES 36.9% FUEL EFFICIENCY GAINS

Range Energy, a provider of powered trailers to the commercial trucking market, says preliminary third-party testing results show its technology enables up to 36.9 per cent fuel efficiency gains (+3.25 mpg) for semi-trucks.

## TOYOTA'S CAMRY, BEST-SELLING CAR IN U.S., GOES ALL-HYBRID

The next generation of the Toyota Camry, the best-selling sedan in the U.S. market, will come with only a gas-electric hybrid powertrain, the boldest move yet by the Japanese automaker to push hybrid technology into the heart of the U.S. market.

## HYDROGEN GIANT'S MONEY PROBLEMS SHOW INDUSTRY GROWING PAIN

Plug Power — which is supporting the Department of Energy's hydrogen hubs — has alarmed investors by suggesting it could run out of cash over the next year after "unprecedented supply challenges" that have caused deployment delays.

## ENBRIDGE BUYS 7 U.S. RNG FACILITIES FROM MORROW RENEWABLES FOR US\$1.2B

Enbridge has taken another significant step in the business of manufacturing and transporting renewable natural gas (RNG) — by announcing the purchase of seven operating U.S. landfill gas-to-RNG facilities from RNG developer Morrow Renewables.

### CANADA

## OPINION: AN OIL AND GAS CAP IS NO SOLUTION TO CANADA'S SLOW CLIMATE PROGRESS

This op-ed argues that an emissions cap for the oil and gas industry would be "punitive and short-sighted," hurting the pocketbooks of Canadians, suffocating much-needed revenue, and stoking regional tensions.

## PATHWAYS ALLIANCE INCREASINGLY CONFIDENT \$16.5B CARBON CAPTURE PROJECT WILL GO AHEAD

After last week's federal fall economic statement, Pathways Alliance president Kendall Dilling said the likelihood has increased that the oilsands industry group will go ahead with a carbon capture and storage project in Northern Alberta that would be one of the largest in the world.

## WESTERN REGION

### MASSIVE MONTNEY PLAY RAMPING UP WITH CANADIAN LNG EXPORTS ON THE HORIZON

The massive Montney natural gas play in Alberta and B.C. is growing in importance as world liquefied natural gas (LNG) demand surges and Canada nears completion of its first LNG export project.

### WHY B.C. IS POISED TO BE AN ENERGY POWERHOUSE

British Columbia has become quite the energy and clean-tech powerhouse. Roughly \$90-billion worth of energy mega-projects are nearing completion in B.C., with tens of billions of dollars of further investments still to come in other energy projects in the queue.

### INDIGENOUS RIGHTS COLLIDE WITH \$35B WESTERN CANADA PIPELINE EXPANSION

Trans Mountain says its project is now 95 per cent complete. The company hopes oil will start flowing within weeks. Except there's a problem. Some residents of an Indigenous community are opposing construction on part of the pipeline, near Jacko Lake, B.C.

## PRAIRIE REGION

### PUBLIC GETS FIRST 3D LOOK AT REGINA'S UPCOMING \$2.5B RENEWABLE DIESEL, CANOLA CRUSHING PLANT

A 3D model of Saskatchewan's first renewable diesel plant was on display in North Regina earlier this month. Federated Co-operatives Ltd., in partnership with global pulse-processor and supplier AGT Foods, unveiled the model and provided details of the \$2.5-billion project.

## ONTARIO / QUÉBEC REGION

### ELECTRIC CAR SHOCK: ONTARIO MAN TOLD NEW BATTERY WOULD COST MORE THAN \$50,000

When Simrat Sooch of Stoney Creek, Ont. had trouble with his second-hand EV, he discovered the battery needed to be replaced — for more than \$50,000. Many customers are sticking with conventional and hybrid vehicles because of concerns of the high cost of repairs to EVs.

## HYDROGEN TRUCKS IN QUEBEC: EVERYTHING YOU NEED TO KNOW

A study conducted in Quebec has revealed growing interest from the heavy transport industry in trucks running on green hydrogen. This study indicates that despite obvious interest, several challenges are slowing the adoption of this technology by the private sector.

## ATLANTIC REGION

### BRAYA SIGNS SUPPLY AND OFFTAKE DEAL, LOAN FOR RENEWABLE DIESEL CONVERSION PROJECT

Braya Renewable Fuels, a Newfoundland and Labrador-based producer of low-carbon intensity renewable fuels, November 20 announced the closing of two transactions that will help it pay for inventory for its renewable diesel facility, which becomes operational in December.

### SUNCOR RESTARTS PRODUCTION AT CANADIAN OIL SITE TERRA NOVA

Suncor Energy said on November 27 it has restarted the Terra Nova floating oil production and storage offloading vessel in Canada and production is expected to ramp up over the coming months. Terra Nova is an oilfield located offshore Newfoundland and Labrador.



# road chats

## Special Series: **Net Zero Net Possible**

Presented by:



Get to know leading companies and influencers from Canada's energy and convenience sector in the monthly podcast Road Chats.

### **SEASON 3, EPISODE 11**

## **Dean Roberts**

SaskCanola

Vice Chair

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# XERXES

BY SHAWCOR

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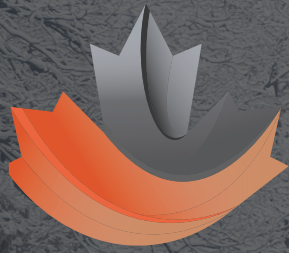
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If you want to feature your company's recent  
achievements, updates, or simply want to be  
featured, please reach out to Jennifer Stewart at  
[jstewart@cemassociation.ca](mailto:jstewart@cemassociation.ca)



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