



CASE STUDY



# Monitoring dynamic fuel prices cost-effectively

Lamb Fuels, Inc., San Diego, California

Operating in 45 U.S. states and across British Columbia and Alberta, Canada, Lamb Fuels is credited with pioneering the fuel recovery market.

Lamb salvages hundreds of thousands of gallons of clean, usable fuel each year from a variety of industries: vehicle salvage, scrap metal, aviation facilities, military installations, marine terminals, and rail car demolition operations.

Then Lamb Fuels sells those millions of gallons of high-quality recovered fuel to retail and wholesale markets.

“ When we saw that we could get all the different fuel pricing in the region we needed, we decided to switch to DTN FastRacks. It gives us flexibility and multiple price points and allows us to view all the data at once. ”

Lamb Fuels

**“It’s so simple,  
but the decisions  
we’re making with  
DTN FastRacks are  
what keep this  
company going.”**

Lamb Fuels

## What they were up against

Lamb Fuels previously used a price discovery source that required them to pay for pricing access for each fuel type in each market. Naturally, they sought a streamlined and cost-effective way to research and view fuel prices across multiple markets and sources.

## What we did to help

We recommended DTN FastRacks<sup>®</sup>. DTN FastRacks data informs better purchasing decisions, and its real-time info allows them to stay ahead of the competition.

With rack price discovery service gathering 96 percent of its information electronically, it begins sending reports at 5:15 a.m. CST. The DTN FastRacks price discovery report is delivered complete so users can assess their comp market position and analyze rack averages and overnight price movements.

Lamb Fuels recognized value in receiving all the different fuel pricing from a specific region with the flexibility to display multiple price points at once.

## What the impact was

Using DTN FastRacks, Lamb Fuels now sees price fluctuations and how the market reacts: To see which markets have higher prices, to immediately determine cost and profit margins, and to see where best to sell fuel.

Most importantly, Lamb Fuels is now poised to attract more business from suppliers in Europe looking for new partnerships.