

The inside word

IITD Training Awards.

Topaz has been awarded the Pearse Walsh Award for Innovation in the Transfer of Learning to Employees 2009. The award was presented to us at the Irish Institute of Training and Development awards ceremony in Dublin recently. The awards recognise organisations which demonstrate best practice and an ongoing commitment to training and developing their staff.



We claimed the Pearse Walsh award for our Brand Engagement Programme which was designed to fully engage staff with the new Topaz brand and culture.

Our brand engagement programme consisted of a number of elements including brand launch road-shows using a fully equipped mobile training vehicle, brainstorming sessions, competitions on how to live the new brand and a fully built replica station to clearly show the future vision to circa 2,500 staff at 300 sites around the country.

In addition Topaz claimed an Outstanding Achievement Award in the Large Irish Business Sector for its ongoing commitment to training and development, while its Retail Management Development Programme won a Best Practice Initiative Award.

And Vlada Tsapova, Manager at Newlands Cross station was short listed for the Learner of the Year Award, achieving third place overall in recognition of her own career development and the significant contribution she has made to Topaz.



Speaking after the event, Paul Candon said "the key to the success of all our programmes was the partnership approach adopted between Human Resources and staff and Vlada, and all concerned share in the success of these much sought after awards."

Commercial News

Some great news from **Topaz Fuel Cards** - we have been awarded the contract to supply An Garda Síochána with all of its fuel, forecourt lubes and wash requirements. In addition to the fuel cards already issued to the various Garda divisions we will be issuing new cards for vehicles currently using non Topaz locations. If you are a dealer site that does not currently get any Garda business please let us know through your area manager so that we can start issuing cards for your location as quickly as possible. We are also pleased to announce that we have recently cemented our already established relationship with the AA by issuing fuel cards to their distinctive breakdown assistance fleet of vehicles.



Commercial Fuels have set up a unique login area on the Topaz website for Topaz branded customers. This gives branded customers access to view and order uniforms, marketing and advertising material, and branded business cards and stationery. This login area also offers valuable HSE information and up to date news on the fuels business.

HSE Corner.

Hi all, welcome to the HSE Corner. As Health and Safety is one of our core values we are going to start including a section in the newsletter so you will hear lots more from us over the next while!

There are plenty of challenges ahead for 2009, recent and proposed legislation on Dangerous Substances leaves us constantly reviewing our working procedures to ensure we meet our legal obligations and ensure the health and safety of our customers and staff. Over the next number of editions we will review different areas of health and safety in the company and give practical advice to all our readers.

Greg and Killian, Topaz HSE



Good times



1. James and Sarah from Gannon's Service Station, Salthill with Ryan Tubridy at Volvo Ocean Race.
2. Mick Flynn with his Junior Achievement Class of Scoil Brid, Cellbridge.
3. The Dublin south team run the mini marathon for UNICEF.
4. The Ocean Youth Trust Sail training weekend, sponsored by Topaz.
5. Topaz and Energise team up with Lenister rugby player Shane Jennings and Tyrone GAA player Seán Cavanagh for a competition launch.
6. Eddie O'Brien, Toni Kelly and Niall Mc Shea launch the Topaz Donegal Rally 2009.



Summer 2009



Brand Campaign Of The Year!

New Sponsorship

Dealer News



What's happening?

Note from Eddie O'Brien, CEO.

I am pleased to be speaking to you for the first time in the newsletter since I became CEO in March. I have wasted no time in ensuring our company is ready for the challenges ahead and I am firmly focused on building on the success of Topaz to date.

As you all know, HSE is big a priority for Topaz. Therefore we were only too happy to work with the Road Safety Authority on bringing to life the Topaz / RSA Driver Reviver initiative. We are committed to the safety of our customers and see this campaign as the beginning of a long partnership with the RSA. If we can prevent one accident through this initiative it will be a huge success.

As you will appreciate, we have had a busy few months on the sponsorship front with the recent Volvo Ocean Race in Galway and the upcoming Topaz Donegal Rally. These events are fundamentally important to both the local economies and the Irish economy. In times like these, it is great to see tourists flowing into the country! I am delighted that we have the opportunity to be part of events like this, and bring some much needed good news and excitement to Ireland.

I would like to take this opportunity to welcome our new Chief Financial Officer, John Williamson to our company. I'm sure you will join with me in wishing him the very best for his career in Topaz.

Finally I would like to wish all of you a safe and enjoyable summer, and I look forward to meeting up with many of you over the coming months.

Brand Campaign of the Year.

Note from Oisín Masterson, Marketing Manager

I am delighted to announce that Topaz won the Brand Campaign of the Year award at the All Ireland Marketing Awards in Dublin this May.

As you know, our Topaz brand was launched in February 2008 and has risen to the number 1 position in the market - in no small part due to the extensive advertising campaign and the aggressive engineering rollout.

I was thrilled to accept the award on behalf of everyone at Topaz and we should all be extremely proud of this achievement. An incredible amount of work went into the brand launch last year and it is so satisfying to see all that work recognised by this award.

There was some tough competition for this award, and we were up against An Post, Cadbury's, Hibernian Aviva, and Zurich Insurance.

The Marketing Institute of Ireland said that our brand campaign was extensive and complex, and that the results of the campaign in a very short timeframe were remarkable, going from zero as a new brand to highest across a range of metrics.

Again, we are delighted to win this prestigious award, and I would like to extend my sincere thanks to everyone who helped make this happen!



Pictured at the awards ceremony are Frank Gleeson, Neil O Leary, Triin Meijel, Eddie O'Brien, Ciara Sutton Fitzpatrick, Oisín Masterson, Elaine Mellon and Paul Candon.



Network news



It has been an interesting few months in the dealer channel, with some new openings and some great feedback from our research.

Firstly we have a new site in Ennis – Roslevan Stores which was branded in May. This site, which is owned by Thomas and Catriona O'Keefe, incorporates a Centra shop, a hairdressers and a beauty salon, along with a bed and breakfast!

West End Service Station was established in 1985 by Michael Dee and has grown from a service station and mini grocer shop to an established business outlet, offering a variety of services to the general public.

West End Service station not only offers a large range of food and groceries, but also fishing tackle supplies including the sale of licences and permits for the area. The 'West End Diner' boasts a forty-eight seated restaurant that caters for all tastes.

We are delighted that this successful business is now part of our network.



In February 2009, we conducted our first Topaz Dealer Feedback Research. We contacted 152 of our customers and asked you to rate our performance in the areas of Communication, the Brand, the Advertising campaign and our Support / Service to you. We had a good response rate so thanks to all of those who responded. Why did we decide to do this? Simple: to improve! And we want to make sure we are focused on supporting you – our customers – in the best way possible. We'd like to share some of the feedback with you here:

- 4 in 5 dealers are very / fairly satisfied with their current relationship with Topaz.
- 3 in 4 believe the brand has been beneficial to their business, with 90% scoring the brand good or excellent.
- 2 in 3 dealers have a positive view of Topaz's level of Communication with them.

- 80% of dealers rated support office service as excellent or good.

In relation to areas for improvement, you told us the following:

- Price of Fuel / Margin control.
- Spend more advertising monies on local advertising.
- Some improvements needed in support office, particularly in the area of fuel card credits etc.

We at Topaz are committed to improving our relationship with you and will be working hard to ensure your business goes from strength to strength under the Topaz brand.

A final mention in the dealer channel, we would like to extend our congratulations to Tony Buckley who has been in the oil business for 30 years. We hope he is looking forward to his next 30 years with Topaz!

CoCo news

A great day was had by all at the Topaz Glasnevin fun day on the Friday of the June Bank Holiday weekend.

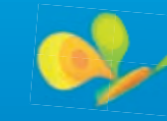
The fun started at 12 noon with a visit from the 'Spinnies' from Spin1038 FM giving out fuel vouchers. Inside the store, there was face painting – which went down a treat! Fuel customers were treated to Topaz keyrings, Topaz stress balls and Topaz pens and there was a raffle for a TV. To top it off there was free coffee & pastries as well as free ice cream to help cool people down!

Some of the North Dublin team were collecting for UNICEF on the day and raised more than €400.

The feedback from the customers was very positive and the Dublin North team had a ball. All in all, it was a very successful afternoon.



Initiatives



Volvo Ocean Race

Last month we got together with Let's Do it Galway and agreed a major sponsorship deal for the Volvo Ocean Race festival. Topaz sponsored the stage where bands such as Aslan, The Stunning, Sharon Shannon, The Hothouse Flowers and The Coronas performed over the two weeks of the festival from 23rd May to 6th June. The stage overlooked the site from which 11 oil storage tanks were recently removed.

This sponsorship deal was a huge opportunity for us, as the Volvo

Ocean Race is the Ryder Cup of sailing. After the Olympics and the soccer World Cup it gets the 3rd biggest television audience worldwide for a sports event – 1.8 billion people. We, at Topaz, are delighted to support initiatives like this and the Donegal Rally in June.

We hope that plenty of you came to Galway, and enjoyed all the activity around the Topaz Main Stage. All those who attended will agree that it was a truly memorable event.



Pictured are Skipper of the Green Dragon Ian Walker with Eddie O'Brien.



Live from the Topaz Dome... the Rose of Tralee 2009

In another exciting new sponsorship deal... we have become a sponsorship partner to the Rose of Tralee, which will see our company sponsor the festival dome. The venue for the televised Rose selection will now be known as the **Topaz Dome**.

The Rose of Tralee International festival was delighted to welcome us on board as a sponsor. The Managing Director of the Rose of Tralee International Festival, Anthony O'Gara, said "We realise the importance of being associated with a company such as Topaz who are one of the leading brands in the country and we will work together to generate more awareness of the Rose of Tralee brand nationwide."

This is a great sponsorship opportunity especially for us as an Irish company because this is a uniquely Irish event. We know how significant this festival is, not just to the people of Kerry but to people all over Ireland and beyond. All of us at Topaz are very conscious of the festival's importance to the local and wider economy and we are looking forward to another very successful festival.

The Rose of Tralee International Festival celebrates 50 years this year and it will take place from the 21st to 26th August and the 2009 Rose of Tralee will be crowned in the **Topaz Dome** on Wednesday 26th August.



Pictured are Ray D'Arcy, Aoife Kelly and Oisín Masterson.

