



Based in Franklin Park, Illinois, Pure Freight Lines are a family-owned transportation company operating a fleet of more than 150 trucks. In addition to a range of trucking and logistics services, the company also specializes in truck sales and leasing. With more than 50 years of transportation expertise, Pure prioritizes strong relationships with drivers, partners, and customers.

✘ THE PROBLEM

Increasing incidents of fuel card fraud were costing Pure between **\$10,000 and \$15,000 every month**, plus additional losses in the time spent dealing with each issue, eroding confidence of drivers, and mounting frustration among staff. Each time a fuel card was skimmed, used fraudulently, and canceled, it set off a nightmare routine of investigating the fraud and trying to recover losses, while simultaneously obtaining replacement cards and getting them out to drivers.

With driver retention a common challenge in the industry, Pure was growing increasingly concerned about their drivers' frustration with the fallout from fraud. While waiting for a new fuel card, drivers had to find other ways to pay for fuel and get reimbursed, which only added to the problem. Pure needed to provide a more efficient and secure way to purchase fuel.



We were getting hit by fuel card fraud monthly, weekly, and in states drivers are nowhere near. It takes a lot of hours and manpower to oversee all that, and the unexpected extra expenses can be detrimental. One of the biggest issues is that you lose the trust and transparency with your drivers, your owner operators, and with your customers. It affects your business as a whole because you're not able to perform to your potential.

MILO DUBAK
CEO AND FOUNDING PARTNER,
PURE FREIGHT LINES

BEFORE RELAY

- ✗ Fuel card fraud cost \$10,000–\$15,000 per month
- ✗ Lost staff time dealing with fraud incidents and trying to recover lost revenue
- ✗ Challenges getting replacement cards issued and into drivers' hands left drivers without company payment methods and fuel discounts
- ✗ Dwindling trust of drivers when their fuel cards were compromised and shut off

WITH RELAY

- ✓ Zero instances of fuel card fraud
- ✓ Drivers able to securely pay for fuel and conduct over-the-road business from their phones
- ✓ Real-time visibility of fuel purchases helps monitor consumption and manage route planning and vehicle maintenance
- ✓ Office staff are free to focus on daily operations rather than respond to fraud issues
- ✓ Added modernization improves efficiency, transparency, and profitability across the business

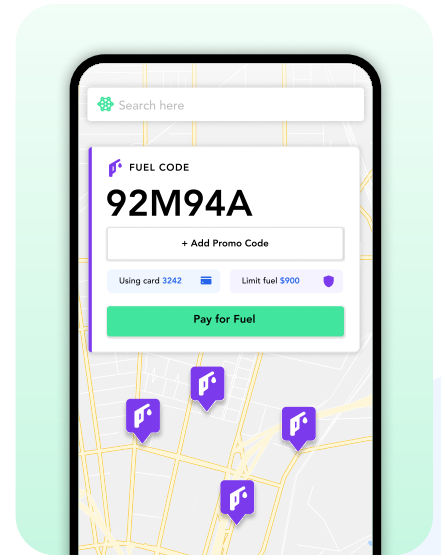
We've invested in more robust security measures and technologies such as Relay to guard against fuel card skimming and other fraudulent activities, to restore trust with our drivers and protect our operations.

MILO DUBAK
CEO AND FOUNDING PARTNER, PURE FREIGHT LINES

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✓ THE SOLUTION

Pure already used Relay Payments for faster and more secure lumpsum payments, and the team were eager to leverage Relay's technology to solve their issues with diesel fuel fraud. By eliminating physical fuel cards, Pure could eliminate the risk of card skimming and avoid future fraud incidents. Because Relay is accepted at more than **1,500** truck stops nationwide, including more than **800** Pilot and FlyingJ locations, Pure's drivers are able to pay for fuel swiftly and securely anywhere along their routes. The switch to digital fuel payments also aligned with Pure's strategy to modernize the business by adopting innovative technologies to boost efficiency and profitability.



▮ RESULTS

Since implementing Relay across its fleet of more than **150 trucks**, Pure has eliminated fuel card fraud entirely, saving tens of thousands of dollars each month. Drivers are confident they'll be able to refuel when needed and are able to conduct over-the-road business right from their phone, saving additional time and money.

Relay fuel payments have freed up office staff to focus on the day-to-day management of accounting, payroll, safety and more, rather than responding to fraud incidents. Also, Pure gained the ability to see payments and expenses happening in real time across its fleet, which lets the team not only plan ahead more accurately, but also actively monitor consumption, which can alert them to issues with a truck, maintenance needs, and more.



Working with Relay and Amous, we've come to a better solution. At this point we've had zero fraud issues, and I expect it to continue that way. It's making everything a lot better.

MILO DUBAK
CEO AND FOUNDING PARTNER, PURE FREIGHT LINES