



Delo®

M-017



CONCRETE
ENTERPRISES

229-888-1904

US DOT 2815755 GA



“We want to be able to shake the hand of our customers and have them say ‘hey, I appreciate what you did for me today’”.

Tony Prince
Director of Safety and Fleet
Maintenance, CE Family



Concrete Enterprises cements their choice of engine oil with the trusted performance of Delo 400 XLE.

The CE Family has always been driven to serve their community. When they identify a need, they get to work and deliver the solution. The result is a thriving, diverse group of CE Family businesses that now includes nine unique operations: Concrete Enterprises, Express Disposal, CE Construction, CE Trucking, CE Dirt, Rock & Sand, Septic Solutions Plumbing, Legacy C+C, Industrial Manufacturing, and South Georgia Sand.

Uptime is essential in each division, but for their Concrete operations, it's mission critical. Two years ago they made the switch to an engine oil that would deliver the proven engine protection they need to get the job done.



“Every truck in our fleet has a job to do. Keeping them ready is priority #1.”

COMPANY

CE Family
Headquarters in Albany, GA
sales@thecfamily.com
229-888-1904

INDUSTRY

Concrete, trucking, disposal, aggregates, manufacturing, septic and plumbing, sand, scrapyard

HEAVY DUTY ENGINE OIL
Delo 400 XLE 10W-30

OTHER DELO PRODUCTS

Syn-Trans Transmission Fluid
Starplex M5 Grease
ELC Advanced 50/50 Coolant

Chevron Delo customer since 2022

Q: A lot of companies talk about trust, but for you it goes much deeper. What does customer trust mean to the CE Family?

TRUST is the foundation of everything we do, with each letter representing one of our core values: **T**-Team. **R**-integRity. **U**-qUality. **S**-Service. **T**-commiTment. We're local people, doing things for the people we see every day, and we take great pride in doing every job right, big or small. When we see a customer around town, we want to be able to go up and shake their hand and have them be able to say 'hey, I appreciate what you did for me today'.

Q: Can you give us an example of how important it is to have your equipment always ready, especially when you're working with concrete?

A lot of people might not understand the extreme life of a cement mixer truck. These engines spend about 50% of their time idling and when it's time to pour, they roar into action at high rpm.

Recently we had a customer that needed about 1,200 yards of concrete poured in one night. We started around midnight, with all of our tanker trucks lined up and supply coordinated from multiple plants. We even had to slipseat drivers as their shifts ended, so each truck kept its place in line. If equipment failed in the middle of that, the entire job would have been in jeopardy.

Q: We know how operating costs can impact profitability. Since the switch to Delo, have you noticed any improvements in your fleet's performance?

When you're dealing with a fleet of this size, anything you can do to save a penny here or there makes a big difference. One example is what you spend on fuel. With our previous oil, we noticed that our fuel efficiency

gradually got worse and by the time the 20,000-mile oil change interval came around, we were down about a half mpg. Multiplied across the entire fleet, that's a lot of extra expense. With Delo 400 XLE, we don't have that problem anymore—our mileage doesn't decrease at all between oil changes, so we avoid those added fuel costs and reduce our operating expenses.

Q: Some operators choose to get every maintenance product from a different supplier. Can you share some of the benefits you've experienced by consolidating yours with a single source provider?

It takes a lot of products to maintain a large commercial fleet like ours. When you think about the complexity of getting each one from a different provider, you're just asking for something to go wrong. For us, it just made sense to simplify things with a single source, especially with a name we can trust like Chevron Delo. Every product has proven itself to be premium quality. On top of that is the relationship we have with Luke Powell of Boswell Oil. He goes above and beyond to make sure our equipment is always ready. He's not just a supplier, he's a true partner.

Q: If you were having coffee with a business colleague who still thought all oil was the same, what insights would you share to enlighten them?

If an engine goes down and a driver is sitting in the office, he's not drawing a paycheck and the job is not getting done. Choosing the right engine oil for your equipment means productivity and longevity, but it also means higher resale at the end of the day. I think when you go to sell something and you can look the buyer in the eye with confidence and say this unit has been protected by a premium engine oil from day one, it means something.

"If an engine goes down and a driver is sitting in the office, he's not drawing a paycheck."

The companies are real. So is the Delo Difference. See for yourself in the ["I Choose Delo" video](#) >

