

Imperial Dade Canada reduces fuel costs by over \$140K with Geotab

Imperial Dade Canada is a leading distributor of foodservice packaging, cleaning supplies and industrial packaging. With an extensive inventory of over 100,000 products and a network of 130 locations, Imperial Dade is responsible for delivering supplies and equipment to over 120,000 clients.

As a company undergoing significant expansion – doubling its fleet from 110 to 204 power units in just three and a half years – Imperial Dade Canada needed a telematics solution that could scale with its growth, reinforce its commitment to safety, and deliver substantial operational savings.

The opportunity: Managing rapid growth with a focus on safety and sustainability

Rapid expansion presents a complex set of challenges for any fleet. For Imperial Dade, the primary goal was to maintain and enhance its strong safety culture across a quickly growing number of drivers and vehicles.

“The safety culture at Imperial Dade is growing daily,” says Jeri Connolly, Vice President, EHS. “It’s one where everybody takes responsibility. We try to use as much technology [...] in our fleet [...] to ensure the safety of our employees and compliance.”

“

Why do I love Geotab? It's easy to adapt, customize reports. It's user friendly, especially for the drivers.





Fleet profile

Company:

Imperial Dade Canada

Industry:

Manufacturing, Retail and Wholesale Trade

Types of vehicles:

Class 8

Fleet size:

204

Fleet focus:

Safety, Sustainability, Efficiency

Solutions:

- Geotab Pro
- Collision Reconstruction
- ELD
- Data Connector
- EVSA

Beyond safety, the company faced two other significant hurdles:



Compliance and administrative burden

With a larger fleet comes a mountain of paperwork. Ensuring every truck had the correct, up-to-date documentation – from registration and insurance to Commercial vehicle operator's registration (CVOR) and Department of Transportation (DOT) permits – was a critical but cumbersome task.



Rising operational costs and environmental impact

A major financial drain was excessive vehicle idling, which was costing the company over \$200,000 in fuel annually. This not only impacted the bottom line but also conflicted with the company's focus on sustainability and reducing its carbon footprint.

Imperial Dade Canada needed a solution that was powerful enough to provide deep, actionable insights but simple enough for drivers and managers to adopt seamlessly.

The solution: A unified platform for data, safety and efficiency

Imperial Dade Canada chose Geotab, in partnership with Assured Telematics (ATI), to gain a complete view of its fleet operations. The solution was built on the foundation of the Geotab platform, which Senior Transportation Manager Rob Barr praises for its adaptability.

The implementation focused on several key areas:

1. **Customized reporting and driver scorecards:** Working closely with ATI, Imperial Dade Canada developed custom reports to monitor key metrics, particularly driver idling. Driver scorecards provide transparent performance data, creating opportunities for coaching and positive reinforcement. "When there is a mishap and or a coaching moment, we don't second guess the data, we trust that data 100 percent," notes Barr.
2. **Streamlined compliance with the Geotab Drive App:** In a game-changing move for efficiency, Barr worked with ATI to upload all vehicle-specific legal documents directly into the Geotab Drive app. "Now when a driver logs into a specific truck, all the documentation only for that truck will appear on his phone, from the registration to insurance. All the customizations or add-ons to the Drive App is ultimately to make the driver's life easy."
3. **A strong partner ecosystem:** The relationship with their reseller, ATI, has been a cornerstone of their success. "Working with ATI has been outstanding," says Barr. "I've asked for customized reports. It's not waiting days – it's usually only waiting an hour or so, and the report that I want is done."

The results: Massive savings, happier drivers, and a safer fleet

Since implementing Geotab, Imperial Dade Canada has achieved remarkable and measurable results across the board.



Dramatic reduction in fuel costs

By using Geotab's reports to monitor and manage vehicle idling, the company has slashed its annual idle fuel consumption from over \$200,000 to just \$60,000 – a 70% reduction in idle related fuel costs amounting to savings of more than \$140,000 per year. Their ultimate goal is to achieve an efficient three minutes of idle time per hour.



Exceptional driver adoption and engagement

The user-friendly nature of the Geotab platform has led to widespread driver acceptance. "It's nicely laid out screen-wise. It's just very easy and nice to use," says driver Mark Hobden. Drivers are motivated by the data, using it to improve their performance. "Even in 30 years of commercial driving, I find myself constantly trying to readjust because I'm a bit of a perfectionist, trying to get those green lines all the way up to the top," explains Ryan Harvey, CDL Driver and Safety Captain. The company also uses incentives, ensuring drivers see the system as a tool for encouragement, not just for monitoring.



A true partnership for safety

Geotab is now an integral part of Imperial Dade Canada's safety culture. The data provided helps them make drivers and the community safer. The combination of Imperial Dade's commitment to safety and Geotab's powerful technology has created an ideal synergy. As Harvey puts it,



It's a perfect match. Geotab and Imperial Dade Canada, it just makes sense.

Ryan Harvey,
CDL Driver and Safety Captain,
Imperial Dade Canada

Learn more about how Geotab helps retail fleets [here](#)

GEOTAB[®]

© 2025 Geotab Inc. All rights reserved. Geotab, Geotab GO and the Geotab logo are registered trademarks of Geotab Inc. All other logos and trademarks are the property of their respective copyright owners.