Green Bay, Wis. – To better align long-term business goals and all service lines, Breakthrough Fuel, a pioneer in the field of transportation energy and information management, is excited to announce it will now be known solely as Breakthrough. The new name was selected to further integrate and embody Breakthrough’s comprehensive services, including the company’s original fuel management offering as well as the new supply chain business, which was announced in April 2018.

“For nearly 15 years, Breakthrough has been committed to providing clients with data-driven solutions as we eliminate fuel surcharge distortion,” said Doug Mueller, CEO and president for Breakthrough. “The recent addition of our supply chain service allows us to delve further into our clients’ businesses, making an even greater impact on their bottom line.”

Breakthrough’s new supply chain service provides shippers with a data- and information-based approach to developing and managing a variety of supply chain, transportation and logistics strategies, including network optimization, sourcing and procurement, strategic design and ongoing advisory services. This service line builds upon Breakthrough’s established transportation fuel management program, which is designed to help shippers more accurately reimburse carriers for diesel fuel costs.

“Our name may have changed, but Breakthrough continues to be, and always will be, dedicated to transparency and continuous innovation,” Mueller said.

To learn more about Breakthrough and its complete line of services, visit the Breakthrough website.