

Reliable Tank Line Selects Gravitare to Modernize Dispatch and Payroll

A family-founded carrier serving the Carolinas, Virginia, and Tennessee since 1934 joins a growing network of fuel carriers and retailers on Gravitare.

WINSTON-SALEM, NC, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Gravitare, the fuel supply chain software company, today announced that Reliable Tank Line has selected [Gravitare Supply and Dispatch](#) as the operating platform for its fuel transport business. Founded in 1934 and headquartered in Winston-Salem, North Carolina, Reliable Tank Line is a sister company of Quality Oil Company, operating a fleet of over 100 trucks to deliver gasoline, diesel, propane, and butane across North Carolina, South Carolina, Virginia, and Tennessee. Founded during the Great Depression, Reliable has grown from humble beginnings to operating as one of the most trusted carriers in the region.

“Our old system was never built for fuel. We needed one that could handle our payroll complexity and cut down the manual work our drivers and back office deal with every day.”
Thomas Rieke, VP - Fuel Supply, Reliable Tank Line

Reliable Tank Line had been running its dispatch, driver, and billing operations on a general-purpose transportation management system not built for the demands of fuel hauling. Route optimization was not available, and drivers relied on a heavy manual, in-cab workflow built around paper and photo-based bill of lading data entry. On the back office side, a complex driver payroll structure, including seniority pay, night and weekend differentials, and seasonal guarantees, along with freight invoicing that must feed Reliable's accounting system, consumed significant staff time and left little room for error.

Reliable Tank Line selected Gravitare Supply and Dispatch, a platform built specifically for the complexity of fuel supply and transport operations. The platform replaces manual dispatch planning with an automated order engine and route optimizer that assigns loads to drivers, and a structured in-cab driver workflow reduces the manual bill of lading data entry that has long been a source of delay and error. Driver payroll calculates automatically from actual trip data, handling Reliable's seniority, shift differential, and guaranteed pay rules without manual reconciliation, while freight invoicing integrates directly with the back office to keep billing and accounting in sync.

A key component of the implementation is [Crossroads](#), Gravitate's connectivity layer linking carriers and fuel retailers through a common integration framework. Crossroads gives Reliable Tank Line a more direct connection to the customers it serves, including Quality Oil, enabling order visibility and delivery data to flow without manual calls, texts, or emails between dispatch and its customers.

"Our old system was never built for fuel, and it showed in how much of our day was spent working around it instead of through it. We needed a system that could handle our payroll complexity, cut down the manual work our drivers and back office deal with every day, and keep pace with a growing operation," said Thomas Rieke, VP - Fuel Supply, Reliable Tank Line.

Part of what made the decision straightforward for Reliable Tank Line was the network it was joining. Quality Oil, among Reliable's key customers, can connect through Crossroads without a new integration build. As more carriers and retailers join the platform, every connection in Reliable's network becomes faster to establish and better supported.

"Reliable Tank Line has been safely moving fuel across the Carolinas, Virginia, and Tennessee since 1934, and a business with that history knows exactly what operational reliability requires. Gravitate gives their dispatchers and back office the tools to run a complex payroll and delivery operation without adding headcount every time they add trucks or customers, and we're proud to support their next chapter of growth," said Mike Scharf, Founder and CEO, Gravitate.

With Gravitate Supply and Dispatch, Reliable Tank Line is replacing a legacy, general-purpose transportation management system with tools purpose-built for fuel supply, dispatch, and customer integration.

About Gravitate

Gravitate is the AI-native fuel supply chain software company, providing an integrated platform for retail and wholesale fuel operators and the common carriers that serve them. Gravitate Supply and Dispatch is purpose-built for petroleum transport carriers, combining AI-powered demand forecasting, auto-dispatch, freight billing, and driver payroll with real-time integrations to customers through Gravitate's Crossroads framework. Learn more at gravitate.energy.

About Reliable Tank Line

Reliable Tank Line is a family-founded common carrier headquartered in Winston-Salem, North



Reliable Tank Line truck

Carolina, and a sister company of Quality Oil Company. Since 1934, Reliable Tank Line has safely delivered gasoline, diesel, propane, and butane across North Carolina, South Carolina, Virginia, and Tennessee. Built on a culture of respect, safety, and integrity, the company's guiding commitment is to be Safe. Trusted. Reliable. Learn more at reliabletankline.com.

Joel Davies

Gravitate

marketing@gravitate.energy

Visit us on social media:

[LinkedIn](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932619179>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.