

# Moore Propane

RETAILER PROMOTES ENVIRONMENTAL FRIENDLINESS OF PROPANE TO ITS NATURE-LOVING CUSTOMERS

**BY CHRIS LEWIS //**  
CONTRIBUTING EDITOR

In fall 2023, to promote propane as a clean and green energy source, primarily to its nature-loving customers, Moore Propane began to use a truck that features two nature scenes.

The truck's left side showcases a rainbow trout jumping from a stream. Its right side has two elk – one that's bugling and another lying in a wooded area.

"Our dedication to preserving the natural surroundings that support our local environment and economy inspired this truck's design," co-owner Kelly Moore-Price explains. "Many locals and visitors enjoy fishing in the area, which is home to some of Pennsylvania's premier trout streams. Our service area is also located in the Pennsylvania Wilds."

The Pennsylvania Wilds are home to the largest free-roaming elk herd in the northeast United States, according to the state's tourism region.

Co-founder and co-owner Alan Moore worked with Par 3 Wraps & Signs of Tyler, Texas, to design the truck's wrap. Action Graphics of Clearfield, Pennsylvania, applied the wrap to the truck.

"Once it was on the road, we received many compliments regarding the new design," Moore-Price says.

Aside from this truck, Moore Propane advertises propane as a clean, green energy source in other ways, too. It has billboards throughout its service area, which is composed of 10 counties in western and central Pennsylvania. It also shares information about propane's environmentally friendly qualities on its website and social media page, using articles and Propane Education & Research Council videos.

**"Our hope is to eventually open a third location and expand our territory."**

**KELLY MOORE-PRICE**

"In addition to being members of local farm bureaus, our owners hold memberships with local sportsmen's associations in our service area," Moore-Price says. "It is important for us to protect our environment and wildlife for future generations by providing funding for fish hatcheries, fish stockings and outdoor community events."

While protecting the local environment for the next generation, Moore Propane offers propane delivery to agricultural, commercial and residential customers – more than 6,000 in all. It provides cylinder transport for industrial customers and dispensing stations for businesses and school districts, as many local schools use propane buses.

"We currently operate two locations (Falls Creek and Woodland, Pennsylvania) that include cylinder-filling facilities at each site," Moore-Price says. "Our hope is to eventually open a third location and expand our territory."

In 2013, Moore Propane started with one bobtail, one cylinder-filling facility and five employees. Since then, it has expanded considerably, now with eight bobtails, two service trucks, one cylinder delivery truck and 24 employees.

"Our prediction for the propane industry as a whole is that the demand for propane – as an environmentally friendly energy source – will continue to grow," Alan Moore says. "In response, Moore Propane will continue to advertise, promote and inform our current and future customer base about the advantages of using propane." **LPG**

COMPANY PROFILE



Moore Propane's truck wrap features two nature scenes: a rainbow trout on the left side and two elk on the right.

## MOORE PROPANE

**YEAR FOUNDED //** 2013

**HEADQUARTERS //** Falls Creek, Pennsylvania

**FOUNDERS //** Earle, Linda and Alan Moore

**OWNERS //** Earle, Linda and Alan Moore, along with Kelly Moore-Price

**NUMBER OF BOBTAILS //** 8

**ANNUAL GALLON SALES //** 4 million

**TOTAL NUMBER OF EMPLOYEES //** 24

**ONLINE //** moorepropaneusa.com